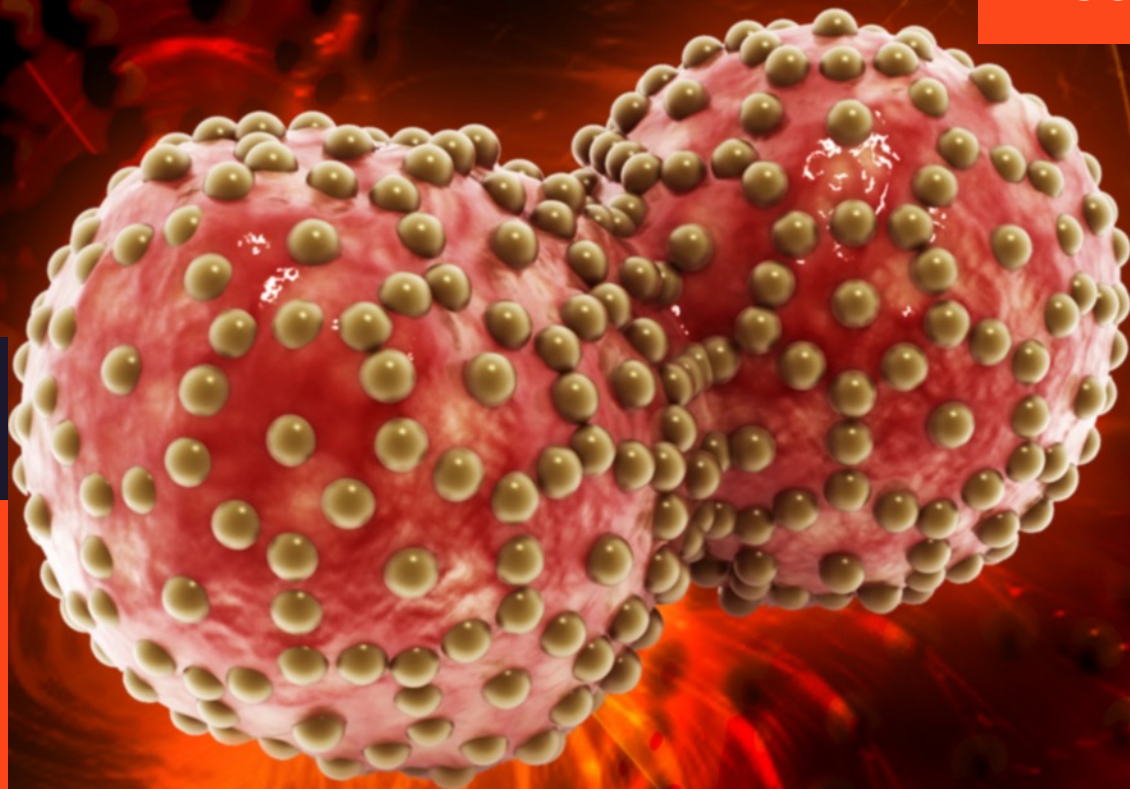


## Market Report

# Non-Small Cell Lung Cancer



## Objective

- Conduct market research to locate patients with NSCLC (non-small cell lung cancer), gauge their interest in participating in a clinical study, and determine their eligibility to participate
- Utilize Facebook ads to attract patients and direct them to a dedicated landing page and survey

## Key Metrics

- Number of unique survey submissions
- Number of qualified leads
- Number of qualified leads per region
- Survey data

## Definition of a Qualified Lead

- Men and women, 40-65+
- Within 50 miles of study sites in Los Angeles CA, Atlanta GA, Peoria IL, Morristown NJ, and Durham NC
- Diagnosed with Stage 4 or Metastatic Non-Small Cell Lung Cancer (NSCLC)
- Willing to undergo imaging studies, additional biopsy, and to assist study team in obtaining prior biopsy material
- No plans for pregnancy or parenthood
- No diagnosis of HIV, CHF, or uncontrolled diabetes



## Inclusion / Exclusion Criteria

- No prior treatment with LM-based immunotherapy, anti-TNF, or PI3K inhibitor and no prior transplant
- No current treatment with or allergy to antibiotics
- No current treatment with oral or injectable corticosteroids (I is taking corticosteroids but willing to discontinue)
- No bone graft, joint replacement, metal plate, artificial valve or pacemaker (I reports an “other” medical device that would need to be assessed at clinic level)
- Not currently experiencing adverse events or participating in another clinical trial

## Process

### Creative Development

- To attract the likeliest converting patient, 83bar ran a lead generation campaign to target men and women who have been diagnosed with NSCLC.

### Facebook Ad Targeting

- Men and Women / Age 40-65+

### Geo-Target

- Within 50 miles of study sites in Los Angeles CA, Atlanta GA, Peoria IL, Morristown NJ, and Durham NC

## Results

### Run Dates

- May 19-24, 2020

### Acquisition Metrics

- 20 total survey completions
- 5 qualified patients based on the selected topline criteria

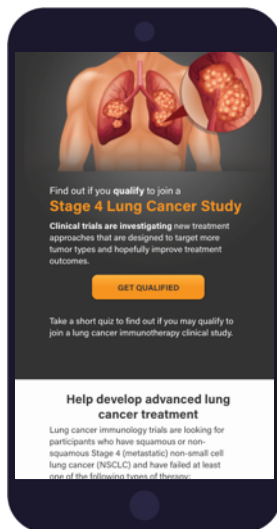
# Attract patients who need treatment

Optimized to ensure high consumer engagement

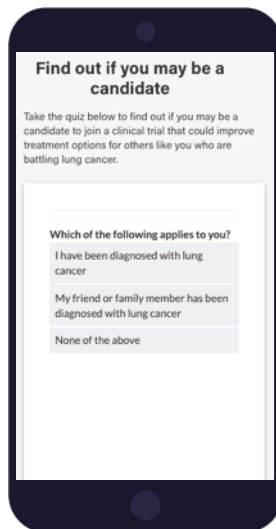
## Social Media



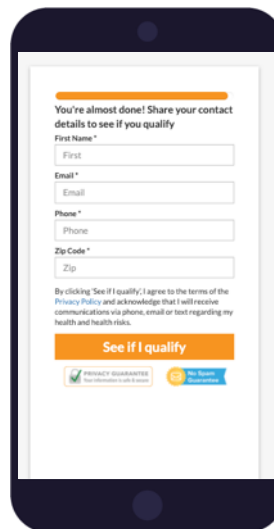
## Landing Page



## Symptoms



## Submit



## Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience

Attract

Engage

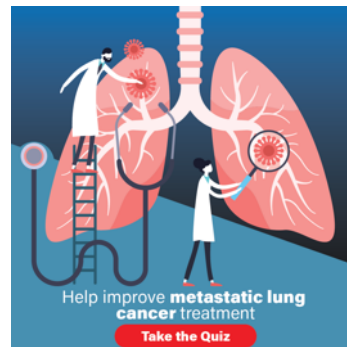
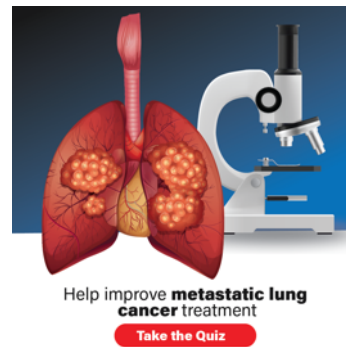
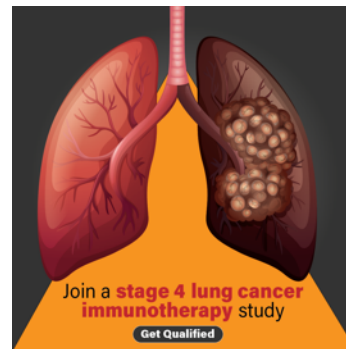
Qualify

