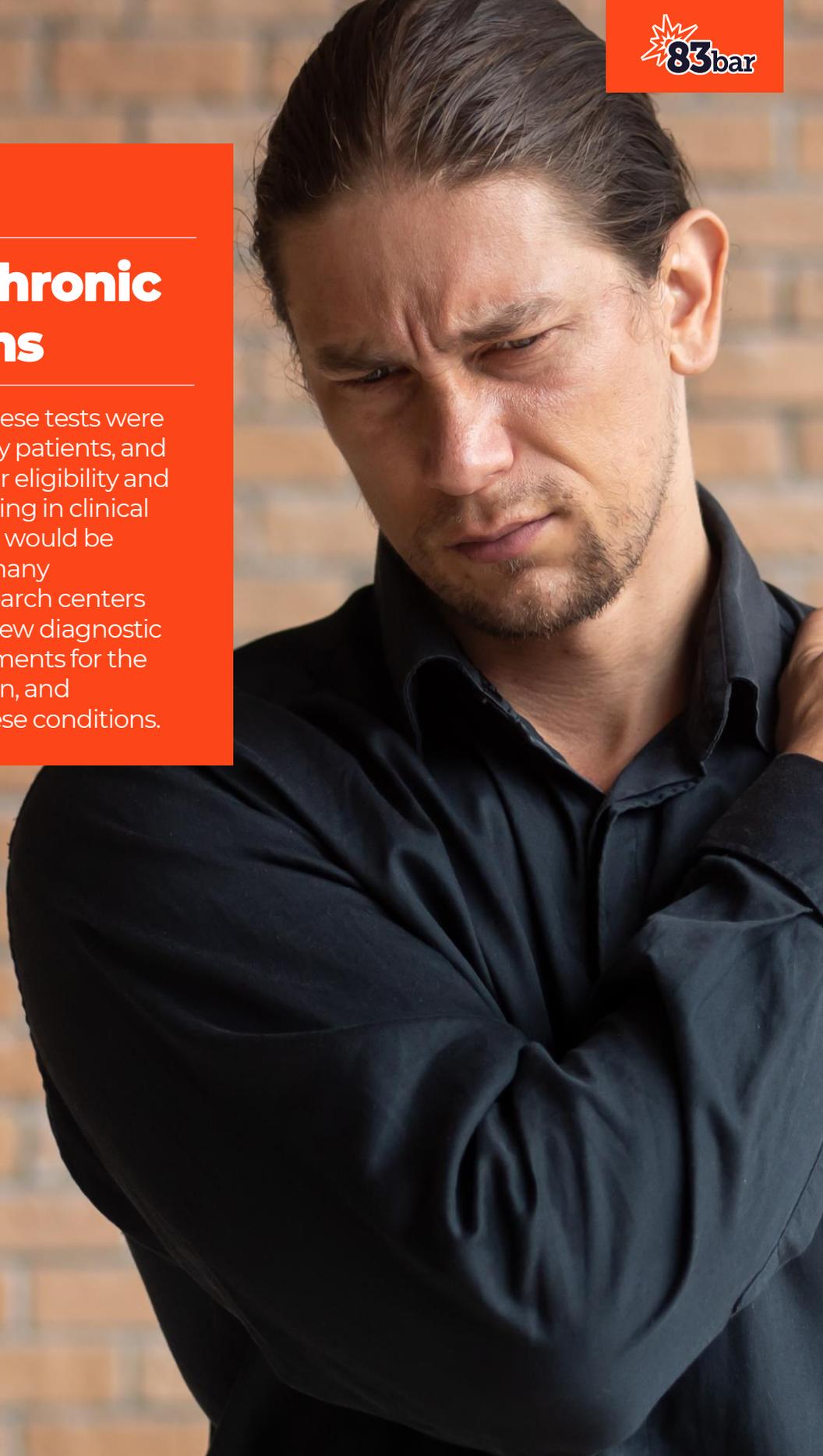


Whitepaper

Painful Chronic Conditions

Our objectives for these tests were to locate and identify patients, and then determine their eligibility and interest in participating in clinical trials. These findings would be meaningful to the many companies and research centers which are utilizing new diagnostic tests and new treatments for the prevention, detection, and management of these conditions.



Overview

Clients of 83bar often ask if there are relevant differences in response to our Patient Activation campaigns between those already seeing a doctor and those not under medical management.

To address this question, we have compared two campaigns for chronic painful conditions (one for gout in men and the other for uterine fibroids in women) to analyze the results and document the effectiveness of our model in patient outreach.

How pain influences patients to seek alternative health solutions

There is interest in locating patients both inside and outside the healthcare system. The assumption is that many of these people aren't being managed by the current system and can be reached through our social media campaigns.

