

Whitepaper

Chronic Gastrointestinal Conditions

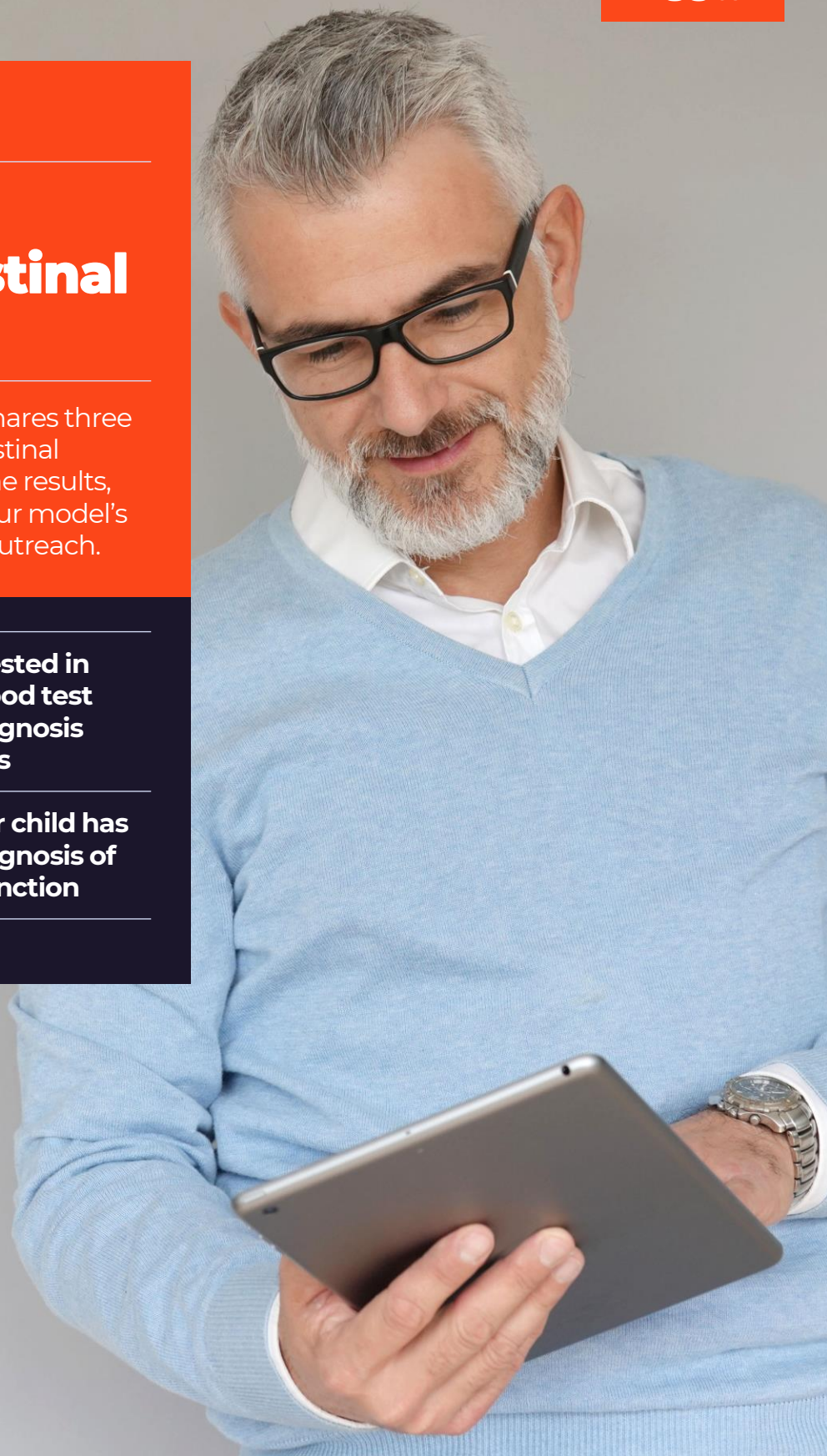
This whitepaper report shares three campaigns in gastrointestinal categories to compare the results, as well as demonstrate our model's effectiveness in patient outreach.



