

Diabetic Nephropathy

Market Feasibility Report



What is a Market Feasibility Test?

A Market Feasibility Test is a time-limited, market research tool designed to “test” the suitability of a client’s or prospect’s consumer populations based on study protocols and/or requirements.

Who do we partner with?

- Pharma and CROs (pre-study & phase 1 – 4)
- Startup Pharma (pre-study & phase 1 – 4)
- Pre-Commercial Biotech, Medtech and Diagnostics
- Commercial Pharma, Biotech, Medtech and Diagnostics

How can this help you?



Direct insights into healthcare consumers based on indication, condition or disease



Comparative analysis of a client’s current solution, partner or provider



Informed costs for long-term and/or complex solutions



Lead costs for a target indication, condition or disease



Respondent preference for virtual/non-virtual trials and/or at-home testing



Projections for full campaigns to drive candidate and/or patient flow

What is a Market Feasibility Report?

The Market Feasibility Report documents the steps, goals, criteria and results of the of the test. This information is shared and discussed with the client to enable them to make informed decisions about next steps.

[Tell me more](#)

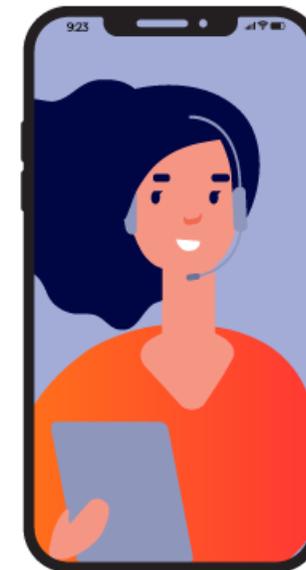
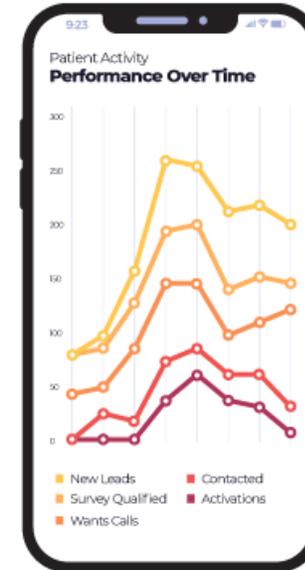
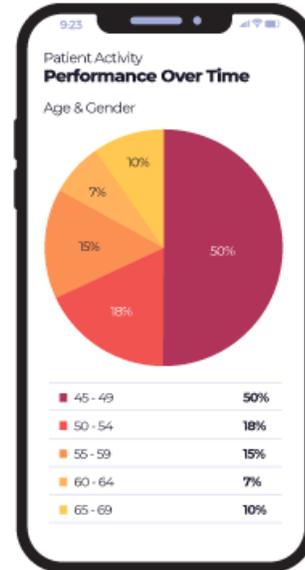
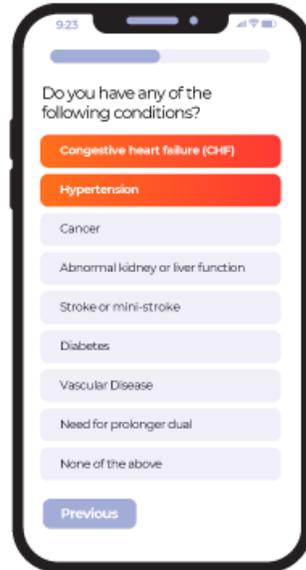
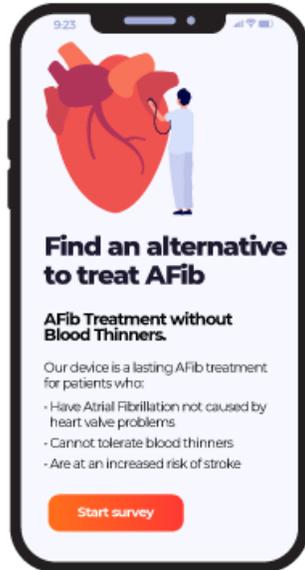
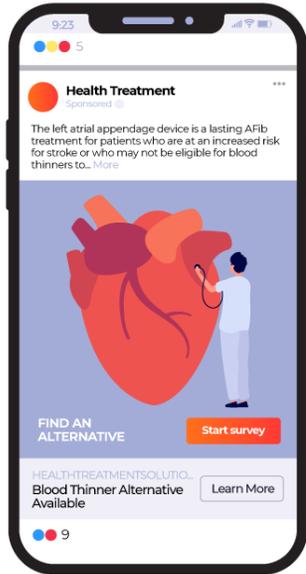
[Show me results](#)



How does a Market Feasibility Test work?

Market Feasibility Test

Scalable Solutions



Attraction & Engagement

Highly targeted digital ads attract your ideal study candidate or patient who needs your approved product or treatment

User Education

Consumers are navigated to landing pages for more information

User Qualification

Online screeners qualify based on inclusion/exclusion criteria, suitability and intent questions

Feasibility Results

Results are analyzed to determine suitability to client requirements

Pilot Campaign

A pilot enables targeting of more locations, patient populations and/or cost/acquisition metrics

Informed Solution

A solution that includes our Clinical Contact Center and additional capability to achieve results



Purpose of Test

The purpose of this test was to determine the feasibility of the 83bar approach to locate patients with **Diabetic Nephropathy**, gauge their interest in participating in a clinical study, and determine their eligibility to participate.

