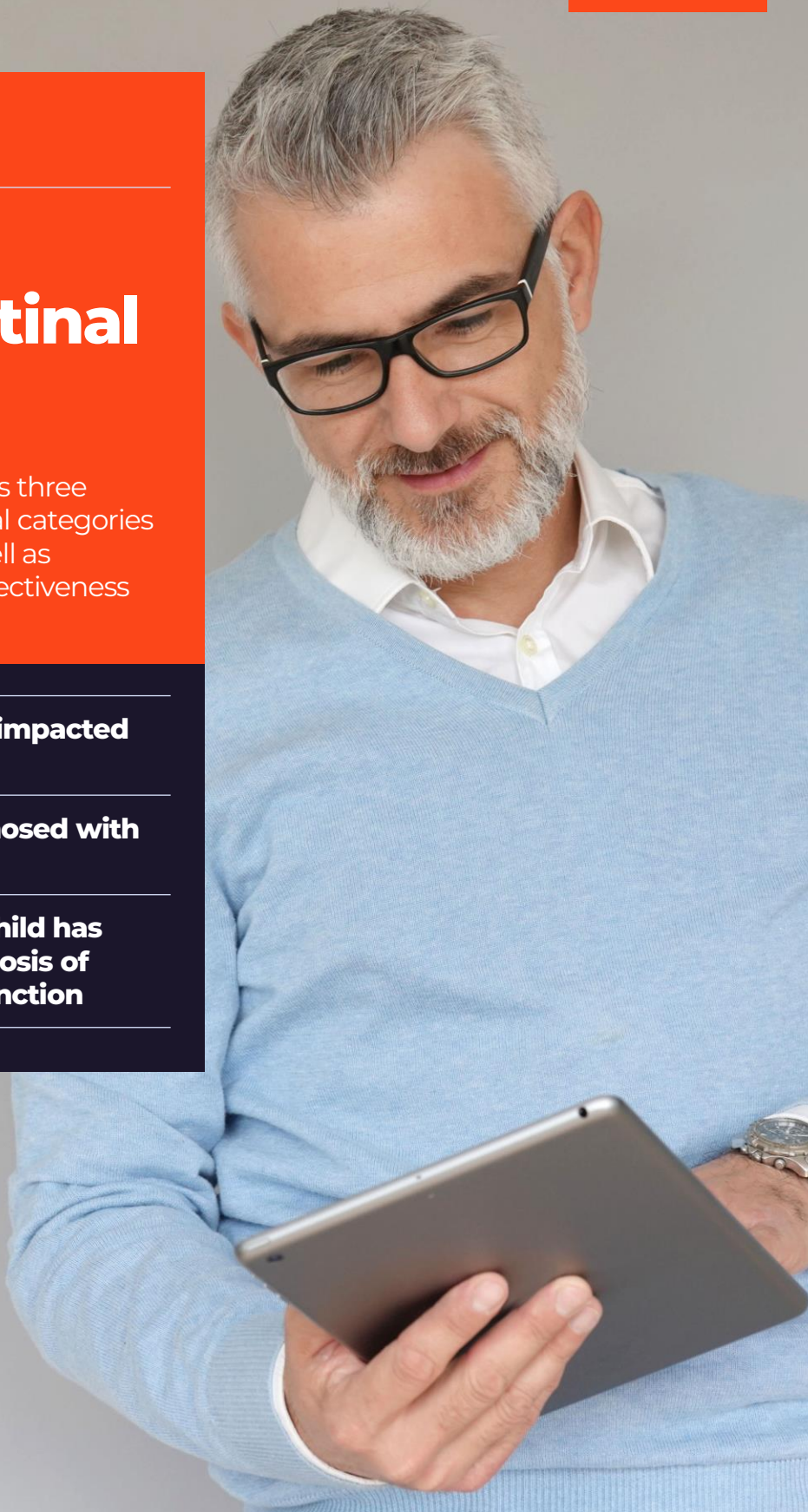


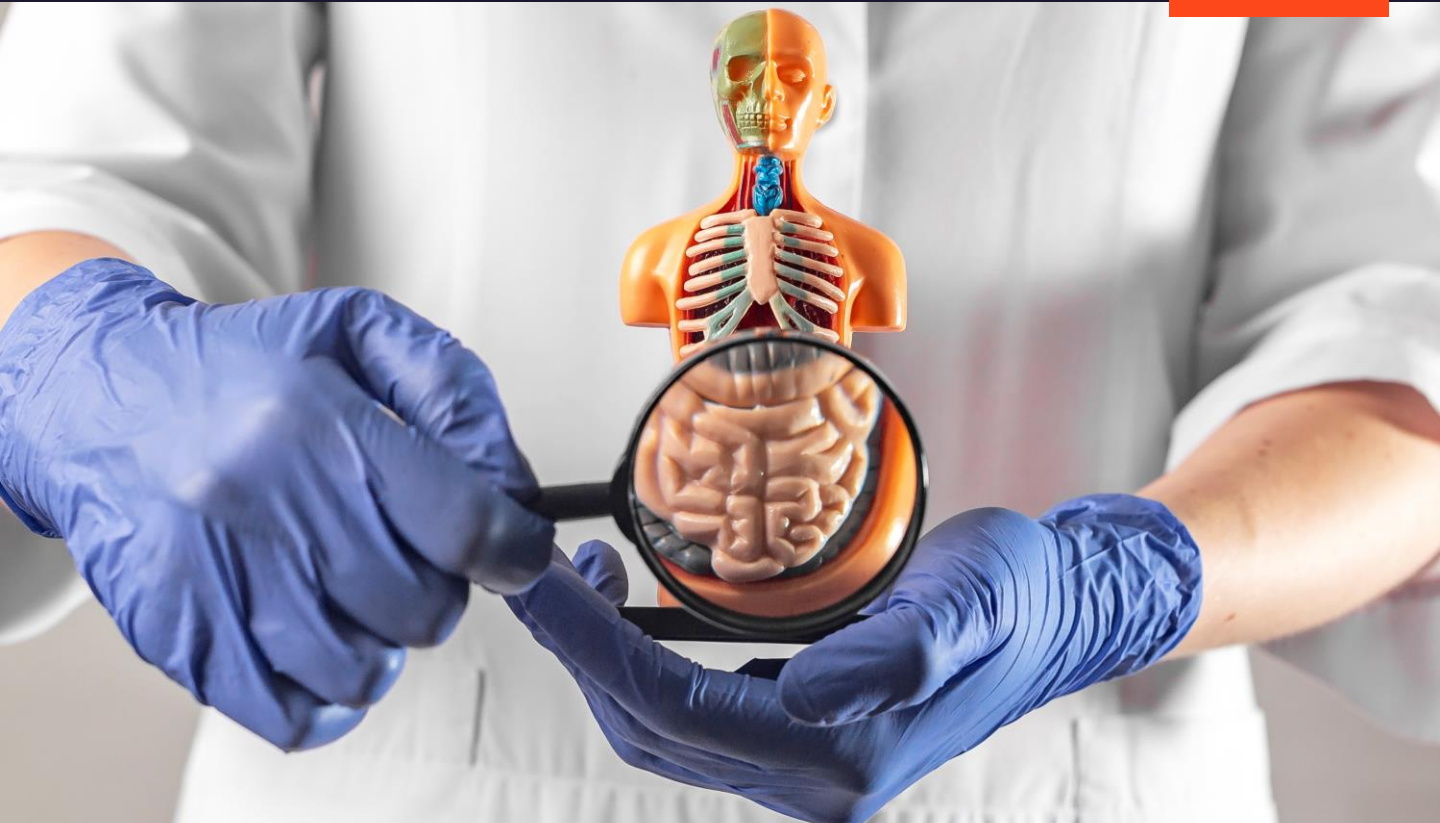
Whitepaper

# Chronic Gastrointestinal Conditions

This whitepaper report shares three campaigns in gastrointestinal categories to compare the results, as well as demonstrate our model's effectiveness in patient outreach.

- ✓ **58% are significantly impacted by their symptoms**
- ✓ **44% have been diagnosed with Crohn's Disease**
- ✓ **99% indicated their child has NOT received a diagnosis of liver disease or dysfunction**





## Overview

In many of our recruitment campaigns for clinical trials, we found that up to 65% of consumers are not currently seeing a doctor for their health conditions. This is relevant when you consider that a traditional Direct to Consumer (DTC) drug commercial asks patients to “ask your doctor” about a treatment or trial. Many patients in the U.S. healthcare system just don’t have a regular doctor unless there’s an urgent need or chronic conditions. Even then they may start treatment that wasn’t successful, which leads patients to drop off—concluding there’s nothing that their doctor can do for them.

