

# *Empowering Patients Through Social Networks*

## Eric Peacock

---

CEO

myHealthTeams



# Our Belief and Mission

---



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

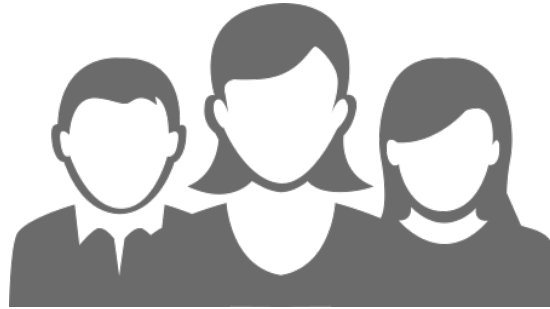
# Social Networks for People Facing Chronic Conditions

---



**35**

SOCIAL NETWORKS



**2.2 MM**

GLOBAL MEMBERS



**13**

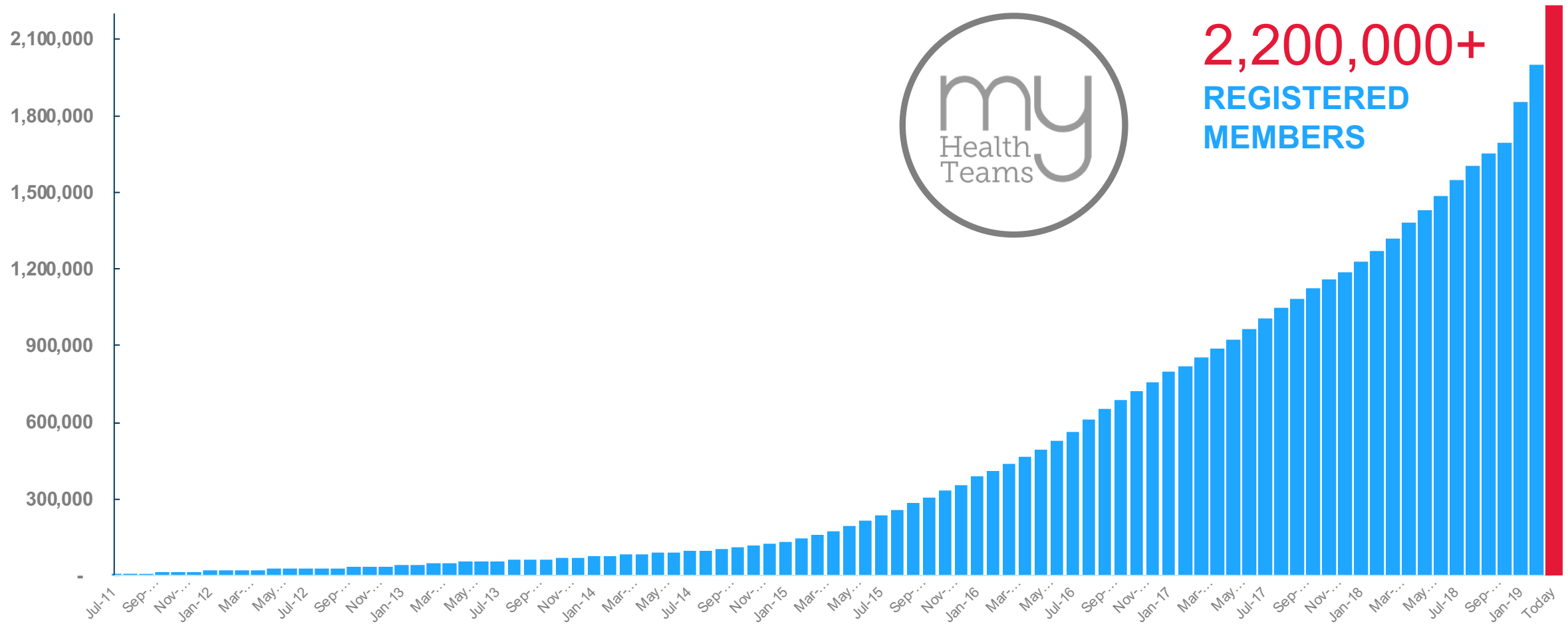
COUNTRIES

# Social Networks by Therapeutic Area

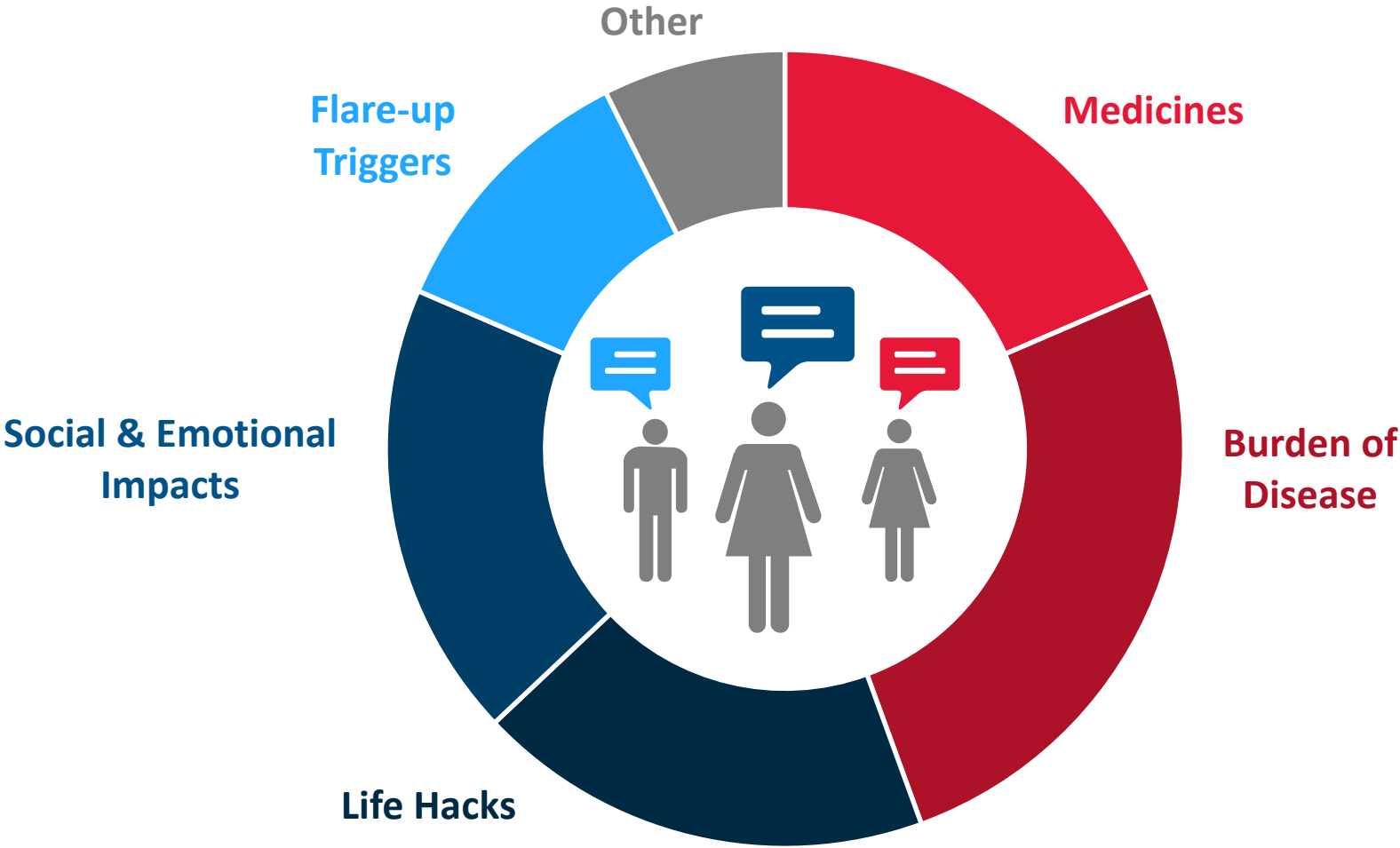
|                    |                       |                       |                     |                       |                            |                    |                      |
|--------------------|-----------------------|-----------------------|---------------------|-----------------------|----------------------------|--------------------|----------------------|
| Neurology          | Dermatology           | Oncology              | Rheumatology        | Endocrinology         | Gastroenterology           | Respiratory        | Pain                 |
| my migraine team   | my psoriasis team     | my Myeloma team       | my lupus team       | my obesity team       | my CROHNS AND COLITIS team | my COPD team       | my chronic pain team |
| my epilepsy team   | my Hyperhidrosis team | my lymphoma team      | my spondylitis team | my PCOS team          | my IBS team                | my PH team         | my fibro team        |
| my autism team     | my HS team            | my Leukemia team      | my ra team          | diabetes team         |                            |                    |                      |
| my parkinsons team | my eczema team        | my Breast Cancer Team |                     |                       |                            |                    |                      |
| my alz team        | my Vitiligo team      |                       |                     |                       |                            |                    |                      |
| my MS team         |                       |                       |                     |                       |                            |                    |                      |
|                    | Bone Health           | Cardiology            | Infectious Disease  | Women's Health        | Immunology                 | Mental Health      | Rare Diseases        |
|                    | my Osteo team         | my HeartDisease team  | my HIV team         | my endometriosis team | my foodallergy team        | my depression team | my hemophilia team   |
|                    |                       |                       |                     |                       |                            |                    | my SMA team          |



# Largest & Fastest-Growing in the World



# What Do Real Patients Talk About? Much More Than Meds



# We Partner with Doctors Aligned with Foundations

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

Posted on January 30, 2021

😊 hug 👍 like 💬 comment ➔ share



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



Global Vitiligo Foundation

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

Posted on February 03, 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. Dr. Harris is associate professor of dermatology at UMMS. He

# Members Can Add Foundations to Their “Teams”



13897 parents have Autism Speaks on their team

Autism Speaks ✕

reset



Find someone like you:

▼ Diagnosis

My Role

Select ▼

My Child's Diagnosis

Select ▼

▸ Top 3 Behaviors

▸ Top 3 Treatments

▸ Treatment Effectiveness

▼ Additional Filters

My Child's Age

Select ▼

I Have A

Select ▼

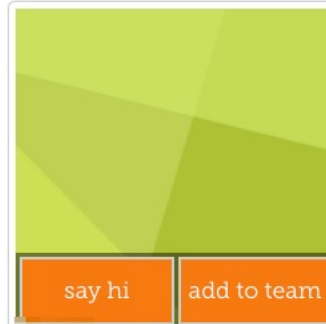
Parents Who Like

Select

✓ Autism Speaks

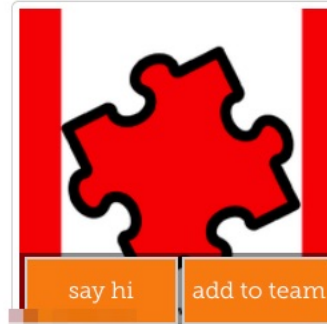
Easter Seals

Autism Society



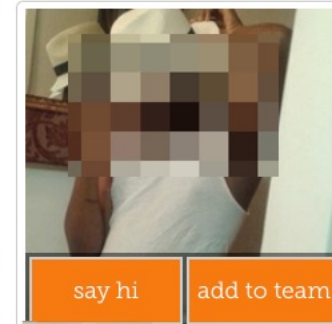
Capitol Heights, MD

Hi. am a mom caring for my 8year old son its been



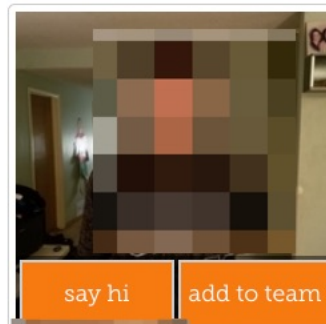
Mississauga, ON

Check out my FB page at <https://www.facebook.com/PeelAu>



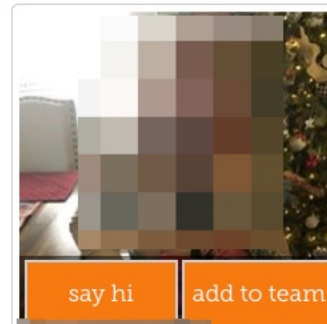
New York, NY

I'm a single mom of a 18year old man with ASD. My son is verbal



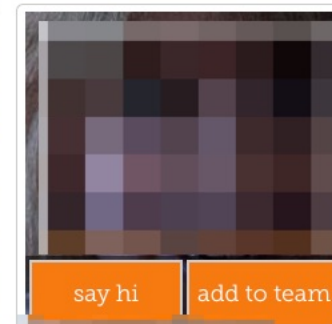
Los Angeles, CA

I worked in the medical field for 12 years. When my son was



Plano, TX


I'm the "Mommy" to two son's Ian 21 is PDD NOS and Max 17 is



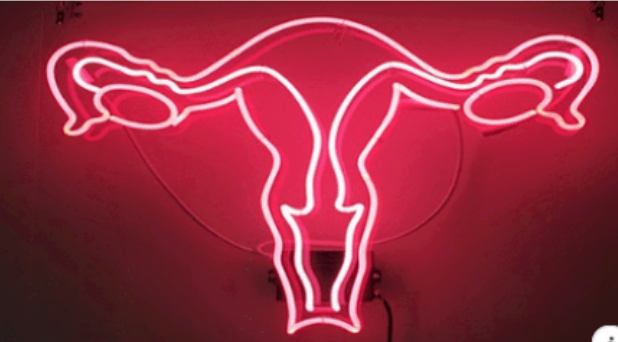
Johnston, RI

Trying to raise my son alone after divorce while juggling parttime

# We Promote Our Foundation Partners' Content

 **MyEndometriosisTeam**

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:




ENDOFOUND.ORG  
**Reprogramming An Endometriosis-Affected Uterus? What a new Study Found**


**11,542**  
People Reached

**1,200**  
Engagements

[Boost Post](#)

 **MyHemophiliaTeam**

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. .



HEMAWARE.ORG  
**New York Rangers Head Coach David Quinn on Hockey and Hemophilia**

**3,493**  
People Reached

**224**  
Engagements

[Boost Post](#)

 **MyChronicPainTeam**

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:



USPAINFOUNDATION.ORG  
**Chronic pain and the risk of suicide: A staggering crisis, and what to do about it - U.S. Pain Foundation**  
According to a study published this September in the Annals of Internal Medicine, more than...

**1,630**  
People Reached

**160**  
Engagements

[Boost Post](#)

# Power of Community

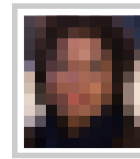
myMS team

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%.



diabetesteam

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.



myCROHNS AND COLITIS 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 to alleviate pain, 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

Up at 2:30am. Can't sleep, hurt too much. But still fighting this. Not letting it win.