Definition of a Qualified Lead

- Targeted men and women, 18 to 75 years old
- With controlled type 2 diabetes and diabetic nephropathy

Campaign Results

Total Survey Submissions	Qualified Survey Submissions
352	69
Campaign Duration (days)	Qualified Lead Rate
4	19.6%

The client was pleased to find 69 qualified candidates for their clinical study in just four days.



Inclusion Criteria

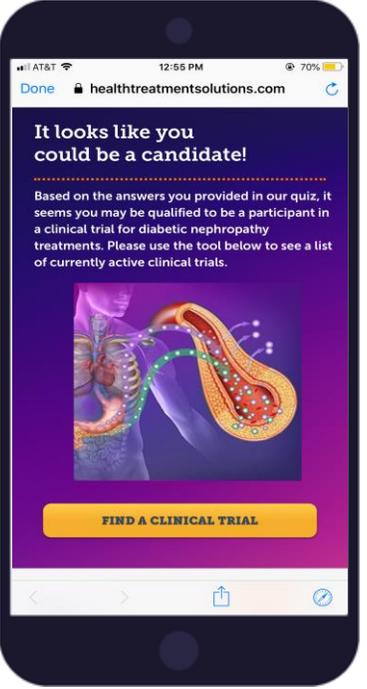
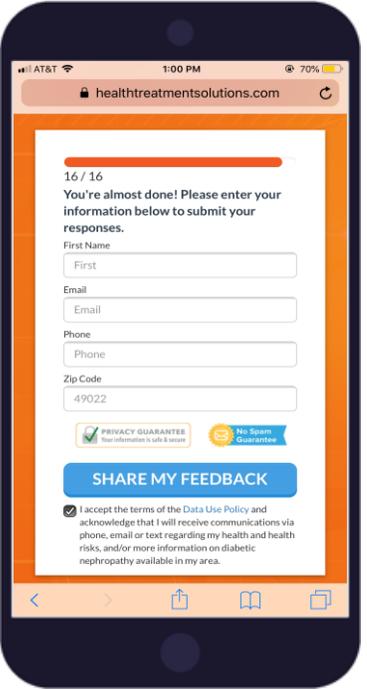
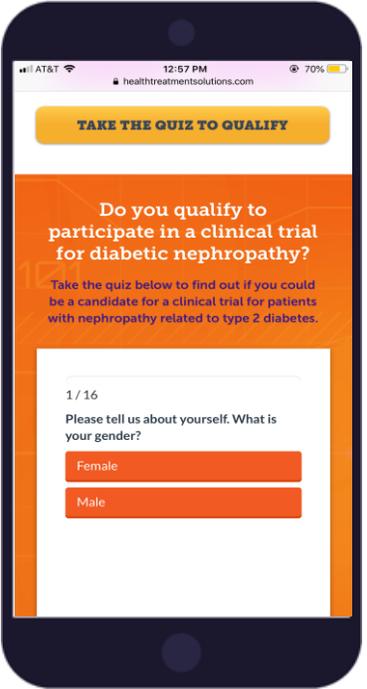
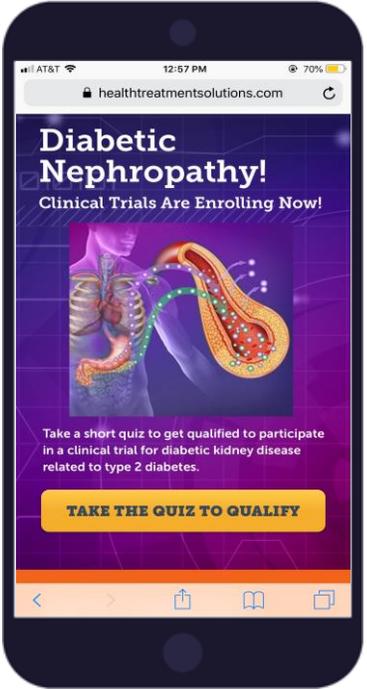
- Male or female age 18-75 years old
- Controlled type 2 diabetes (diagnosis made at least six months prior to screening)
- Diabetic nephropathy as evidenced by urine analysis
- Written informed consent
- Willingness to use approved contraception during trial

Exclusion Criteria

- Type 1 diabetes
- Pregnant or nursing
- History of ECG abnormalities
- History of kidney disease other than diabetic nephropathy
- Severe renal impairment

The Consumer Journey

Optimized to ensure high consumer engagement



Attract
(Social Media Ad)

Consumers are attracted with targeted social media ads

Engage
(Landing Page)

Landing pages provide critical information and education on treatment options

Qualify
(Screener)

Collect
(Form Fill)