This means they don’t get the chance to hear about new therapies, get referred to a specialist, or learn about a clinical trial. This is often a significant learning for clients who assume that people with a condition serious enough to impact their quality of life must be seeing a specialist. And that’s not always the case.

Therefore, the 83bar team is often asked about findings from our Patient Activation campaigns and the motivations behind our offers to patients including:

- ✓ Access to specialists
- ✓ Advanced testing methods to provide a confirmed diagnosis
- ✓ Clinical trials that may benefit themselves or their child

To provide insight on these findings, this report shares three campaigns in gastrointestinal categories to compare and contrast the results, as well as demonstrate our model's effectiveness in patient outreach.

In three separate market tests, 83bar ran patient recruitment campaigns to:

1. **Gauge patient demand for a new blood test that helps diagnose IBS**
2. **Better understand patients suffering from Crohn's Disease**
3. **Target mothers of young children who may be experiencing symptoms of a rare liver disorder**

## Background

Previous studies have shown access to gastroenterology care is limited by a lack of specialists and of endoscopy resources. According to a survey, the average wait time for gastroenterology care is approaching 160 days and wait times for urgent indications such as active inflammatory bowel disease were an average of 66 days after referral.<sup>1</sup>

Thousands of patients in L.A. County's public hospital system endure long delays to see medical specialists, a 2020 *Los Angeles Times* investigation found. Doctors, nurses, and patients describe chronic waits that leave the sick with intolerable pain, worsening illnesses, and a growing sense of hopelessness. The average wait to see a specialist was 89 days, according to the *Times* data analysis of more than 860,000 requests for specialty care.<sup>2</sup>

It's a widely held view that in the traditional patient pathway, a consumer's journey from initial incident to actual resolution can take years—to be tested, managed, and finally referred to a specialist who modifies treatment or presents advanced options. There are several gaps in this journey where the consumer is left unmanaged and to their own devices.<sup>3</sup>

Patient advisors often identify touchpoints where access to a specialist and a new treatment might make a difference.

We worked on one campaign specifically in a rare disease that requires a gastroenterologist for an endoscopy procedure and complex differential diagnosis.<sup>4</sup>

Liver diseases and GI motility disorders are growing medical problems with an increased demand for treatment. On average, patients with liver disease waited 64 days for an appointment. 5.9% reported that GI physicians had previously declined to see them. About 4.8% of the patients were told that there was nothing wrong with them. For motility patients with gastroparesis, the patient wait time for an appointment was on average 107 days. 42.1% were told they could not be helped. 7.9% previously had GI physicians decline to see them and 16.8% were told there was nothing wrong with them.<sup>5</sup>

As you will read in this paper, in our test only slightly more than 1% of parents had taken their child to a liver specialist—including those with tests indicating elevated liver function. This result may indicate a muddled or confusing care pathway that could be clarified and accelerated.

In a specific health system, despite the unchanged number of endoscopists, more colonoscopies were performed in 2015 than in 2013. Therefore, the average wait time for a colonoscopy increased from 68 days to 111 days.<sup>6</sup>

It is within this context that we tested offers to promote better access to a specialist and to new testing methods.

**These findings should be meaningful to companies and research centers that are developing new diagnostic tests and new treatments for the prevention, detection, and management of gastrointestinal and liver conditions.**



## Campaign Methods, Targeting, and Reach.

In all three test campaigns, the 83bar outreach methodology used Facebook ads with symptom-based messages. This helps attract candidates and then directs them to a dedicated landing page with an online health risk assessment.

We worked with clients to profile qualified candidates based on their inclusion and exclusion criteria.