Collect

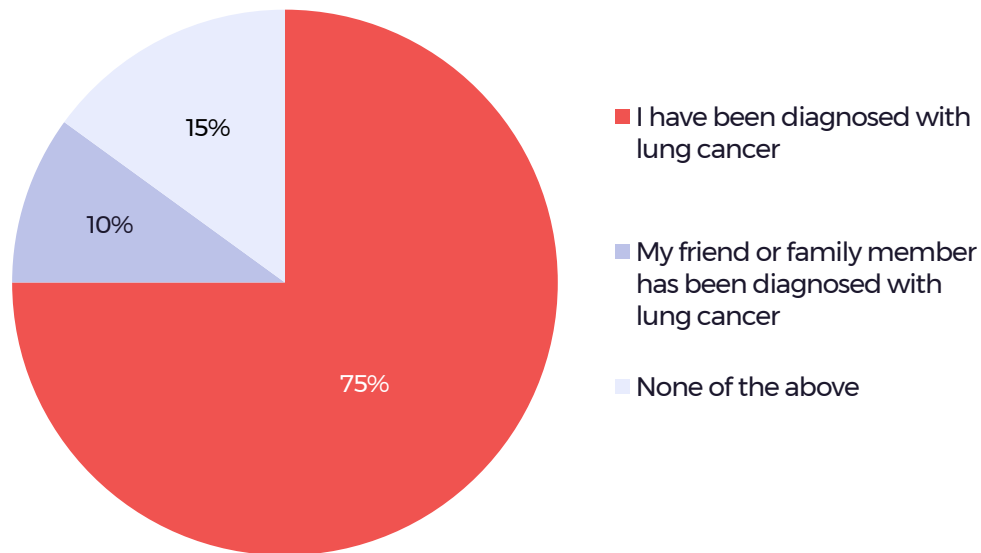
## Process

- Four Facebook ads that point to one unique landing page with an embedded survey
- One screening survey designed based on protocol inclusion and exclusion criteria
- One thank you page with link to study information on [clinicaltrials.gov](https://clinicaltrials.gov) along with links to educational information on trial participation
- One disqualified page with links to educational information on lung cancer and trial participation
- The ad images featured lung imagery designed to quickly resonate with the patient population
- Ad copy tested different keyword concepts and text to find the most appropriate and engaged potential participants

## Image Assets Tested



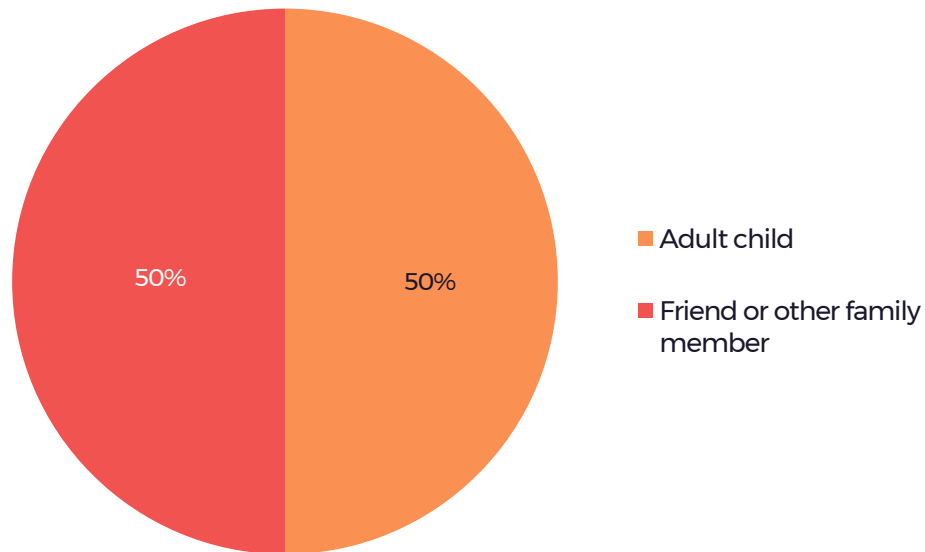
## Which of the following applies to you?



## Key Findings

- The graph depicts all responses from the screening survey (**20 respondents**)
- 75% of respondents reported being diagnosed with lung cancer
- 10% said it was their friend or relative who had been diagnosed with lung cancer

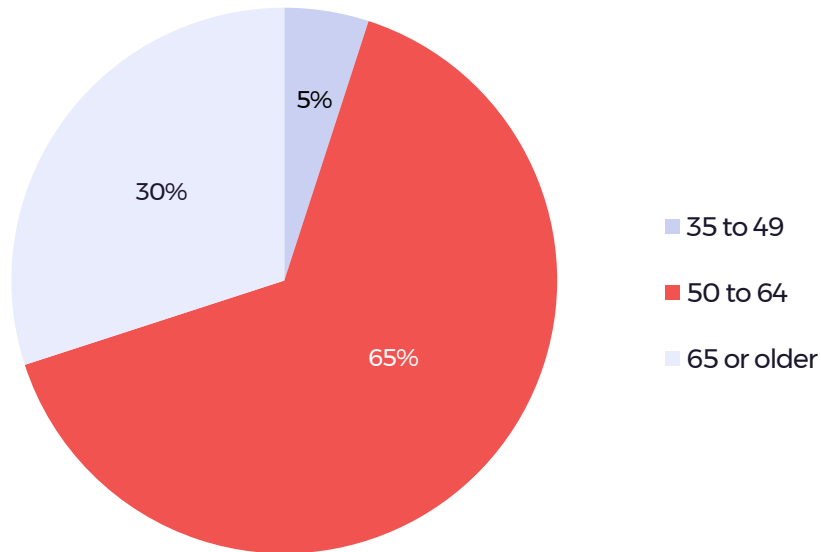
## What is your relationship to the person with cancer?



## Key Findings

- The graph depicts responses from **respondents whose friend or relative was diagnosed with lung cancer**

## How old are you?

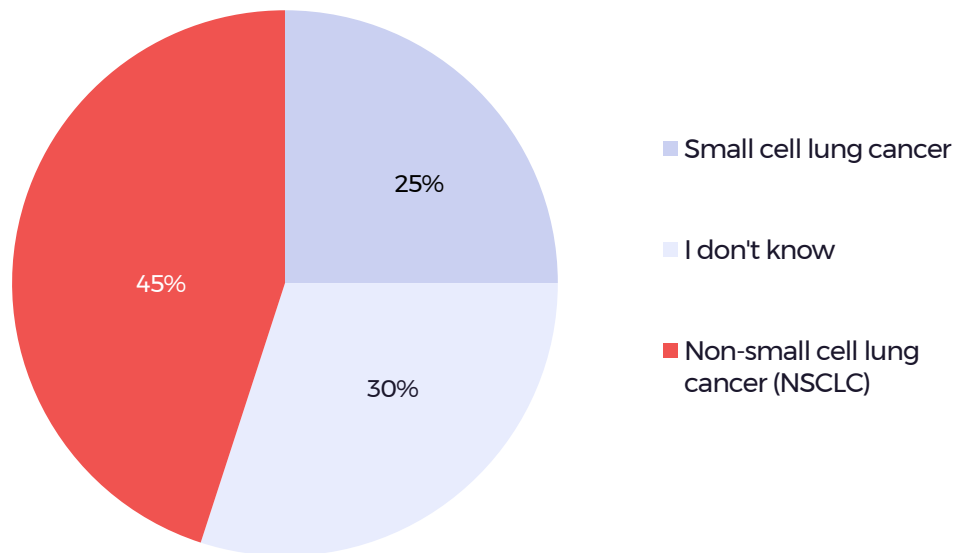


## Key Findings

- The graph depicts all responses from the screening survey (**20 respondents**)
- Majority of respondents (95%) were aged 50 and above



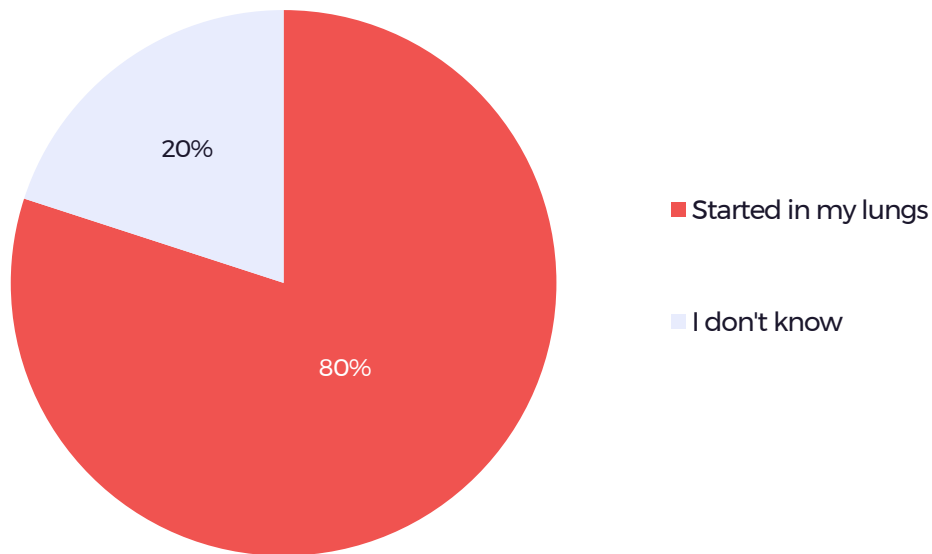
## What type of lung cancer do you have?