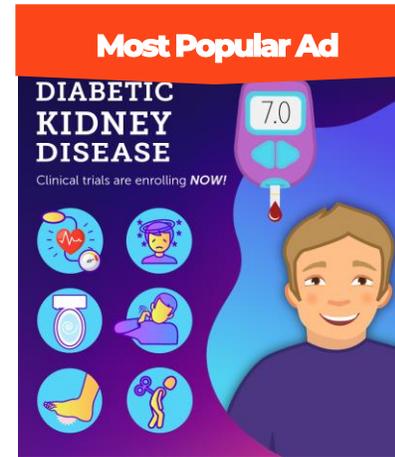
Online screeners include inclusion/exclusion criteria, medical suitability and level-of-intent questions

Segment
(Qualified Email)

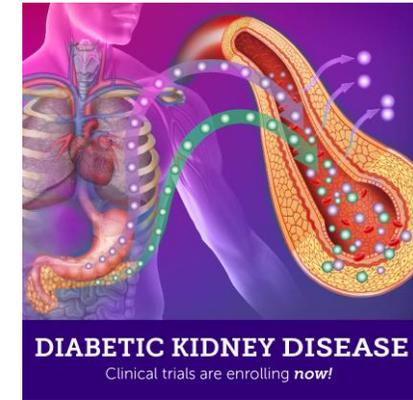
Creative Messaging Test Design Process

- 83bar developed two Facebook ads that point to one unique landing page with an embedded survey
- 83bar also developed a market research survey designed to connect with patients with type 2 diabetes and diabetic nephropathy, gauge their interest in participating in a clinical study, and determine their eligibility to participate

Image Assets Tested



Variation 1



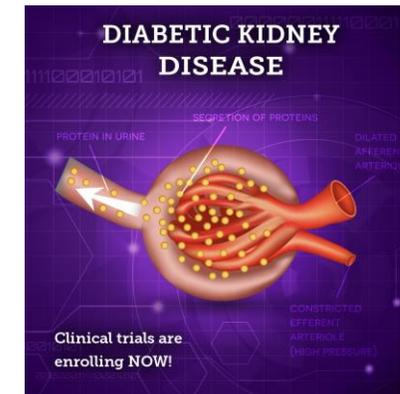
Variation 2



Why do we use so many ad variations per test?

Consumers respond differently to visual and text-based communication. Small variations in style, layout, content, message or colors can achieve a better overall result.

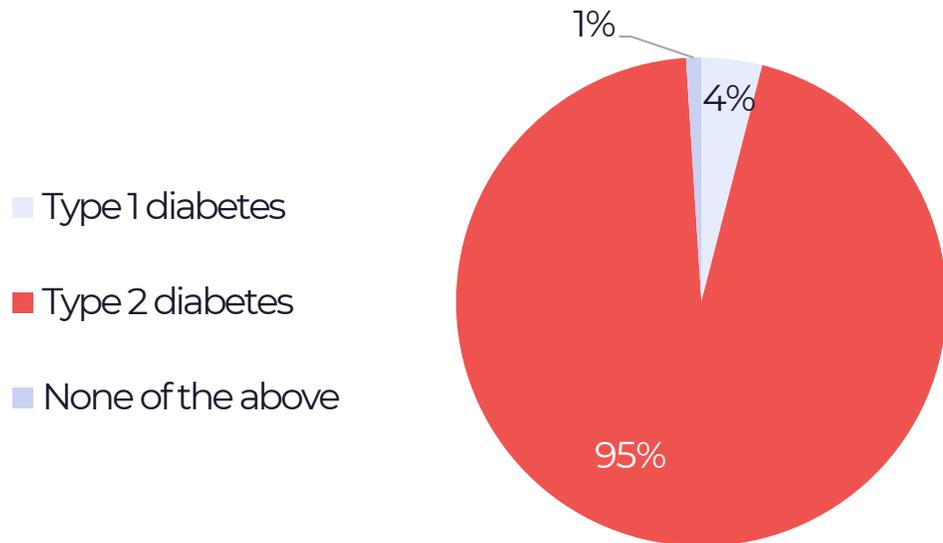
We use a highly optimized process to create, analyze and optimize ad variants to achieve the best result for our clients in the shortest amount of time.



Variation 3

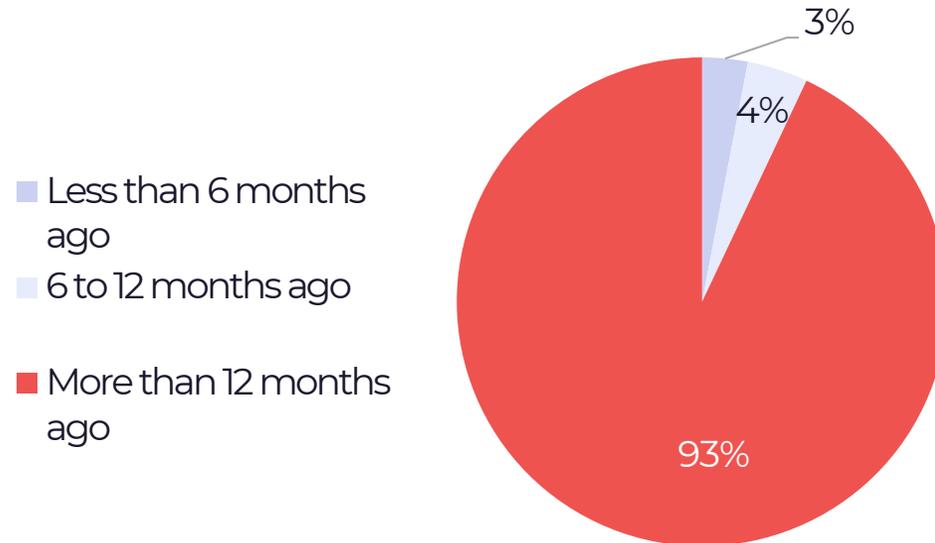
Consumer Responses from Online Screener

Has your doctor diagnosed you with either of the following?