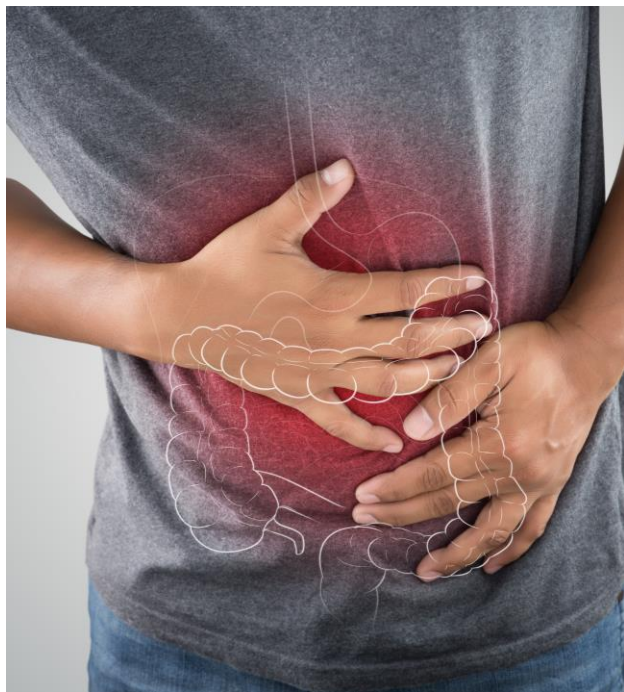
The user experience is optimized for mobile use because 90% of our traffic comes through on a mobile device. Upon completion of a survey and health risk assessment, we collect names, emails, and phone numbers (with opt-in permission) from interested patients.

The respondents can access their personal score results and see links to educational websites specific to the responses we collected after submission.



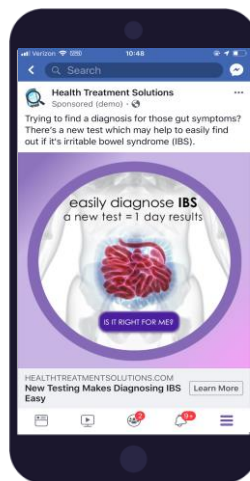
## Developing a Creative Strategy

To attract the likeliest converting patient, 83bar ran a lead generation campaign with graphics (instead of stock photos) that convey the messaging that causes users to stop and look at the ad since it stands out from other content in their newsfeed. We have found that patients respond to medical imagery significantly better than lifestyle type ads.



For this research, a qualified lead is a patient who is suffering from IBS, but who hasn't yet received an IBS diagnosis. It is applicable to both men and women, ages 18 to 65+, in the United States.

The respondent must express interest in physician referral for a lab test and in contact from an 83bar telehealth education nurse specialist to discuss options.



## Irritable Bowel Syndrome

This is a review of findings from a Market Feasibility Test we conducted to gauge 83bar's effectiveness in generating patient demand for a novel blood test that helps diagnose IBS.

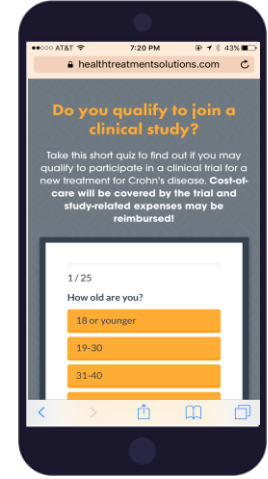
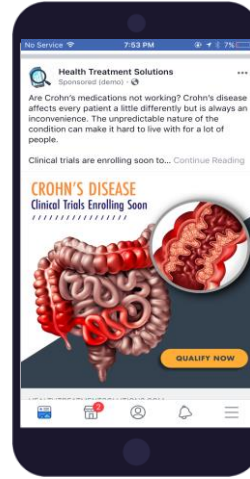
IBS is a common disorder that affects the large intestine. Signs and symptoms include cramping, abdominal pain, bloating, gas, and diarrhea or constipation, or both. IBS is a chronic condition that needs to be managed long term.

IBS has traditionally been diagnosed using multiple tests to exclude the possibility of other diseases. If no other health issues are found, a diagnosis of IBS is made.

Scientists have since discovered validated biomarkers for IBS that can be measured with a blood test. For the 10-15% of the worldwide population who suffer from IBS, this test can offer a clear diagnosis, prevent potentially unnecessary invasive procedures, and set a faster path to treatment.