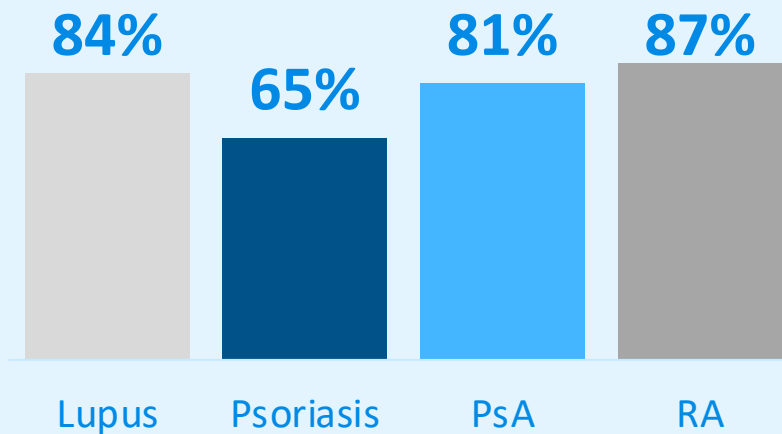
# "Listening": The #1 Predictor of Satisfaction with Their Doctor

"My Doctor Listens to Me"



## **SATISFIED PATIENTS**

Who Feel Their Doctor Listens to Them

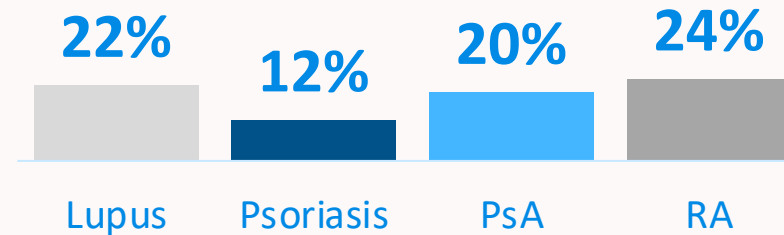


(Sample Size = 295, 68, 60, 153)