## Key Findings

- The graph depicts all responses from the screening survey (**20 respondents**)
- 45% of respondents confirmed that they had NSCLC, making them qualified leads
- 30% responded that they didn't know, revealing low patient knowledge. They may or may not qualify based on disease criteria. Medical records review would likely be necessary.
- 25% of respondents who indicated having small cell lung cancer (not NSCLC) were disqualified

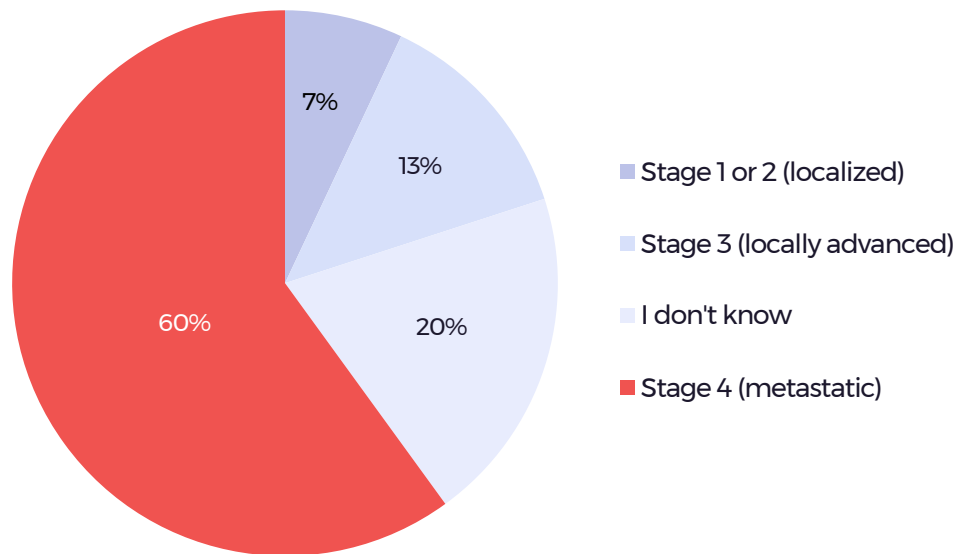
## Did your cancer start in your lungs or in another organ?



### Key Findings

- The graph depicts responses from **respondents who confirmed that they had NSCLC and those who did not know**
- Majority of respondents (80%) confirmed that their cancer started in their lungs
- 20% responded that they didn't know, revealing low patient knowledge. They may or may not qualify based on disease criteria. Medical records review would likely be necessary.

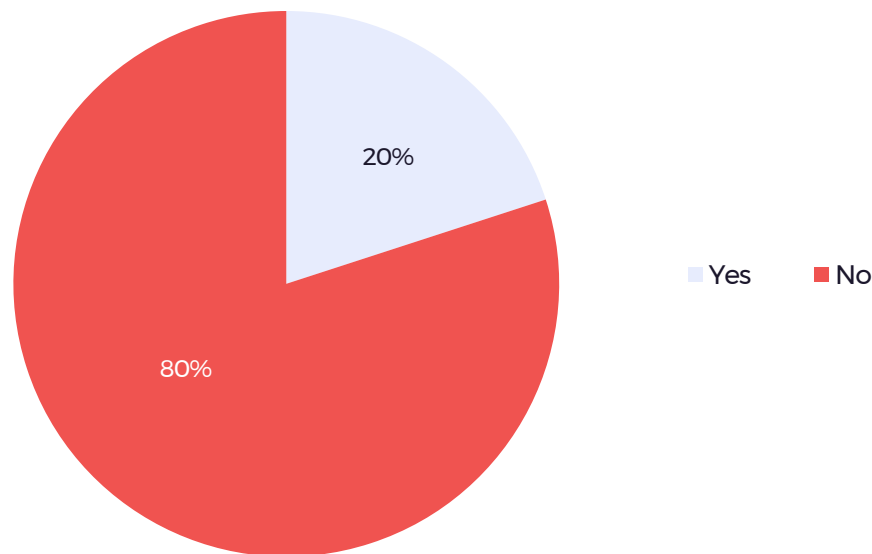
## What stage is your lung cancer?



## Key Findings

- The graph depicts responses from **respondents who confirmed that they had NSCLC and those who did not know**
- 60% of respondents confirmed that their lung cancer was at stage 4 or metastatic, making them qualified leads
- The 20% who said that they didn't know may or may not qualify based on disease criteria. Medical records review would likely be necessary.
- Respondents who reported having stage 1, 2 or 3 lung cancer were disqualified

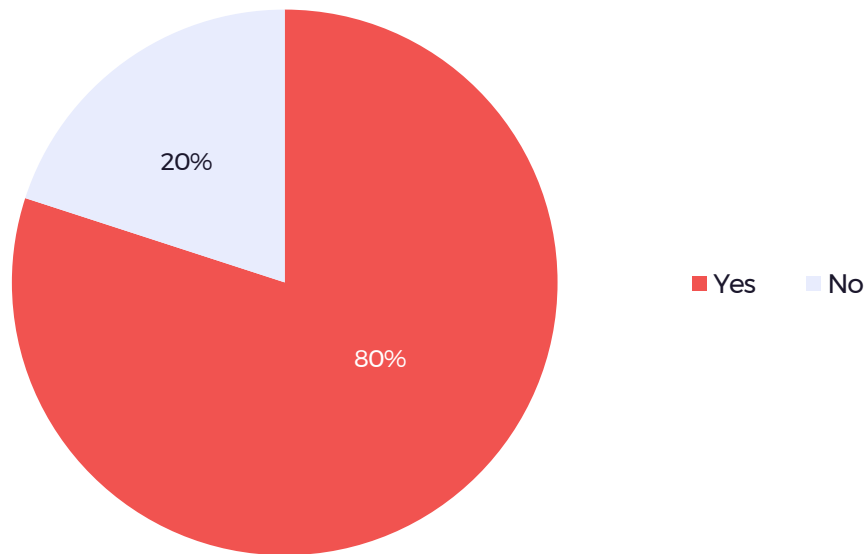
## Are you currently taking pembrolizumab (KEYTRUDA)?



### Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- Majority of leads (80%) said that they are not currently taking pembrolizumab

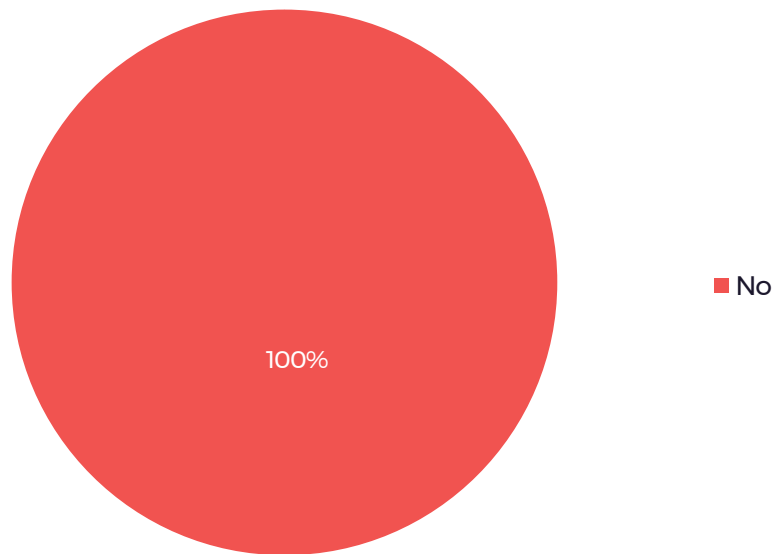
**Since being diagnosed with Stage 4 cancer, have you received any type of systemic treatment (e.g. chemotherapy or hormone therapy)?**



## Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- Majority of leads (80%) confirmed that they had received some type of chemotherapy or hormone therapy

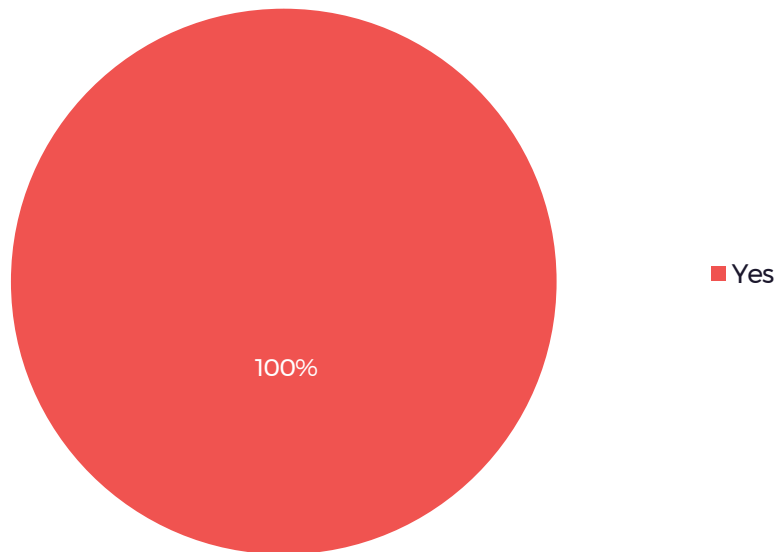
## Did you receive chemotherapy or hormone therapy before your cancer became metastatic (when it was Stage 1, 2 or 3)?



## Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- All leads reported having received some type of chemotherapy or hormone therapy only when their cancer became stage 4 and not during the earlier stages

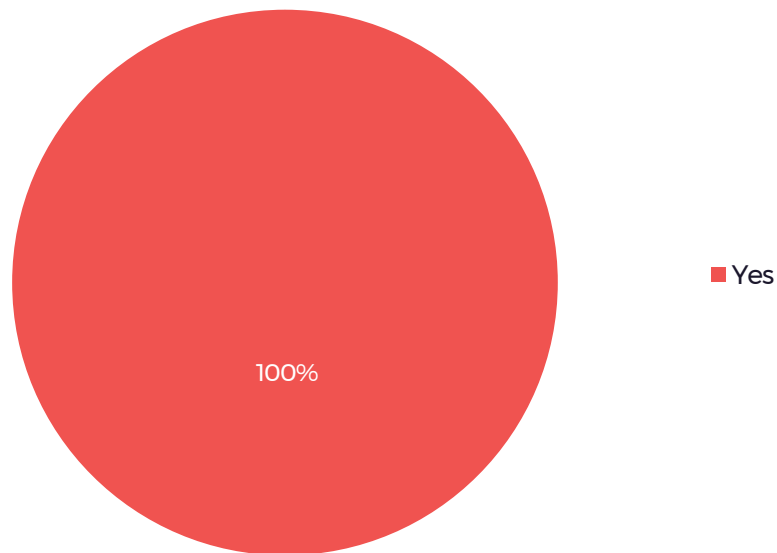
## Are you willing to help the study team get a biopsy sample of your tumor by asking permission from your doctors?



### Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- All leads expressed their willingness to help the study team get a biopsy sample

## Are you willing to undergo a fresh tumor biopsy if the study team needs it?

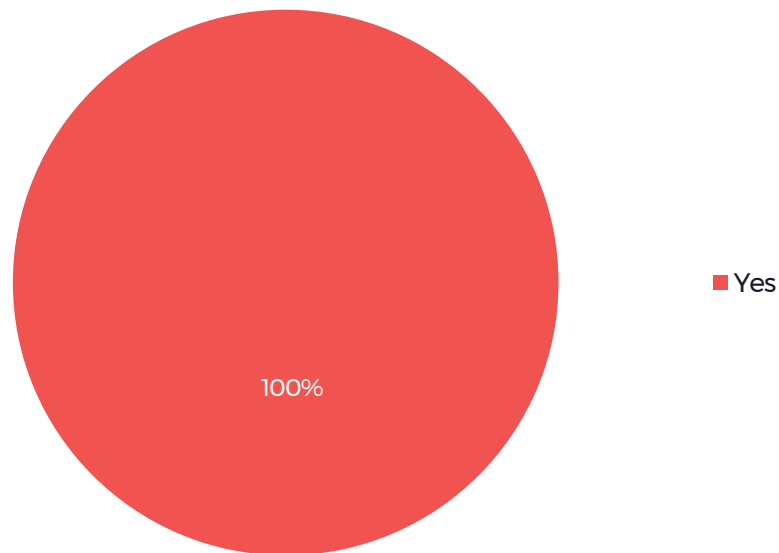


### Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- All leads expressed their willingness to undergo another tumor biopsy if needed



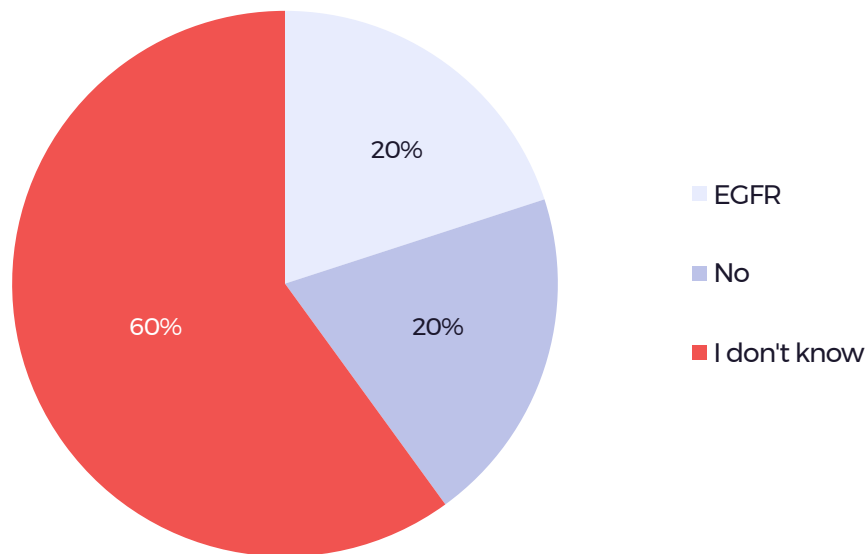
## Are you willing to undergo radiological imaging (CT or MRI scans) as part of the study?



### Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- All leads expressed their willingness to undergo radiological imaging as part of the study

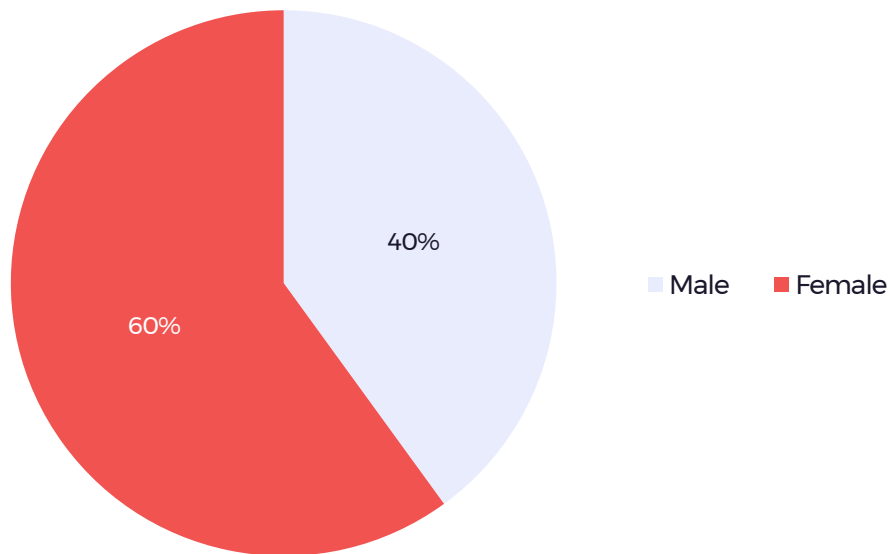
## Were you ever told that your cancer has any of the following mutations?



## Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- Majority of leads (60%) said that they didn't know, revealing low patient knowledge. They may be potentially ineligible for the study. The 83bar nurse contact center will have to confirm the details.

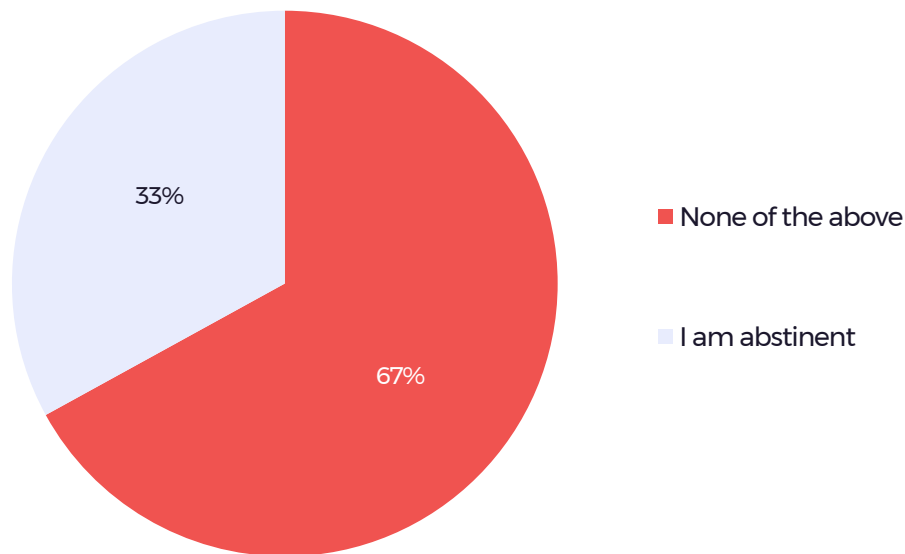
## What is your biological sex?



## Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- There were 20% more female patients than male patients

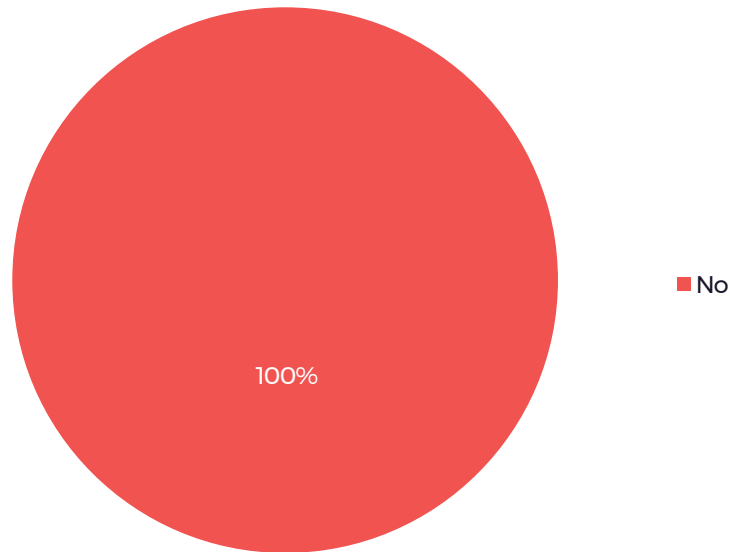
**Pregnancy and breastfeeding are not recommended during this clinical trial. Do any of the following apply to you?**



## Key Findings

- The graph depicts responses from **female qualified leads only**
- Majority of female leads (67%) were neither pregnant nor breastfeeding
- The 83bar nurse contact center will have to confirm the details with leads who indicated that they were abstinent.

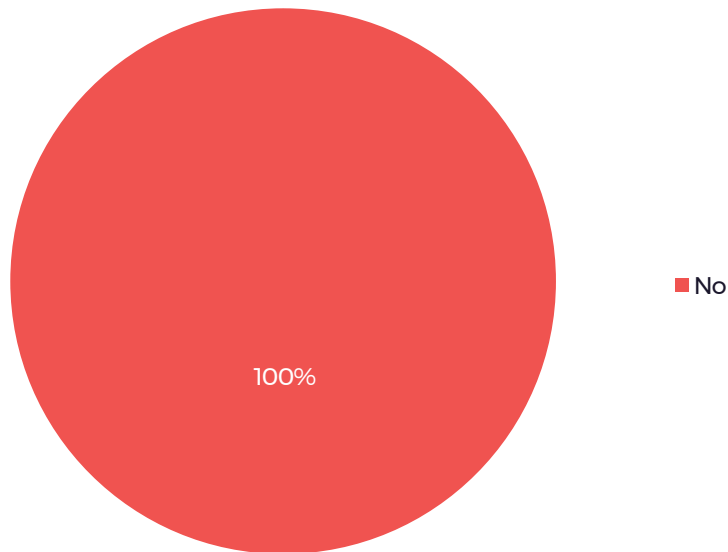
## Do you plan on fathering children in the next 2 to 3 years?



### Key Findings

- The graph depicts responses from **male qualified leads only**
- All male leads had no plans of fathering children within the next 3 years

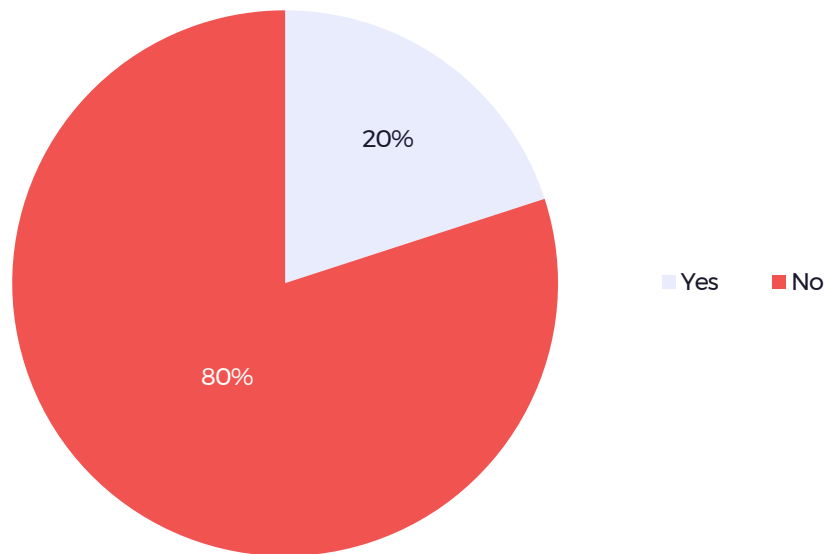
## Do you have an active autoimmune disease that required oral or injection treatment within the past 3 months?



### Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- All leads indicated that they had no active autoimmune disease that required oral or injection treatment

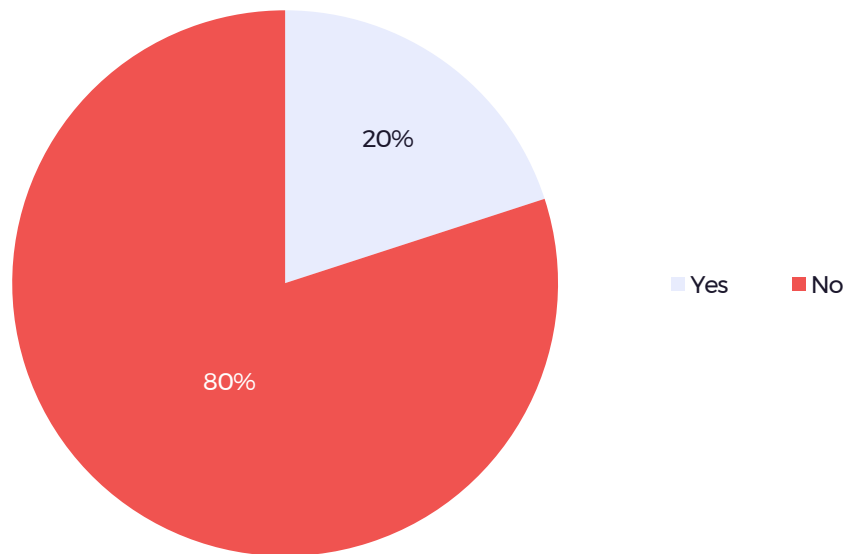
## Do you have hypothyroidism?



## Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- Majority of leads (80%) indicated that they had no hypothyroidism
- The 83bar nurse contact center will have to clarify details with leads who indicated that they had hypothyroidism.

## Are you currently taking oral or injectable corticosteroids for any medical condition?

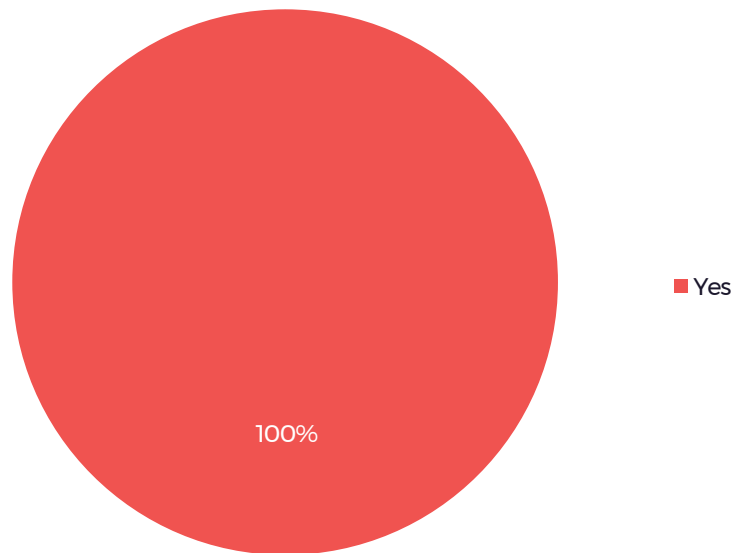


### Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- Majority of leads (80%) reported that they were not currently taking any corticosteroids



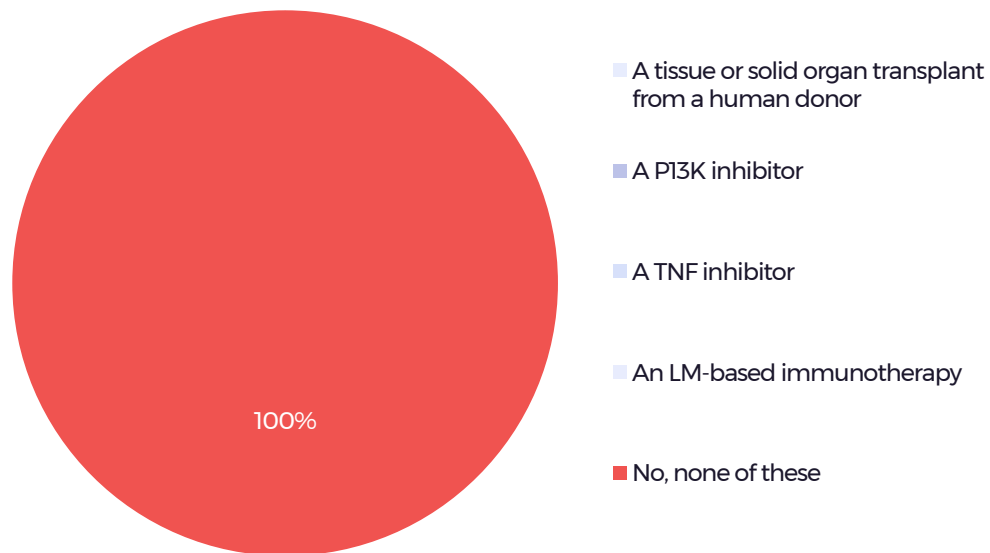
## Would you be willing to discontinue corticosteroids for the duration of the study?



### Key Findings

- The graph depicts responses from **leads who were taking corticosteroids**
- All leads were willing to discontinue their corticosteroid medication for the duration of the study

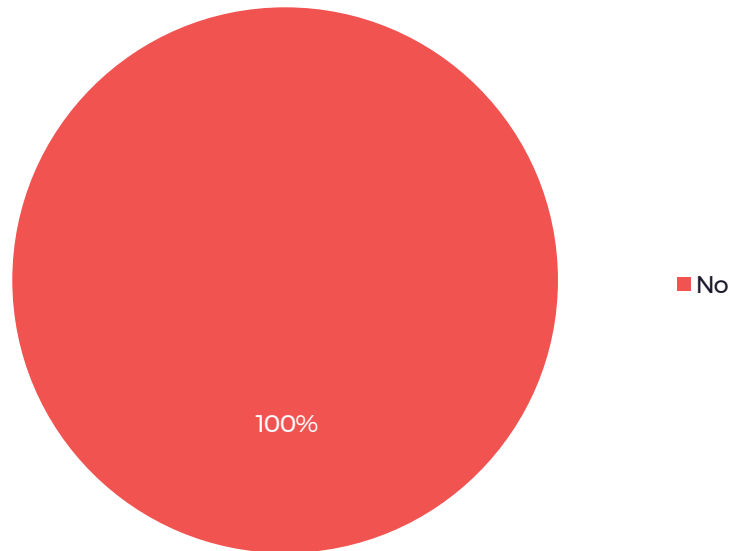
## Have you ever had, or are you planning to start, any of the following treatments?



## Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- All leads indicated that they never had nor were planning to take any PI3K or TNF inhibitors, LM-based immunotherapy, or have a tissue/organ transplant

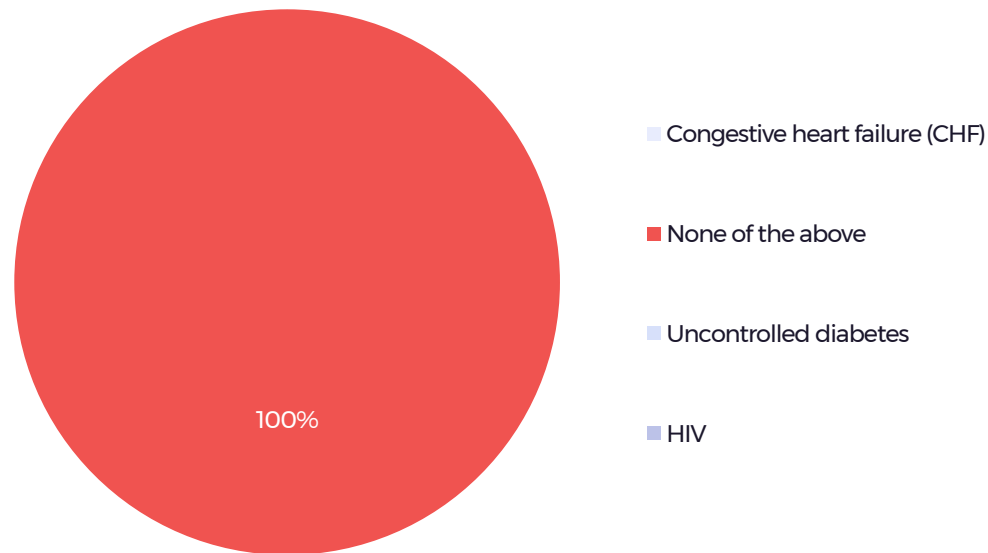
## Do you have brain metastasis (cancer that has spread to your brain)?



### Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- All leads indicated that they do not have brain metastasis

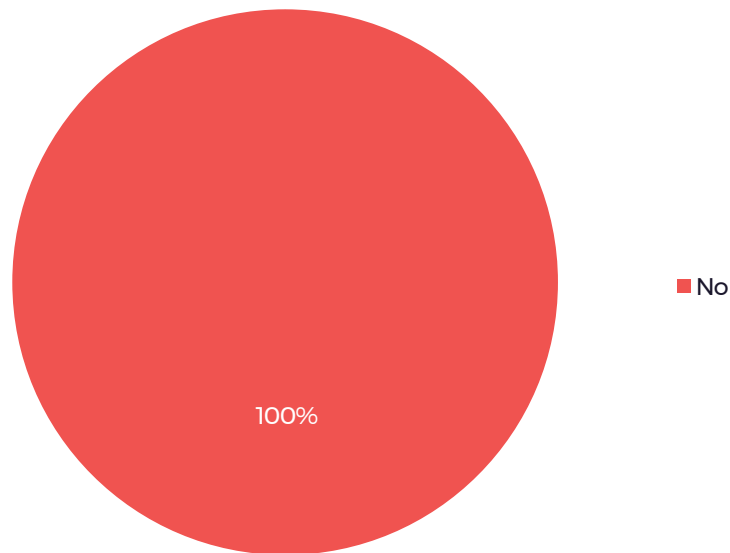
## Are you currently being treated for any of the following diseases or conditions?



## Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- All leads reported that they do not have any of the diseases or conditions mentioned

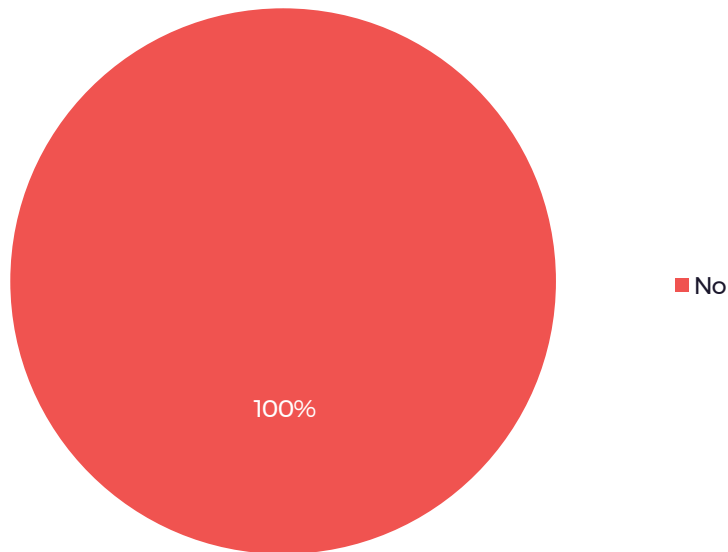
## Are you currently taking antibiotics for an active infection?



### Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- All leads reported that they weren't currently taking any antibiotics for an active infection

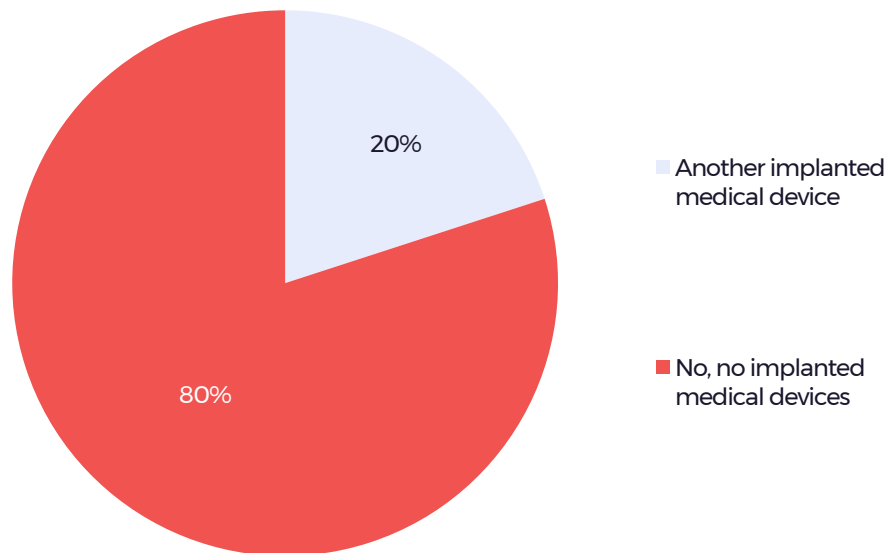
## Do you suffer from a psychiatric or substance abuse disorder that would interfere with your ability to follow study directions?



### Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- All leads indicated that they do not suffer from any psychiatric or substance abuse disorder

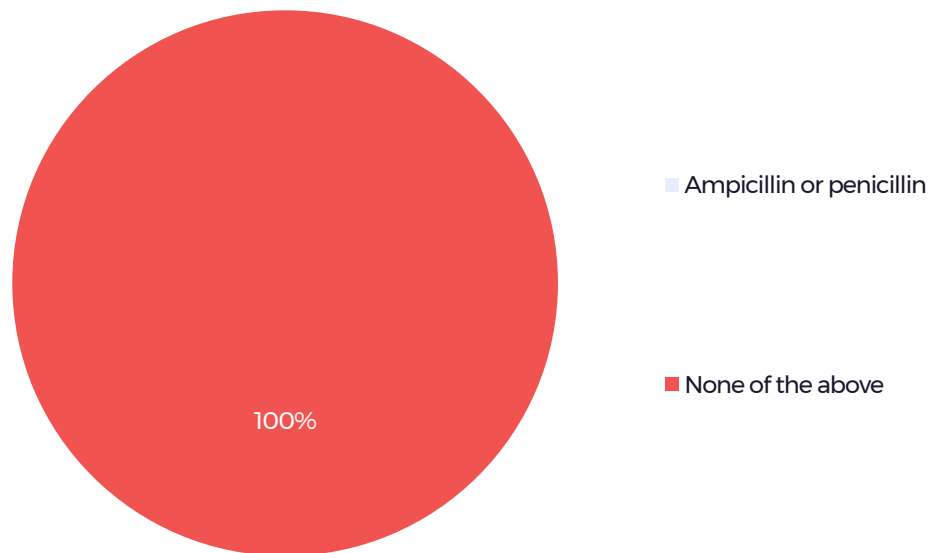
## Do you have an implanted medical device?



### Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- Majority of leads (80%) said that they have no implanted medical devices

## Are you allergic to, or otherwise unable to take any of the following medications?

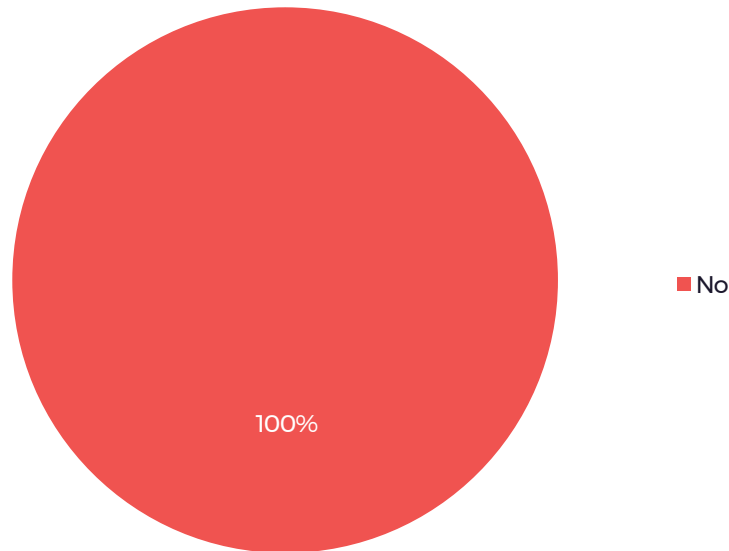


## Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- All leads indicated that they were not allergic to ampicillin or penicillin



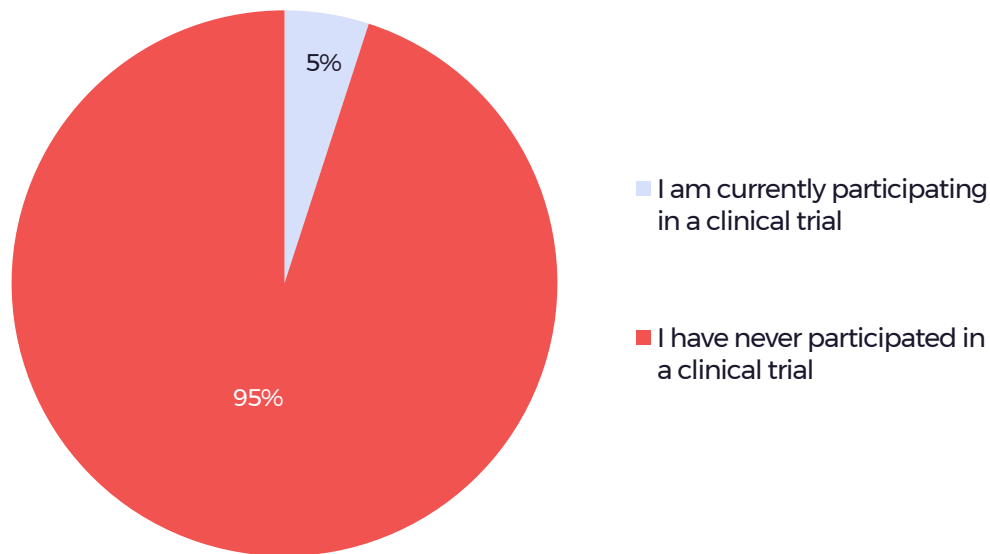
## Are you currently suffering from any adverse effects (side effects) from a drug treatment you have taken in the past?