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99% indicated their child has NOT received a diagnosis of liver disease/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 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 that patients don't get the chance to hear about new therapies, get referred to a specialist, or learn about a clinical trial.

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 the results, as well as demonstrate our model's effectiveness in patient outreach. In three separate market tests, 83bar ran lead generation campaigns to:

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

Background

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.

Thousands of patients in L.A. County's public hospital system endure long delays to see medical specialists, a 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.

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.

Patient advisors often identify touch points in which 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 gastro for endoscopy procedure and complex differential diagnosis.

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.

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.

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 which are developing new diagnostic tests and new treatments for the prevention, detection, and management of gastrointestinal and liver conditions.

Campaign, Method, and Targeting

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.

Campaign Outreach Creative

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 responded to medical imagery significantly better than lifestyle type ads.

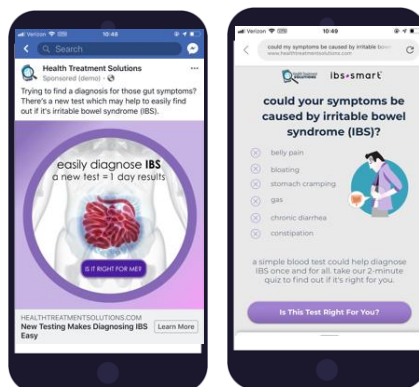
Irritable Bowel Syndrome (IBS)

This is a review of findings from a pressure 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 that suffers from IBS, this test can offer a clear diagnosis, prevent potentially unnecessary invasive procedures, and set a faster path to treatment. For this research, a qualified lead is a patient that is suffering from IBS, but who hasn't yet received an IBS diagnosis. Applicable to both men and women across the US ages 18-65+. The respondent must express interest in physician referral for a lab test and be interested in contact from an 83bar telehealth education nurse specialist to discuss options.



Highlights of Results (Irritable Bowel Syndrome)

- 58% 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
 - 64% indicated they would speak with their doctor about the test
 - 31% indicated they would like a patient advocate to follow up with their doctor to discuss the test

Crohn’s Disease

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 diagnosed with moderate to severe Crohn's Disease or experiencing symptoms who are eager to engage.

Highlights of Results (Crohn’s Disease)

- 44% have been diagnosed with Crohn's Disease
- 94% have not been diagnosed with other complications or medical conditions

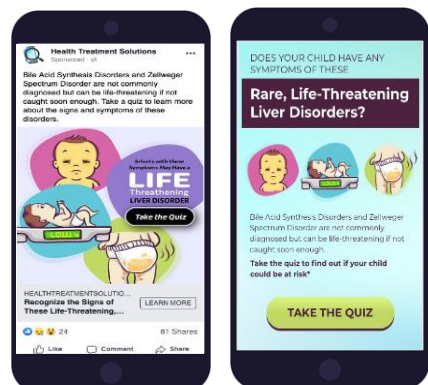
Pediatric Liver Disorder

This is a review of findings from a pressure test we conducted to locate mothers of young children who may be suffering from rare liver disorders: Bile Acid Synthesis Disorders (BASDs) 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 BASDs 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 BASDs 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. 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.



Highlights of Results

(Pediatric Liver Disorder)

- **20%** indicated that their child has typically 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
 - **35%** reported green stool with a strong odor
 - **35%** reported brown stool with an average odor
 - **82%** have undergone other blood tests
 - **1%** have taken their child to a liver specialist
 - **17%** have taken their child to a gastroenterologist

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 our Patient Activation process:

- **can identify patients suffering from IBS who have yet to receive a diagnosis**
- **qualifies moderate to severe patients diagnosed with Crohn's Disease**
- **discovered that parents of a child with liver-related symptoms are confused and looking for help**

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.

In 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.

How can we help?



We want to help every medical company achieve their required outcomes. Patient health is our number 1 priority. This whitepaper, and many more like it, prove that our patient-centric solutions deliver results – often in less time and reduced costs.

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More information

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www.83bar.com