## Highlights of Respondents Fit to Protocol Criteria

- ✓ **58%** of respondents are significantly impacted by their symptoms (described as "extremely" and "very")
- ✓ **50%** have seen more than one doctor about their symptoms
- ✓ **59%** are very interested in taking a simple blood test that could help diagnosis their IBS symptoms



## Crohn's Disease

Crohn's disease is a chronic inflammatory bowel condition. The overactive immune system of someone living with Crohn's disease causes the body to attack its own cells. The result is inflammation in the lining of the digestive tract.

Typically, people experience periods of remission with no noticeable symptoms at all, followed by a sudden return of symptoms, called a flare.

While the causes of Crohn's disease are unknown, environmental factors can be a trigger for Crohn's disease flares, as well as immune system issues. It is also thought that genetics can also play a role.

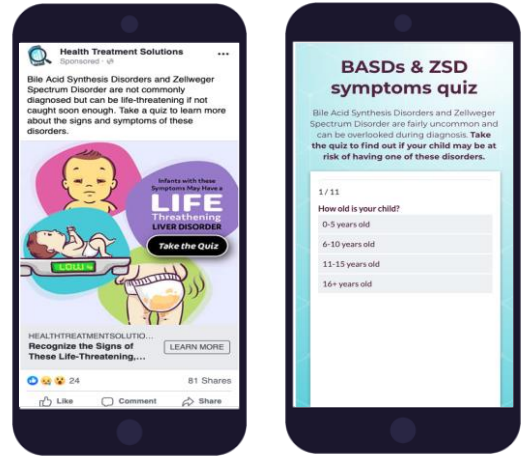
For this campaign, 83bar sought to find and qualify adult patients eager to engage, who are diagnosed with moderate to severe Crohn's disease or are experiencing symptoms.

## Highlights of Results

- ✓ **44%** have been diagnosed with Crohn's disease
- ✓ **67%** described symptoms as moderate or severe
- ✓ **94%** have not been diagnosed with other complications or medical conditions
- ✓ Achieved a relatively balanced gender split: **44% male | 56% female**
- ✓ Located **33 qualified patients** in just days



This spectrum can range from mild (infantile Refsum disease, or IRD), to moderate (neonatal adrenoleukodystrophy, or NALD), to severe (Zellweger syndrome). We developed four different graphic Facebook ad concepts that point to one unique landing page with an embedded survey. Two concepts were photos of real infants while the other two concepts were animated designs.



## Pediatric Liver Disorder

This is a review of findings from a Market Feasibility Test we conducted to locate mothers of young children who may be suffering from rare liver disorders: Bile Acid Synthesis Disorders (BASD) and Zellweger Spectrum Disease (ZSD). The research was designed to gauge their interest in participating in a clinical study and determine their eligibility to participate.

A diagnosis of a bile acid synthesis disorder is often suspected in infants or young children who have jaundice, symptoms of cholestatic liver disease, or fat-soluble vitamin deficiency, along with growth failure. However, symptoms of BASD overlap with numerous other liver disorders. So, confirmation of a BASD requires tests performed at or assessed by specialized diagnostic laboratories. Early detection and prompt diagnosis of BASD is extremely important as many children can show dramatic improvement with oral bile acid replacement therapy.

Until recently, ZSD was viewed as three separate diseases, but we now know it is a set of disorders that form a continuum of one disease.

## Highlights of Results

During this nationwide outreach test, we discovered key information from the survey responses from mothers with children five years or younger:

- ✓ **20%** indicated that their child typically has dark urine
- ✓ **99%** indicated their child has NOT received a diagnosis of liver disease or dysfunction
- ✓ **5%** said their child has already had either a test confirming elevated liver function or is currently awaiting the results of a liver enzyme test

Overall, of the 333 unique individuals, **45% met the qualification criteria** of having a child with at least one symptom. Despite this, only 17% have been to a gastroenterologist and only 1% have seen a liver specialist.



## What we discovered

Specific to each of the conditions, we showed that our Patient Activation process:

- Identified patients suffering from IBS who have yet to receive a diagnosis
- Qualified patients diagnosed with moderate to severe Crohn's disease
- Discovered that parents of a child with liver-related symptoms are often confused and looking for help and would benefit from knowledge and connection to a skilled liver specialist or gastroenterologist.

Taken together, these market tests demonstrated the motivation of patients to respond with interest to offers of:

- Access to a medical specialist
- Advanced diagnostic modalities that can deliver a more confident diagnosis
- Clinical trials that may benefit themselves or their child

These learnings are notable for clients that want to reach patients whose quality of life can be greatly improved by seeing a specialist.