## **DISSATISFIED PATIENTS**

Who Feel Their Doctor Listens to Them



(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

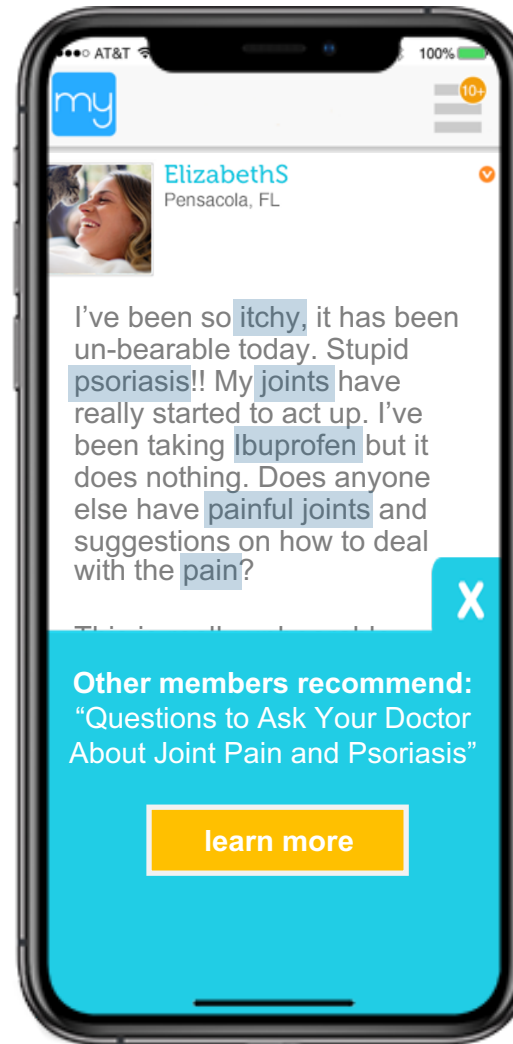


# Smart Recommendations to Empower Patients

mypsoriasis<sup>team</sup>

**NLP Identifies a  
Common Theme**

**Links to resources  
within the community**



**Automatically Triggers a  
Smart Recommendation**

# How We Partner with Pharmaceutical Companies



PATIENT  
RESEARCH  
& INSIGHTS



PATIENT  
EDUCATION &  
ACTIVATION



MEDIA  
SOLUTIONS