The vast majority of all leads (335 respondents) have type 2 diabetes, which is required for participation in the clinical trial.

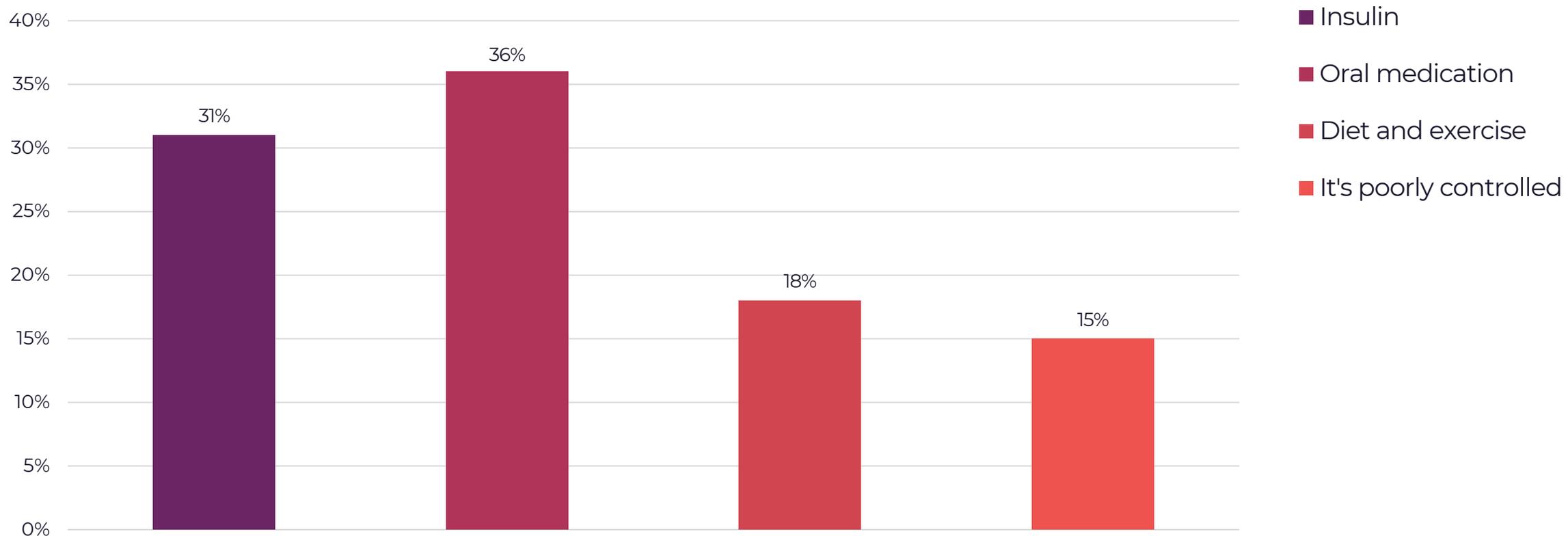
When did you receive your type 2 diabetes diagnosis?



Ninety-three percent of those with type 2 diabetes were diagnosed more than 12 months ago.

Consumer Responses from Online Screener

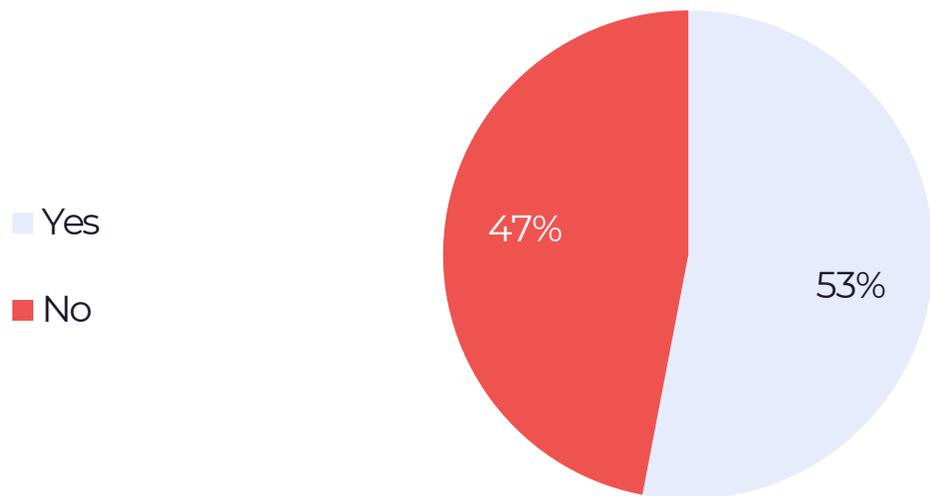
How are you managing your type 2 diabetes?