### Key Findings

- The graph depicts responses from **qualified leads who confirmed that they had Stage 4 NSCLC**
- All leads indicated that they were not currently suffering from any adverse side effects from a past drug treatment

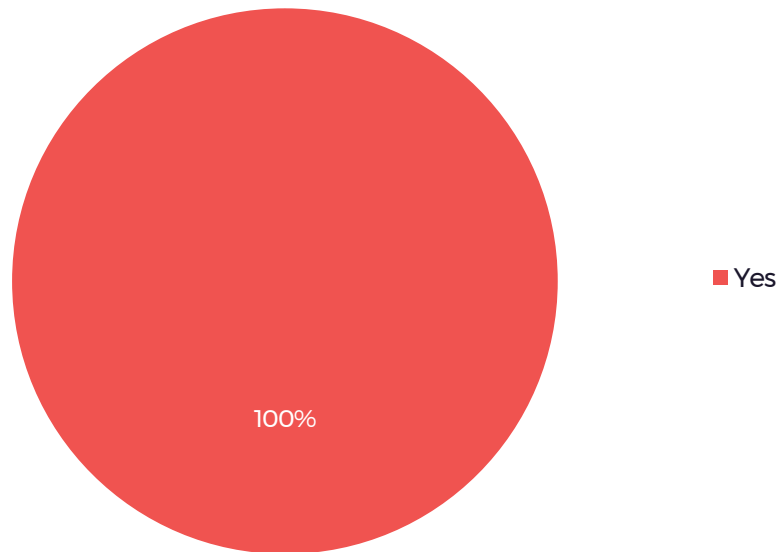
## Please describe your clinical trial experience.



## Key Findings

- The graph depicts all responses from the screening survey (**20 respondents**)
- Majority of respondents (95%) said that they have never participated in a clinical trial before

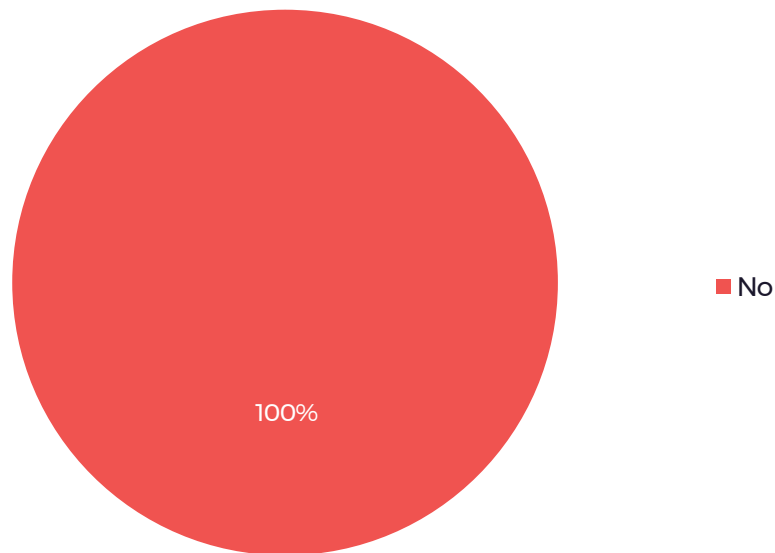
## Will that trial/study be complete within the next 4 weeks?



### Key Findings

- The graph depicts responses only from **respondents who have previously participated in other clinical trials**

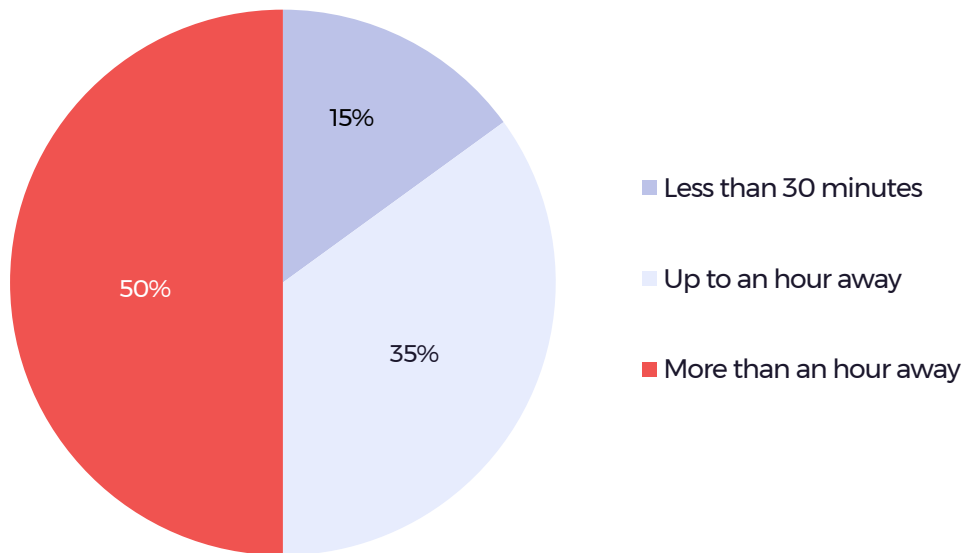
## Has your doctor ever recommended a clinical trial?



### Key Findings

- The graph depicts responses only from **respondents who have never participated in a clinical trial before**
- All of the respondents said that their doctor had never spoken to them about clinical trials

## How far would you be willing to travel to participate in a clinical trial?



### Key Findings

- The graph depicts all responses from the screening survey (**20 respondents**)
- Majority of respondents (85%) said they were willing to travel up to an hour or more to participate in a clinical trial



## Profile

- Male and Female / Age 50+
- Diagnosed with Stage 4 Metastatic Non-Small Cell Lung Cancer
- No adverse reactions to past drug treatments
- Willing to participate in a clinical trial more than an hour away

## Symptoms

- **Lumps in the neck or around the collarbone**
- **Abdominal or back pain**
- **Weakness and fatigue**
- **Loss of appetite**
- **Numbness or tingling**

The symptoms of metastatic stage 4 lung cancer may depend on where in the body the disease has spread.

For instance, if the cancer has spread to the bones, it may cause bone pain or fractures. If the cancer has spread to the liver, it may cause nausea, fatigue, bloating, jaundice or swelling in the extremities. If the cancer has spread to the brain, it may cause headaches, vision issues, difficulty speaking or seizures.

## Findings

- **83bar can identify potential metastatic NSCLC trial candidates using social media advertising.** 5 potential trial candidates were identified in just 4 days running into a holiday weekend. Targeting was intentionally limited to within 50 kilometers of a current site to give a better idea of feasibility.
- **Call center screening will likely be required to help screen for criteria that are beyond patient knowledge.** Many respondents were not familiar with aspects of their disease or prior treatments. Experienced, medically-knowledgeable 83bar patient activation agents can help clarify.
- **The majority of survey respondents (95%) had never participated in or been spoken to by their doctor about clinical trials.** 83bar can find highly motivated clinical trial candidates whose willingness to participate in trials is being missed by their current healthcare teams.
- **85% of survey respondents were willing to travel up to an hour away or more to participate in a trial.** 50% of respondents are willing to travel more than an hour.
- Given the highly clinical inclusion/exclusion criteria for the clinical study, utilization of the 83bar Call Center is recommended to further qualify leads and better establish timelines.
- Targeted social media outreach with high patient activation is a feasible approach and recommended given:
  - Industry leading CPL
  - Ad concepts that strongly connect with a highly targeted audience



For more information visit  
**[www.83bar.com](http://www.83bar.com)**

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