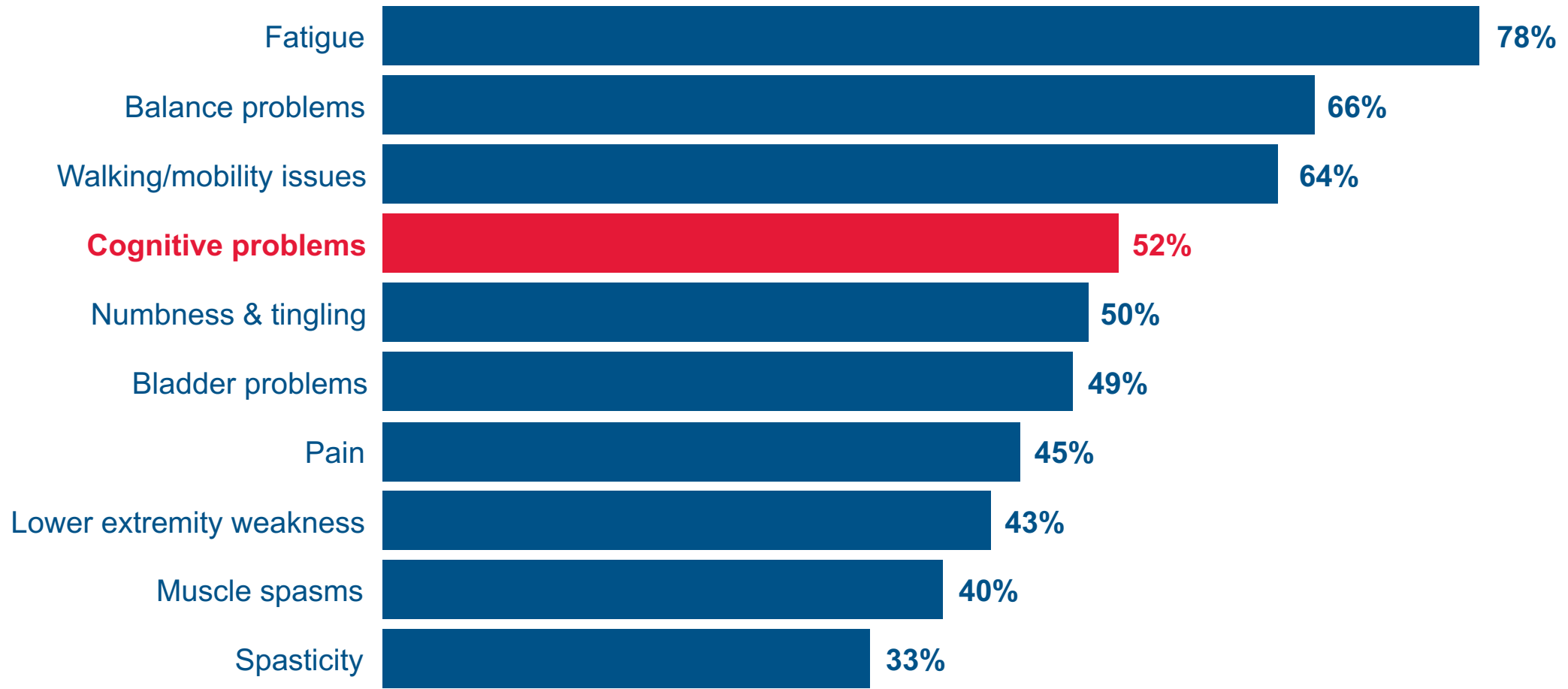
CLINICAL  
TRIALS

myHealthTeams



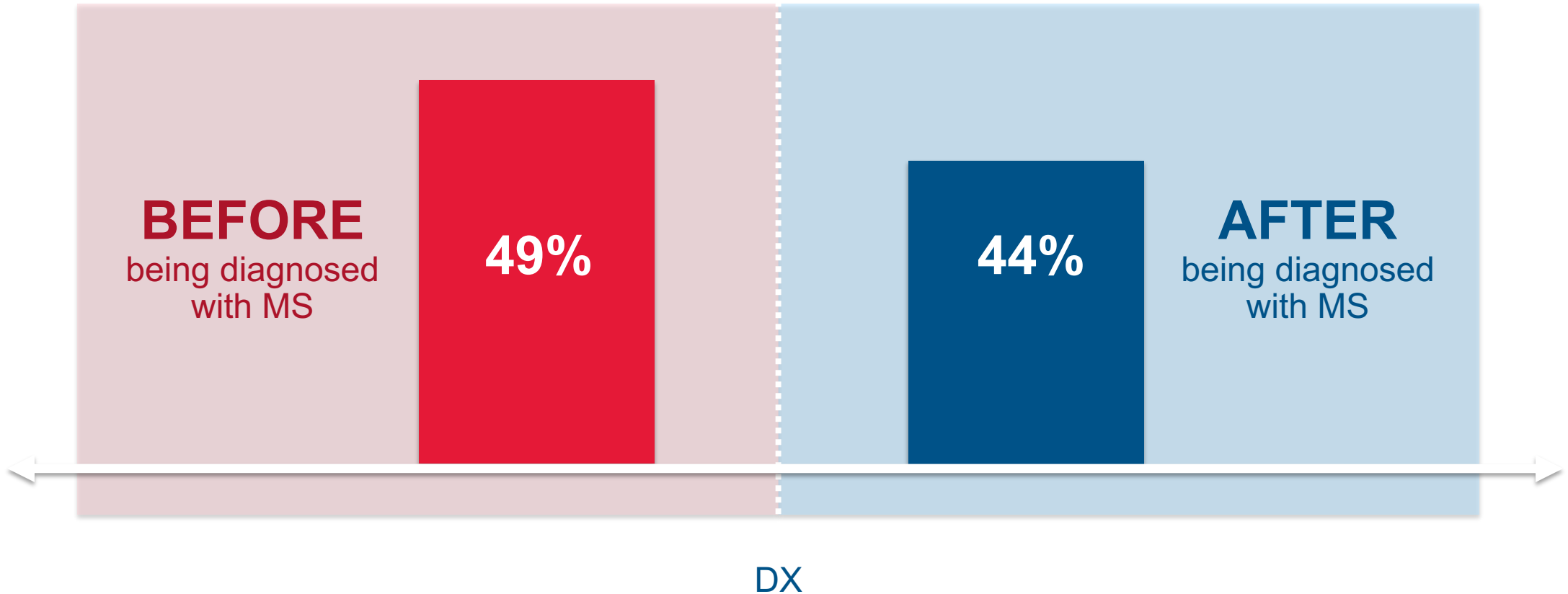
# Research: Cognitive Problems in MS

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

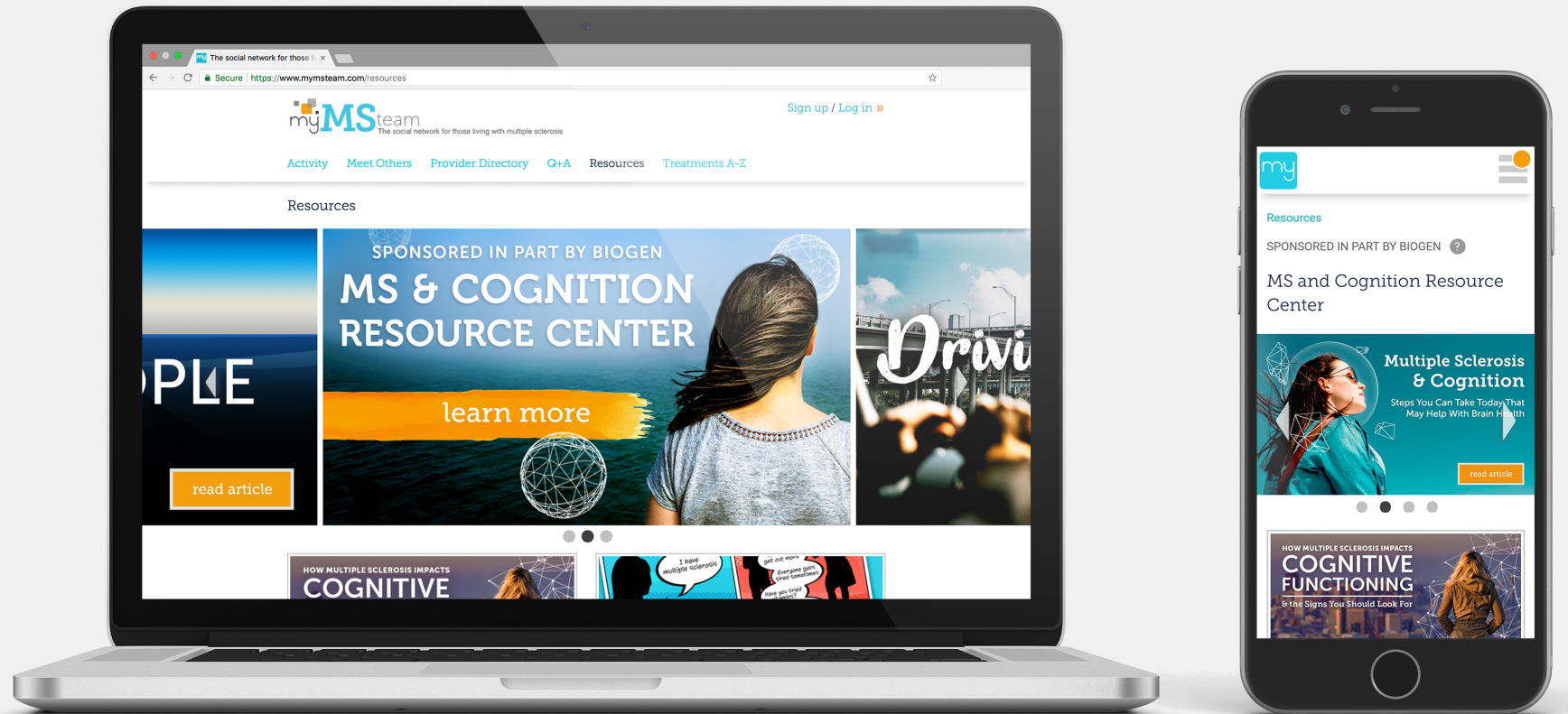


# A Leading Indicator!

When Cognitive Symptoms Start...



# Cognition Resource Center



**Visited by >160,000 MS Patients!**

# Impact



myMSteam

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.



myMSteam

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.