The highest number of respondents said they control their type 2 diabetes with oral medication.

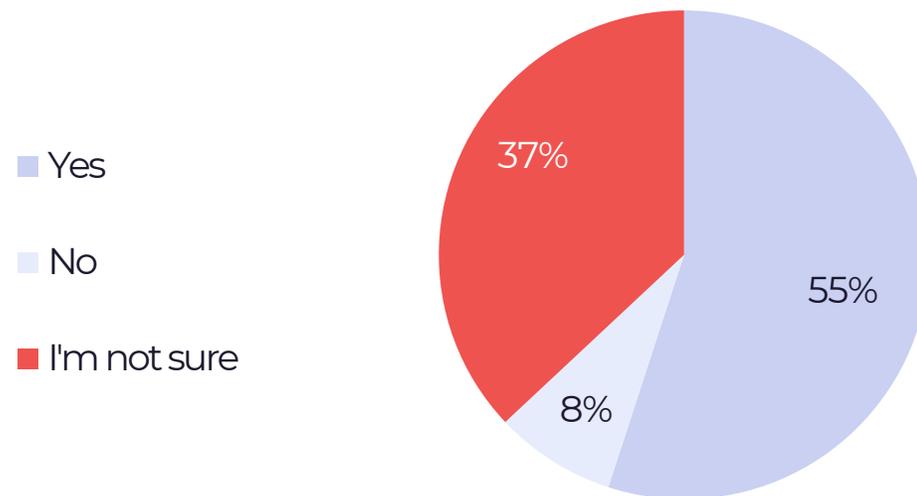
Consumer Responses from Online Screener

Did your doctor diagnose you with diabetic nephropathy?



More than half of those with type 2 diabetes received a diagnosis of diabetic nephropathy.

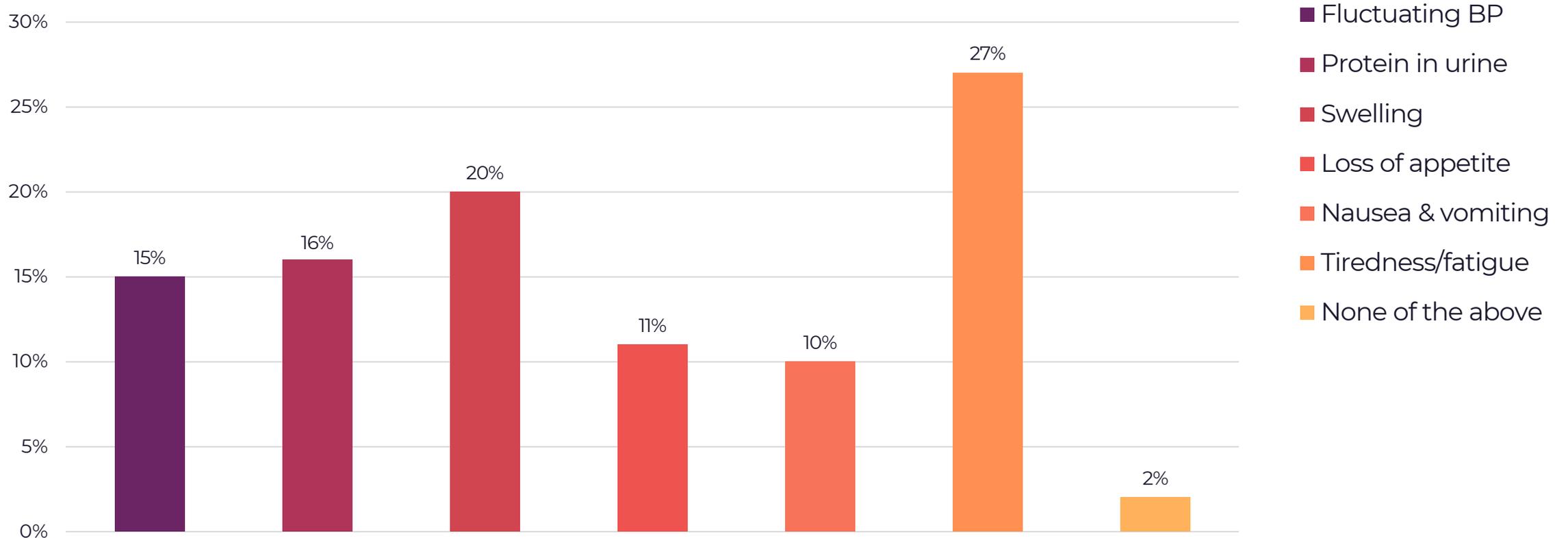
Was it confirmed with a urine test?



Ninety-eight respondents said their diagnosis was confirmed with a urine test.