## Conclusion

Our research confirms the ability of our process to support recruitment campaigns for clinical trials and commercialization of new products—even to locate the vast number of consumers not currently seeing a doctor for their condition.

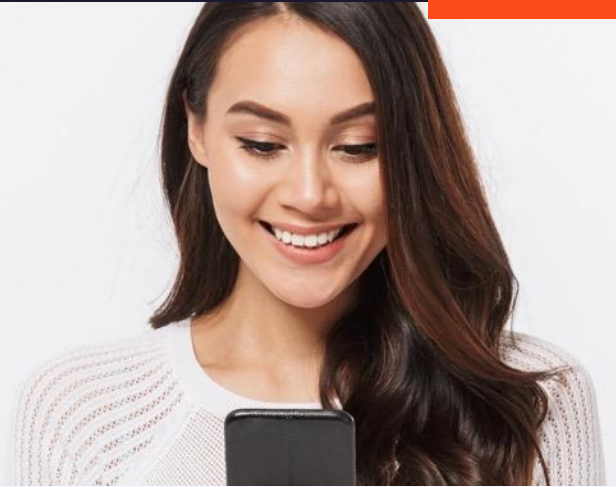
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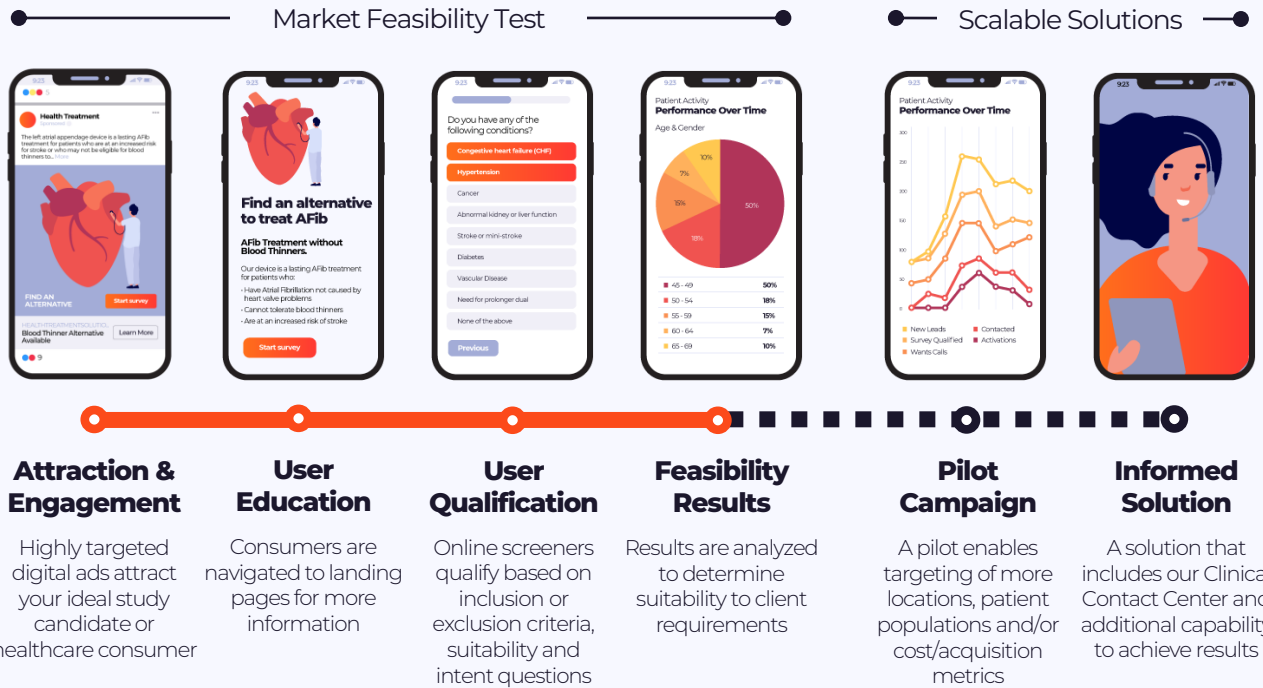


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