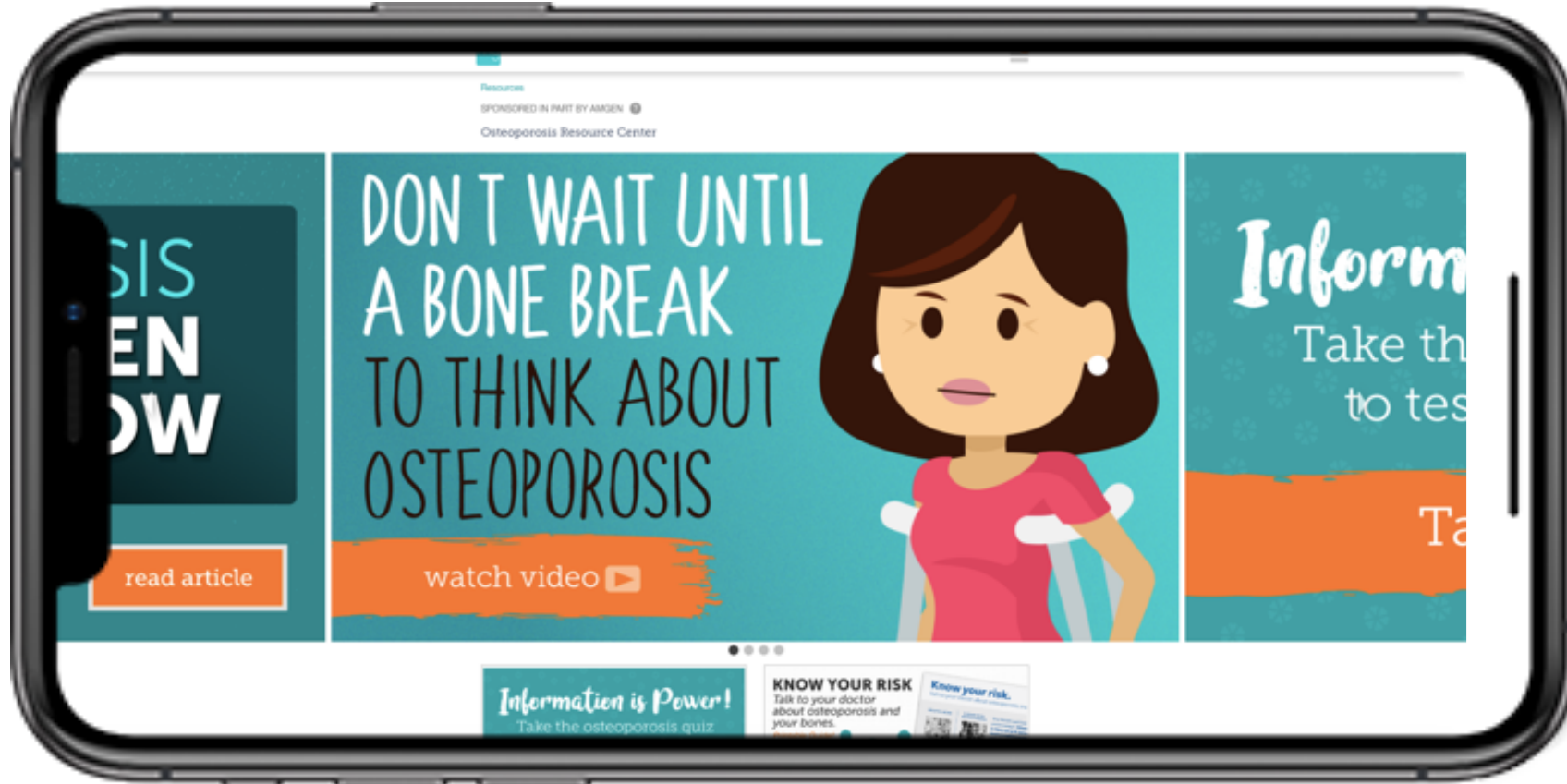




# Patient Education



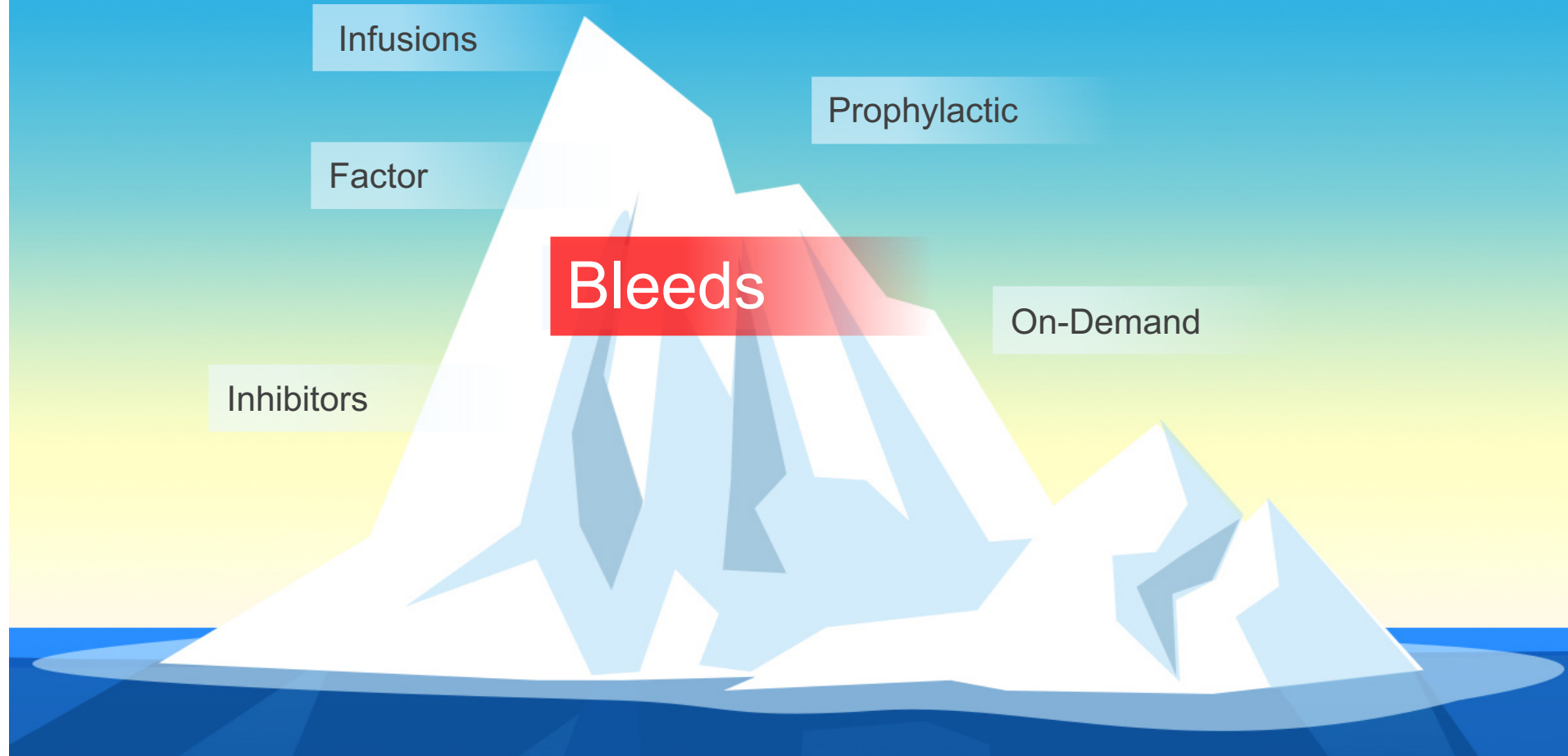