Consumer Responses from Online Screener

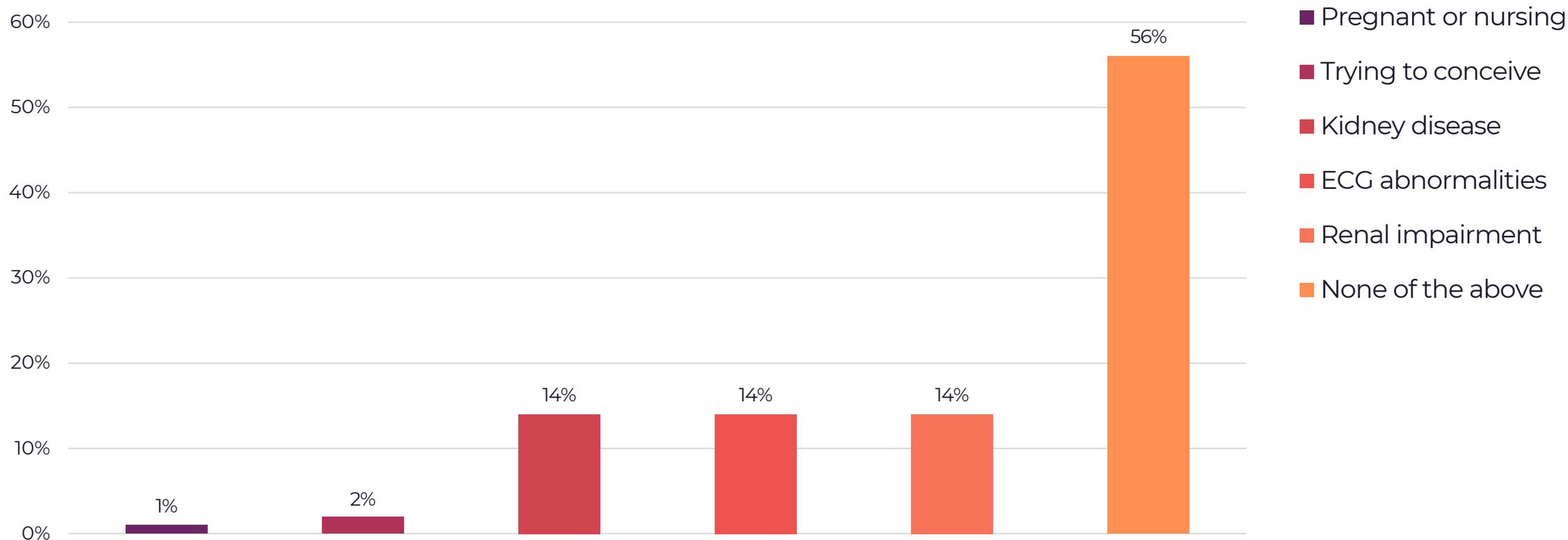
Are you experiencing any of these symptoms?



The top three symptoms respondents reported were tiredness/fatigue; swelling in feet, ankles, or hands; and protein in urine.

Consumer Responses from Online Screener

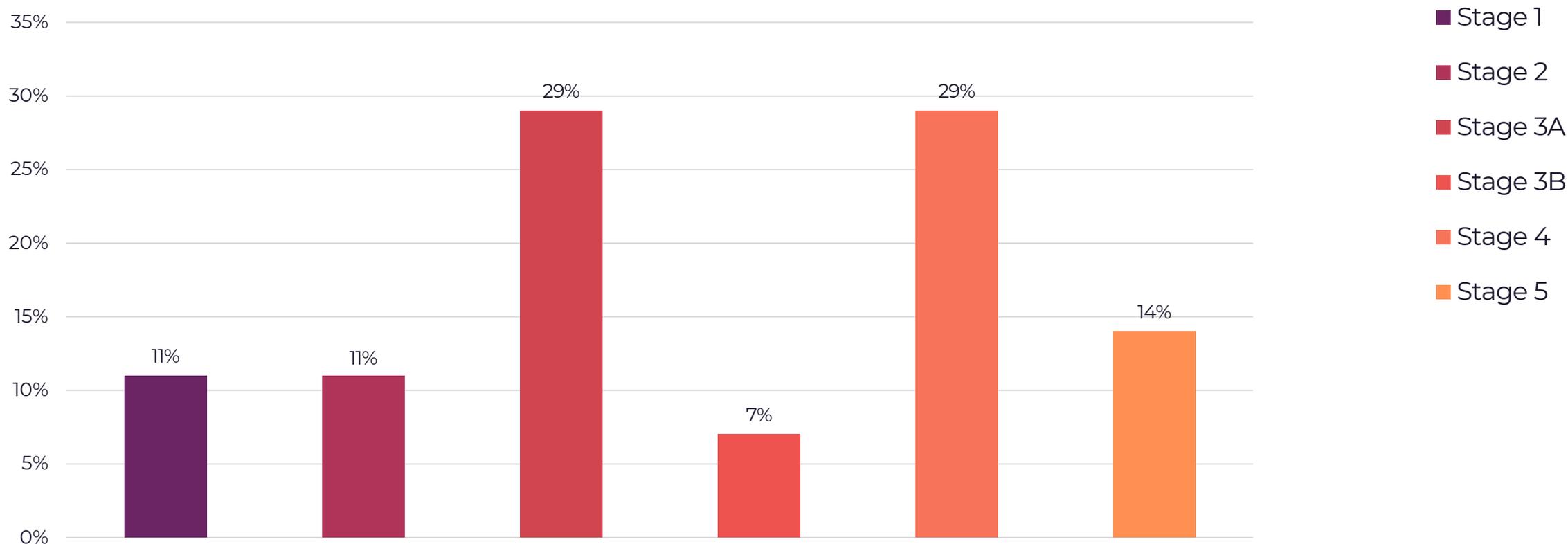
Please tell us a little about your medical history. Do any of the following apply to you?



