

Pressure Test Report NASH

In NASH, there is a very complex patient profile. Our Pressure Test results verified interest of patient prospects with pre-qualified medical conditions aligned to clinical trial protocols. The results can help accelerate recruitment for studies.



Executive Summary

Health Risk Profile

- 61% have been diagnosed with NAFLD
 - 56% have been told they have elevated liver enzymes
 - 83% are experiencing at least one symptom of NASH/ NAFLD
 - 72% self-identify as obese
- 22% have a family history of liver disease
 - 14% of family members with liver disease have passed away due to complications
 - Nearly 1 out of 2 are unsure of family health history
- 43% ready to act on new treatment option
 - Up to 96% may be willing to take investigational drug with education

According to a recent article in *Pharmaceutical Executive*, the growing interest in nonalcoholic steatohepatitis (NASH) is attributable to a few convergent events: prevalence of obesity and associated metabolic syndrome, along with the experience of companies developing antivirals and other specialized treatments for viral hepatitis.

"Resolving a Key Bottleneck in NASH R&D"
Pharmaceutical Executive July 6, 2019

What's driving the intense industry focus on NASH?

The Wall Street Journal described NASH as a big opportunity for big pharma. There are currently no approved therapies and the market could reach \$20-\$35 billion by 2025.

About 30-40% of the US population suffers from a precursor disease called non-alcoholic fatty liver (NAFL), closely associated with type 2 diabetes. Estimates are that 30% of these patients will go on to develop NASH. Left untreated, NASH can lead to cirrhosis and in some cases, the need for a liver transplant.

Unfortunately, many Phase III trial results have been disappointing – with mixed results in NASH resolution, offset by potential liver toxicity. This is not only a setback for the companies involved, it is also a concern for the many patients out there waiting for an efficacious therapeutic intervention.

"The next multibillion-dollar therapeutic area for drug companies may be fatty liver disease, but there are a few practical hurdle to overcome first."
The Wall Street Journal January 18, 2019

Our Purpose

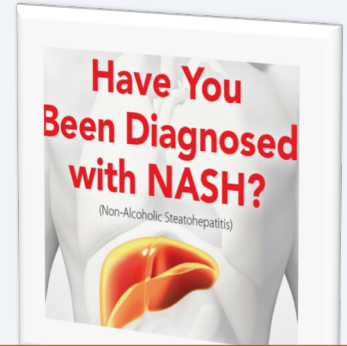
Determine if patients with a risk for NASH can be attracted to self-select & respond to targeted disease-specific ads on social media, and then complete an online survey. This would help determine how to educate patients on their disease, as well as what to expect from participation in a clinical trial.

NASH – Identifying the right patients

NASH (nonalcoholic steatohepatitis) is a disease that's much more complex, conceptually, than viral hepatitis. NASH is part of a systemic metabolic syndrome, and so the complexity is an order of magnitude greater. In NASH, there are many abnormalities, and we cannot conclusively establish a hierarchy for which are the most determinative in establishing or driving liver disease. Patients have:

- hyperlipidemia;
- insulin resistance;
- altered microbiome;
- increased oxidant stress;
- dysregulation of other hormonal signaling.

This complexity is why NASH is having (and is projected to continue to have) such a substantial impact on healthcare costs in the decades to come. Of course, it's also why it has been so difficult to recruit qualified candidates for clinical trials, trying to find a new pharmaceutical intervention for this condition.



Traditional outreach approaches have not been sufficient

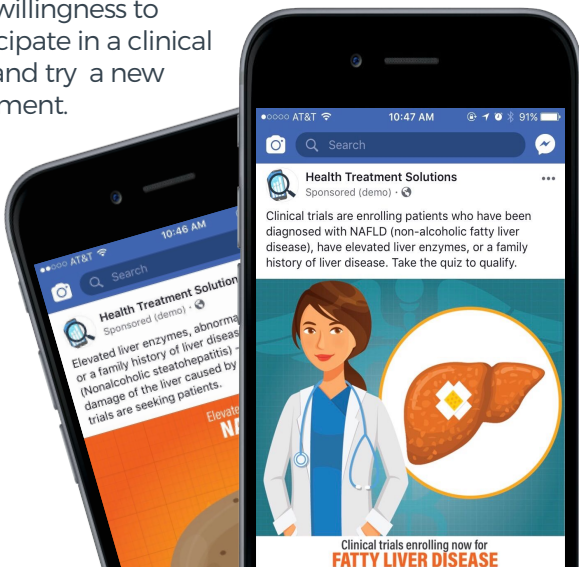
Our Plan

Target men and women who are experiencing symptoms of or are at risk for NASH and are willing to take investigational medication.

*Alternative option: Seek patient candidates who want to try new treatment and are unaware of a clinical trial

Our Process

Introduce a health care survey that would capture and define current symptoms and conditions, body mass index, family history, and willingness to participate in a clinical trial and try a new treatment.



Our Message

The primary focus of the campaign was to learn about new therapies by enrolling in a clinical trial. In our experience, we know that people still need to know the benefits of joining a clinical trial. For this reason, the message also included these points:

- Find out if symptoms are caused by a more serious condition
- Study-related medical care provided at no cost
- Compensation for time and travel expenses

Research underway for patients with elevated liver enzymes

Clinical trials are seeking patients for fatty liver disease treatment research who:

- Have been told they have elevated liver enzymes,
- Have been told they have abnormal liver function,
- Have been diagnosed with NAFLD, or
- Have a family history of liver disease.