It could be that they have never been in the system, but just as likely is we find that at one point they were in the system and then dropped out later.

In many cases, they start taking a medication (and maybe even a second-line prescription), without their symptoms being improved, so they lose faith in the treatment system. In addition, they stopped trying and accepted their pain as the new normal.

That's when an 83bar ad encounters them and we provide a new look at things; a new opportunity to try something different. Because we do it very responsively in a patient-friendly manner and we make it as easy on them as possible to re-enter the system.

Patients “outside the system” have important implications for pharma clinical trial recruitment and product commercialization

Historically, only a very small segment of the population has been aware of the opportunities presented in clinical trials. As a result, trials often have difficulty recruiting a sufficient pool of qualified participants, which results in trial delays and additional recruiting costs. There is a similar lack of awareness on the side of physicians.

Often patients with a disease, in which a study is investigating, are not informed about it by their physician. Furthermore, patients may be reluctant to enter a trial if it is not directly recommended by their own physician. Studies show that patients with a higher level of awareness and education are more likely to consent to a clinical trial. Whereas barriers to recruitment include lack of information and mistrust of the medical research intent.

This gap is only widened when the potential patient is not currently under a doctor's care. Direct-to-patient marketing casts a wide net resulting in many more patients interested in trials. There are a significant number of patients with chronic diseases that could benefit from potentially life-saving therapies but are missing out because they are not connected with referring physicians.

Gout

Gout is a form of arthritis that is inflammatory and characterized by swollen joints and intense pain. Gout is usually produced by persistent levels of uric acid in the blood, which occur from a combination of diet, genetic factors, and other underlying health conditions. Gout can be managed, and there are many newer medications emerging.

In a recently published review of a gout clinical trial recruitment campaign, only 51% of participants were identified from electronic medical record-based methods. The rest were from Facebook, direct mail, and other outreach tactics. In our test, we conducted market research to locate patients living with gout and to determine their eligibility and interest in participating in a clinical study.

Campaign Method, Targeting, and Reach

To accomplish the objective for this test in two medium-sized markets, it was decided qualified leads are men 18 – 65+. We work with clients to profile qualified candidates based on existing study inclusion and exclusion criteria.

Ultimately, a qualified respondent must express intent to take action to explore new treatment.

As for the method, the 83bar outreach methodology uses 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. According to Pew Research Center, 68% of consumers ages 50–64 years use Facebook..

Campaign Outreach Creative

For this campaign, we developed eight Facebook ads pointing to one unique landing page with an embedded survey. For the eight ads, four graphics were used with two copy variations that all pointed to one research survey.

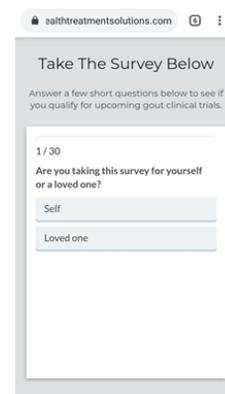
The ads featured colorful imagery that was designed to quickly resonate with the patient population.



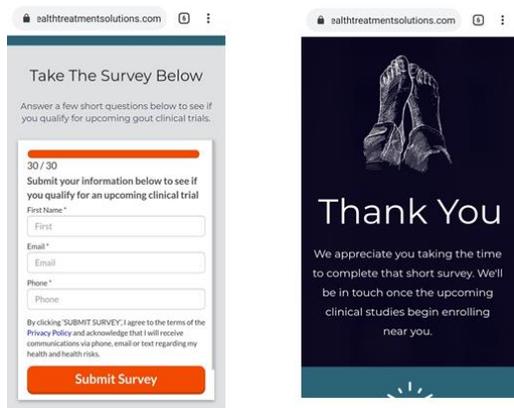
Respondent Engagement Experience

The user experience is optimized for mobile use because 90% of our traffic, including those age 65 and older, came 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. All ad clicks lead to the same landing page.



Once the patient completes the survey and has submitted the form fill, they will be taken to one of two thank-you pages based on their survey answers. On each page, the respondents can access their survey results and see links to educational websites specific to them.



31% of the respondents were not at all satisfied with the remedies they tried

- 54% of the respondents were only somewhat satisfied with the remedies they tried

25% of the respondents were NOT seeing a doctor for gout

- 58% of the respondents were seeing primary care or a family doctor for gout.

74% of the respondents would consider consulting a new doctor that specializes in gout.

75% of the respondents would be willing to participate in a clinical trial for 12 - 14 months.