Respondents were not eligible to participate in the clinical trial if they were pregnant, nursing, or trying to conceive. They were also ineligible if they had a history of kidney disease other than diabetic nephropathy or a history of ECG abnormalities.

Consumer Responses from Online Screener

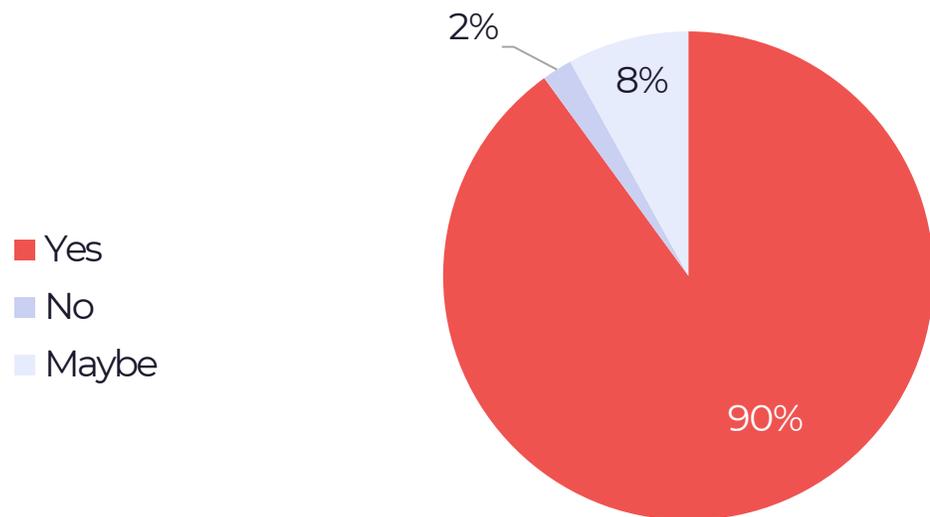
Chronic kidney disease is divided into five stages. Do you know which stage you are at?



Respondents who indicated they had renal impairment and were at stages 3B, 4, or 5 were not qualified to participate in the clinical trial.

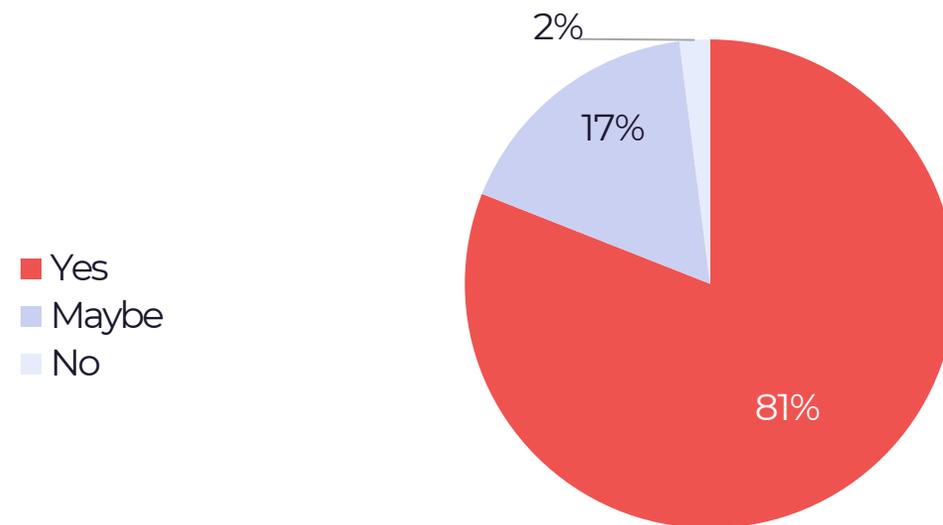
Consumer Responses from Online Screener

Would you be willing to be screened for diabetic nephropathy?



Ninety percent of qualified leads with type 2 diabetes and diabetic nephropathy that had not been confirmed by urine test were willing to be screened.

May we contact you about diabetic nephropathy clinical trials that are enrolling in your area?



The majority of leads were open to future communication about trials.

Key Insights from Our Diabetic Nephropathy Market Feasibility Test



The majority of qualified respondents are females between the ages of 55 and 64 years old.

Of the sixty-nine qualified leads, the majority live in the southern and northeastern regions of the United States. Fifty-five percent of qualified leads have a diabetic nephropathy diagnosis confirmed by urine test



83bar can find and qualify individuals who are diagnosed with Type 2 Diabetes and Diabetic Nephropathy.

Given the highly clinical inclusion and exclusion criteria for the clinical study, utilization of the 83bar Clinical Contact 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:

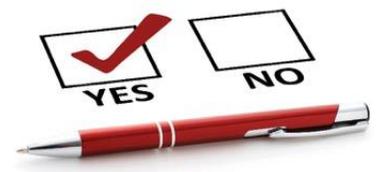
- Industry-leading cost per lead
- Ad concepts that strongly connect with a highly targeted audience
- Ad concepts that clearly identify the disease state and easily differentiate nephropathy from neuropathy



Quickly launch a test before your clinical study or commercial campaign.