Take the Quiz to Qualify

Learn about new therapies by enrolling in a clinical trial investigating advanced treatments for advanced fatty liver disease

Elevated liver enzymes, abnormal liver function, a family history of liver disease, and even obesity could all be signs of a more serious condition called NASH (non-alcoholic steatohepatitis) - inflammation and damage of the liver that is caused by a buildup of fat.

Clinical trials in your area are enrolling now to develop new treatments for NASH.

Take the Quiz to Qualify

Benefits of Joining a Clinical Trial

- Find out if symptoms are caused by the more serious condition, NASH.
- Study-related medical care provided at no cost.
- Compensation for time and travel expenses could be offered.

Take a brief quiz to qualify

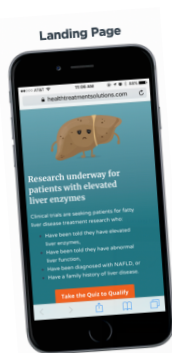
NASH – Learning more by asking more

The industry norm is to ask 2-3 questions, so that you get as few entry points as possible for data collection. We take a different approach based on our extensive experience.

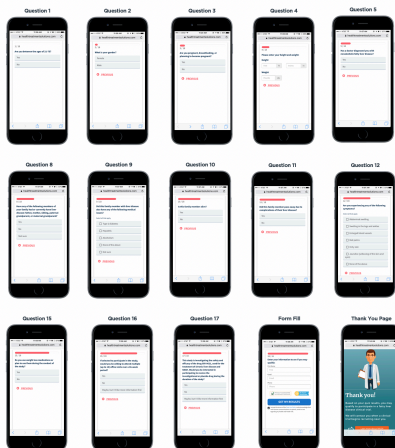
We typically average 8-18 questions. Every question in our surveys might lose 1%-1.5% of people who start; and we're okay with that. Because each question is a micro-commitment and helps us learn if a patient is qualified or not. By the end, we know that they are prepared for a call from our nurse to share education and navigation information with them.

Patients want to know: "Can this product help me? Will this clinical trial work for me? Could it help my loved one?" That's why our outreach, risk assessments, and surveys take a patient point of view. Overall, the approach is to *ask*, not tell.

Our Health Risk Assessment



We served targeted ads on social media to attract and identify prospective NASH candidates. Then, used an 18-question screener survey based on inclusion/exclusion criteria of NASH clinical trials.



Our projected patient acquisition ROI funnel

- \$390.43 spent on ads
- 217 total leads (survey completions)
- \$1.80 CPL (Cost Per Lead) based on market size
- 133 survey completes with NAFLD diagnosis
- 100 survey fully qualified completions
- \$3.90 CPA (Cost Per Acquisition)

In addition, we identified three areas for improvement in future outreach:

- There is a need for more disease education;
- Additional qualification questions may be needed on both online survey and phone screener with our RN Contact Center
- Because inclusion and exclusion criteria differ in various protocols, it may require, a) separate individual trial campaigns, or, b.) our nurse Contact Center could refer a potential candidate the clinical trials they most closely match.

Our Findings

In total, 100 interested respondents at risk for NASH were attracted to the mobile ad set and converted from ad to survey with full completion and form fill in a four-day period.

The data collected verified our ability to attract patient prospects with pre-qualified medical condition aligned to protocol inclusion / exclusion criteria.

Implications for Action

This Pressure Test demonstrated our ability to successfully find at-risk NASH patients. It uncovered patients' high willingness to act and underscored the importance of education. This approach could help many companies and investigative sites who have scaled back or delayed clinical trials because of difficulty recruiting patients.

What are the parameters of a market Pressure Test?

Goals to Test

- Target audience response to ad set, Health Risk Assessment (HRA) and form fill
- Target audience mindset – willingness to engage or not engage
- Target audience mindset – key indicators of intent to fulfill
- Cost Per Responder (CPL) to complete process (Ad → HRA → Form fill → Opt-In & Submit)

Results to Learn

- Market ripeness of the vertical in efficient & scalable way
- De-risk the decision
- Friction points in patient activation pathway and options to reduce
- How to disrupt the marketplace
- Can we attract, engage & educate the ideal patient prospect

Key Elements to Consider

- Target patient profile
- Strategic points to test and learn
- Inclusion / Exclusion Criteria (link to commercial product's PI or clinical protocol)
- Questions to uncover patient's intent or interest
- Branded or unbranded approach

Patient Activation

83bar has developed a 4-part patient activation system integrated to:

- LOCATE prospective patients through risk assessment and health surveys;
- EDUCATE them to offer solutions and help them make informed decisions;
- NAVIGATE patients to action by appointment scheduling or service fulfillment; and through comprehensive follow-up; and
- ADVOCATE on behalf of improved treatment and health care.

Our expertise includes a wide range of medical categories:

- Aesthetics
- Cardiology
- Diabetes
- Endocrinology
- Gastroenterology
- IV therapy
- Men's health
- Molecular diagnostics
- Nutrition
- Oncology
- Ophthalmology
- Orthopedics
- Rare disease
- Surgery
- Urology / Urogynecology
- Women's health



**\$1 billion+ in
DTP acquisition**



**18% average
Facebook
conversion**



**900,000+ patient
prospects**



**>7:1 average
ROI for partner
companies**



**25+ partner
companies**



For full report data, contact:

Bob Baurys
President & CEO
(512) 592-9177
bob@go83bar.com