Empowering Patients Through Social Networks

Eric Peacock
CEO
myHealthTeams
If you are diagnosed with a chronic condition, it should be easy to find the people, support, & information you need to better manage your condition.
Social Networks for People Facing Chronic Conditions

35 SOCIAL NETWORKS
2.2 MM GLOBAL MEMBERS
13 COUNTRIES
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<tr>
<th>Therapeutic Area</th>
<th>Social Networks</th>
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<td>Infectious Disease</td>
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<td>Rare Diseases</td>
<td>Rare Diseases Team</td>
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*myHealthTeams*
Largest & Fastest-Growing in the World

2,200,000+ REGISTERED MEMBERS
What Do Real Patients Talk About? Much More Than Meds

- Medicines
- Burden of Disease
- Life Hacks
- Social & Emotional Impacts
- Flare-up Triggers
- Other
We Partner with Doctors Aligned with Foundations

We Asked a Doctor: Can Vitiligo Impact Vision, Hearing, and Eye Color?

Posted on January 30, 2021

Medically reviewed by John E. Harris, MD, PhD
Article written by Eric Peacock

Vitiligo is a skin condition that leaves patches of skin without any pigmentation. Vitiligo is caused by immune system attacks that destroy melanocytes, the cells responsible for skin pigmentation. But can vitiligo also affect eye color, vision, and hearing? We

MyVitiligoTeam Medical Reviewer | John E. Harris, MD, PhD

Posted on February 13, 2020

John E. Harris, M.D., PhD
Specialties: Dermatology, Vitiligo

Dr. John E. Harris earned his medical degree and a PhD in molecular medicine from the University of Massachusetts Medical School (UMMS) in Worcester, MA, where he also completed his medical internship. He completed his residency and fellowship at the Hospitals of the University of Pennsylvania in Philadelphia. Dr. Harris is board-certified in dermatology. He has been a principal investigator of multiple trials at the University of Pennsylvania.
Members Can Add Foundations to Their “Teams”
We Promote Our Foundation Partners’ Content

From The Endometriosis Foundation of America:
The findings of a brand-new research study could potentially help resolve two long-standing questions in endometriosis research: what causes endometriosis and how can it be treated?
Read more:

From the National Hemophilia Foundation: New York Rangers Head Coach David Quinn on Hockey and Hemophilia. Quinn hung up his skates at 20 because of his bleeding disorder—but he still made it to the NHL.

According to a recent report, as many as 10 percent of suicides involve chronic pain. Our friends at the US Pain Foundation are delving into this difficult topic Nov. 26 at 1 pm EST during a free webinar.
Learn more:

11,542 People Reached 1,200 Engagements

3,493 People Reached 224 Engagements

1,630 People Reached 160 Engagements
Power of Community

**myMS team**
I know I’m not crazy. But I’m having major attention issues and also can’t seem to remember simple words, important dates, basic stuff. I talked to my neuro, but he minimized it. Will bring up again next week with him and my MS nurse. So glad to know I’m not the only one -- this list fits me 100%.

**diabetes team**
I started a new job and my schedule is crazy. My biggest fear is maintaining healthy eating habits. Due to the different hours I work, I’m finding it difficult to be consistent with my meals.

**myCrohnsAndColitis team**
Have you tried contacting the manufacturer of the drug? Sometimes they will help. It’s worth a try. My infusion costs $20,000 every time. My insurance covers it, but I have a $450 co-pay -- so I called the company, and they’re now paying my co-pay up to $10,000 per year for as long as I’m on the drug.

**myRA team**
My docs focused on keeping me and my baby safe during pregnancy. But other moms here are the ones who’ve kept me sane during the flare that followed, especially with things like tips for which carrier to use,what positions to try for more comfortable nursing, how to use a co-sleeper to avoid stiff walks to the nursery in the middle of the night.

**myLupus team**
"Listening": The #1 Predictor of Satisfaction with Their Doctor

“My Doctor Listens to Me”

Satisfied Patients: Who Feel Their Doctor Listens to Them

- Lupus: 84%
- Psoriasis: 65%
- PsA: 81%
- RA: 87%

Dissatisfied Patients: Who Feel Their Doctor Listens to Them

- Lupus: 22%
- Psoriasis: 12%
- PsA: 20%
- RA: 24%

(Sample Size = 295, 68, 60, 153)
Case in Point: Heart Disease

Challenges with exercise and heart disease

75% understand the importance of exercise in managing their heart disease.

...but,
70% report their condition makes it hard to exercise – and they're not sure how to start or how to exercise safely.

The real-world experience of living with heart disease

- 65% Hard to do everyday chores
- 58% Interferes with social life
- 57% Hard to sleep at night
- 50% Makes me feel isolated / alone
- 45% Disrupts work / education
- 43% Hard to be sexually active
- 41% Negatively impacts family
Smart Recommendations to Empower Patients

NLP Identifies a Common Theme

Links to resources within the community

Automatically Triggers a Smart Recommendation

I've been so itchy, it has been un-bearable today. Stupid psoriasis!! My joints have really started to act up. I've been taking Ibuprofen but it does nothing. Does anyone else have painful joints and suggestions on how to deal with the pain?

This is really unbearable.

Other members recommend:
“Questions to Ask Your Doctor About Joint Pain and Psoriasis”
How We Partner with Pharmaceutical Companies

- PATIENT RESEARCH & INSIGHTS
- PATIENT EDUCATION & ACTIVATION
- MEDIA SOLUTIONS
- CLINICAL TRIALS

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[Image of diverse individuals]
Research: Cognitive Problems in MS

MS symptoms that have the biggest impact on day-to-day life.

- Fatigue: 78%
- Balance problems: 66%
- Walking/mobility issues: 64%
- Cognitive problems: 52%
- Numbness & tingling: 50%
- Bladder problems: 49%
- Pain: 45%
- Lower extremity weakness: 43%
- Muscle spasms: 40%
- Spasticity: 33%
A Leading Indicator!

When Cognitive Symptoms Start…

BEFORE being diagnosed with MS: 49%

AFTER being diagnosed with MS: 44%
Cognition Resource Center

Visited by >160,000 MS Patients!
Impact

myMS Team

These are all things I’ve thought and I’m sure others have thought about me over the years. My first neurologist said there was no way MS could affect me cognitively. After that I was afraid to mention symptoms to another doctor. Take this article seriously and ask for help before you make mistakes that can’t be undone.

myMS Team

I really enjoyed this article. Anything that gives me something to do on my own behalf is so welcome. At least I can say I’ve done my best, and I am on DMDs as well.
Patient Education

HAVE RA? THINKING ABOUT HAVING A BABY?
Patient Education

Don't wait until a bone break to think about osteoporosis.
Every Disease Is An Iceberg

Hemophilia

- Infusions
- Factor
- Inhibitors
- Prophylactic
- On-Demand

Bleeds
The Key is Finding What Lies Under the Surface

Hemophilia

- Bleeds: 65%
- Depression: 65%
- Pain: 57%
- Mobility: 56%

Top 5 responses to the question, “Which of the following impact your daily life? (Check all that apply).”
Greater Social Support Linked to Better Physical Wellbeing

Study published in the Proceedings of the National Academy of Sciences

Source: Yang Claire Yang, Courtney Boen, Karen Gerken, Ting Li, Kristen Schorpp, and Kathleen Mullan Harris
Social relationships and physiological determinants of longevity across the human life span
PNAS 2016 113: 578-583.
THANK YOU!

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Questions?