Highlights of Respondents Fit to Protocol Criteria

During this three-day outreach test, we had 122 submissions through the online form in which 118 were qualified and interested leads. Look at some of the key information that we learned from the survey responses:

32% were aged 50 and over

38% of the respondents had presented symptoms for less than 6 months.

- 35% had 3 to 4 flare-ups/attacks in the last 12 months
- 16% had 5 to 6 flare-ups/attacks in the last 12 months
- 20% had more than 6 flare-ups/attacks in the last 12 months

22% of the respondents do not use any remedies

- 39% of the respondents use over-the-counter and/or prescription medication
- 45% of the respondents used Allopurinol
- Other medicines include Colcris (23%), febuxostat (6%), probenecid (1%), and lesinurad (1%)

Fibroids

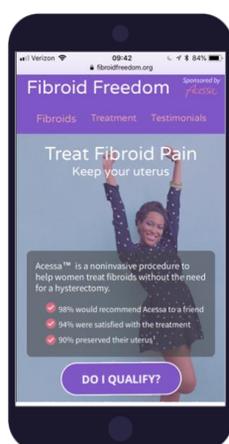
Fibroids are non-cancerous tumors made of smooth muscle cells and fibrous connective tissue that develop in or around the uterus. Many women do not experience any sort of symptoms, which may be the reason, so few see a doctor.

But around 1 in 3 experience heavy periods, abdominal pain, frequent need to urinate, constipation, pain, or discomfort during sex. Experts recommend considering treatment when uterine fibroids are associated with heavy menstrual bleeding, persistent pelvic pain or pressure, or recurrent miscarriage.

Let's review the findings from a survey test that we conducted to locate women with fibroid symptoms and estimate their interest in working with a fibroid treatment specialist.

Campaign Method, Targeting, and Reach

In order to accomplish this, a campaign targeting women from 34 to 65+ in four large metro areas. The total of leads was 2,488.



64.3% are not currently being treated

- 33% not satisfied with the current treatment plan
- 3.7% are satisfied with the current treatment.

Conclusion

We have analyzed the results of these two campaigns in chronic painful conditions and documented the ability of our model in patient outreach. We see more similarities than differences because in both surveys, a significant number were not currently seeing a doctor and those who were reported high levels of dissatisfaction with their medical management.

The results also indicate a high interest in new treatment options, including participating in a clinical trial or consulting a new specialist. This overall sense of discomfort expressed for both audiences is an opportunity for those looking to launch a new treatment for these diseases. These findings are consistent with 83bar's experience in many other conditions in which patients want to be heard -- to have a conversation with a knowledgeable credible professional who is helping them navigate through their various options, even to come back into the system for better treatment.

Implications for Action

We demonstrated the ability to identify patients suffering from gout -- even those not seeing a doctor or using a medication -- who would be interested in exploring new options. These findings would be meaningful to companies and research centers which are testing new diagnostic techniques and new treatments for the prevention, detection, and management of painful chronic conditions, like gout and fibroids.

If there is interest in locating patients for clinical trials or commercial marketing, these tests suggest that relying only on EMRs or physician referrals -- or even DTC advertising without a screening assessment tool -- could miss a large pool of potential candidates.

Highlights of Respondents Fit to Protocol Criteria

61.6% have been previously diagnosed with fibroids.

- 68% were diagnosed more than 12 months ago
- 21.4% were diagnosed less than 6 months ago

33.1% are not sure the size of their fibroid

- 22.3% grape sized (1-2cm)
- 21.5% plum (3-5cm)
- 12.7% orange sized (6-9cm)
- 11.3% grapefruit size (10cm +)

88.4% often feel bloated/uncomfortable in the lower abdomen/pelvis.

- 57.9% have menstrual periods lasting longer than 7 days
- 74.6% report pelvic / abdominal pain
- 70.4% report heavy periods
- 45.1% report abnormal bleeding
- 45.9% report painful intercourse
- 61.9% report painful periods
- 61.3% frequent urination
- 43.8% frequent constipation
- 27.4% painful BMs

76.9% report their symptoms negatively impact their life.

77.9% have not seen a doctor about their symptoms.

Your 83bar Representative



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Bob is the founder and CEO of 83bar with more than 30 years of consumer-focused healthcare experience and involvement in more than \$1 billion dollars in direct to consumer health care transactions. Has a strong belief that educated and enabled health care consumers will permanently change the USA healthcare market for the better. Bob also serves as an advisor, investor and fundraiser with a particular focus on health care, technology and service sectors.

About 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
- **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

Our Shared Success



\$1 billion+ in DTP acquisition



1,000,000+ patient prospects



25+ partner companies



18% average Facebook conversion



>7:1 average ROI for partner companies



More information

Visit our website for more information

www.83bar.com