We offer Market Feasibility Tests at no cost to you — no strings attached.



We create survey questions based on your inclusion/exclusion criteria.

Benefits of a Market Feasibility Test

Market Feasibility Tests offer multiple benefits to clients — whether you are looking to launch a clinical study or need new/increased patient flow for a commercial requirement.



Results are usually achieved within two weeks of launch — so you get insights fast.



A complete report, with analysis, is included and results are discussed with you.



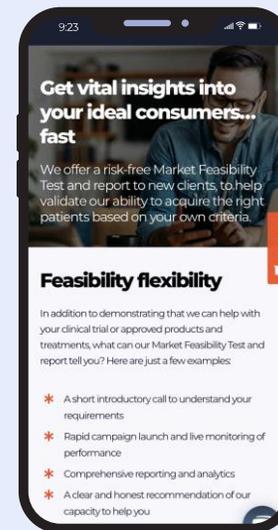
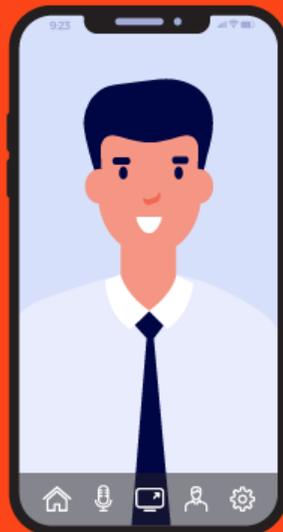
Use results to inform your study or commercial launch activities to save time and cost.



Your intro call

More information

Market Reports



Do you need a Market Feasibility Test?

Getting started is easy! Simply set up an intro call so you can explain your requirements. From there, we'll get started on designing your personalized Market Feasibility Test.

Schedule your Intro Call

Schedule a convenient time for a 30-minute intro call with one of our experts

Want to Learn More?

Click below to learn more about our Market Feasibility Test process and results

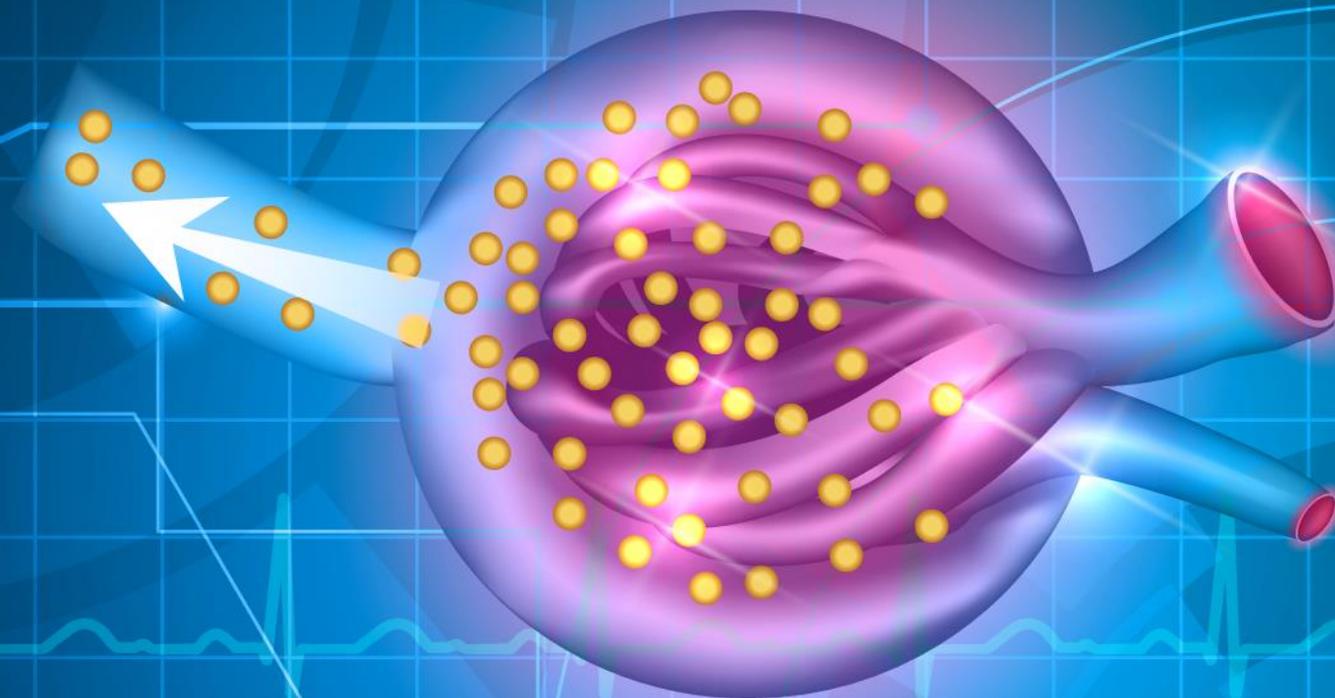
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www.83bar.com