# Patient Education



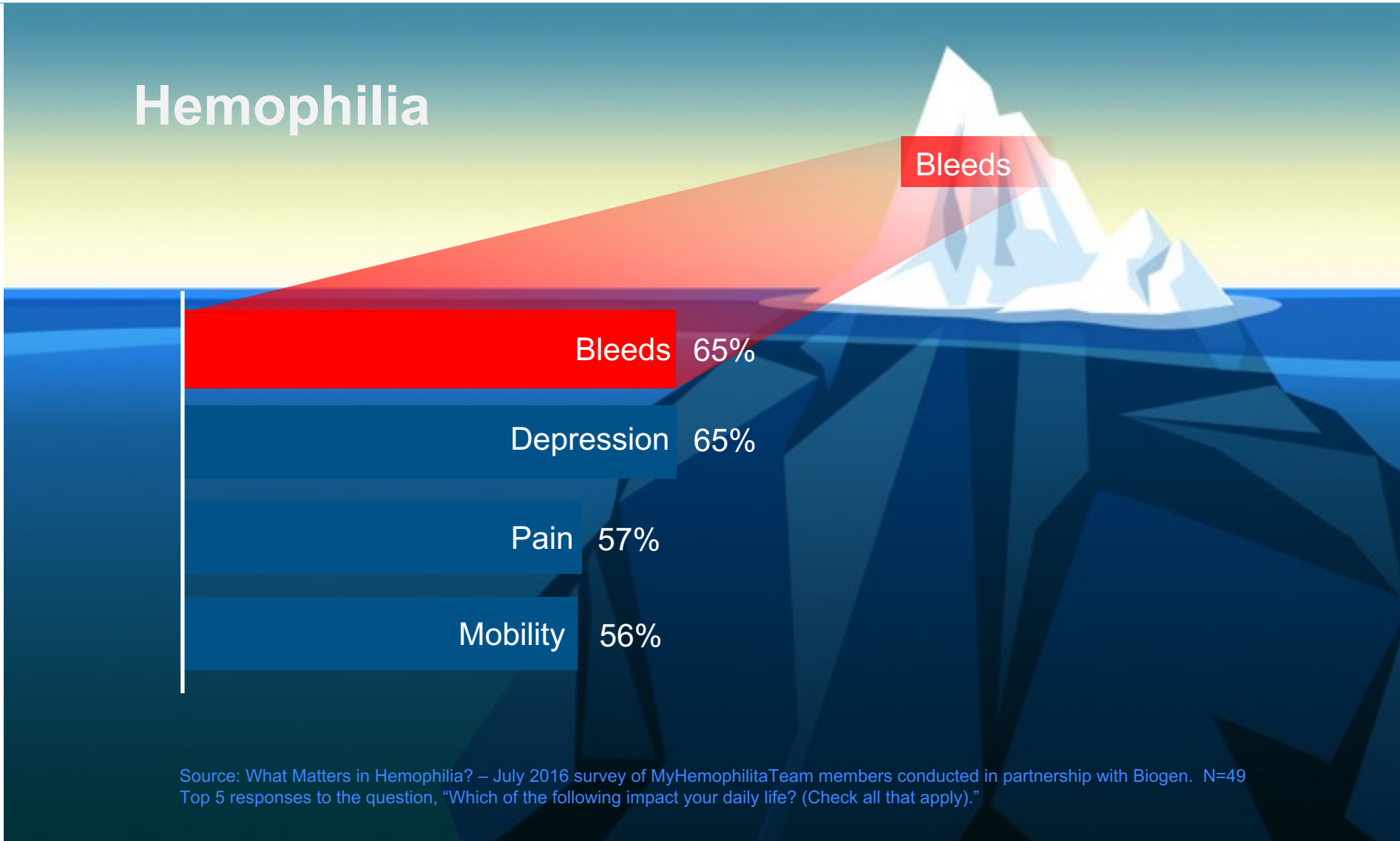


# Every Disease Is An Iceberg

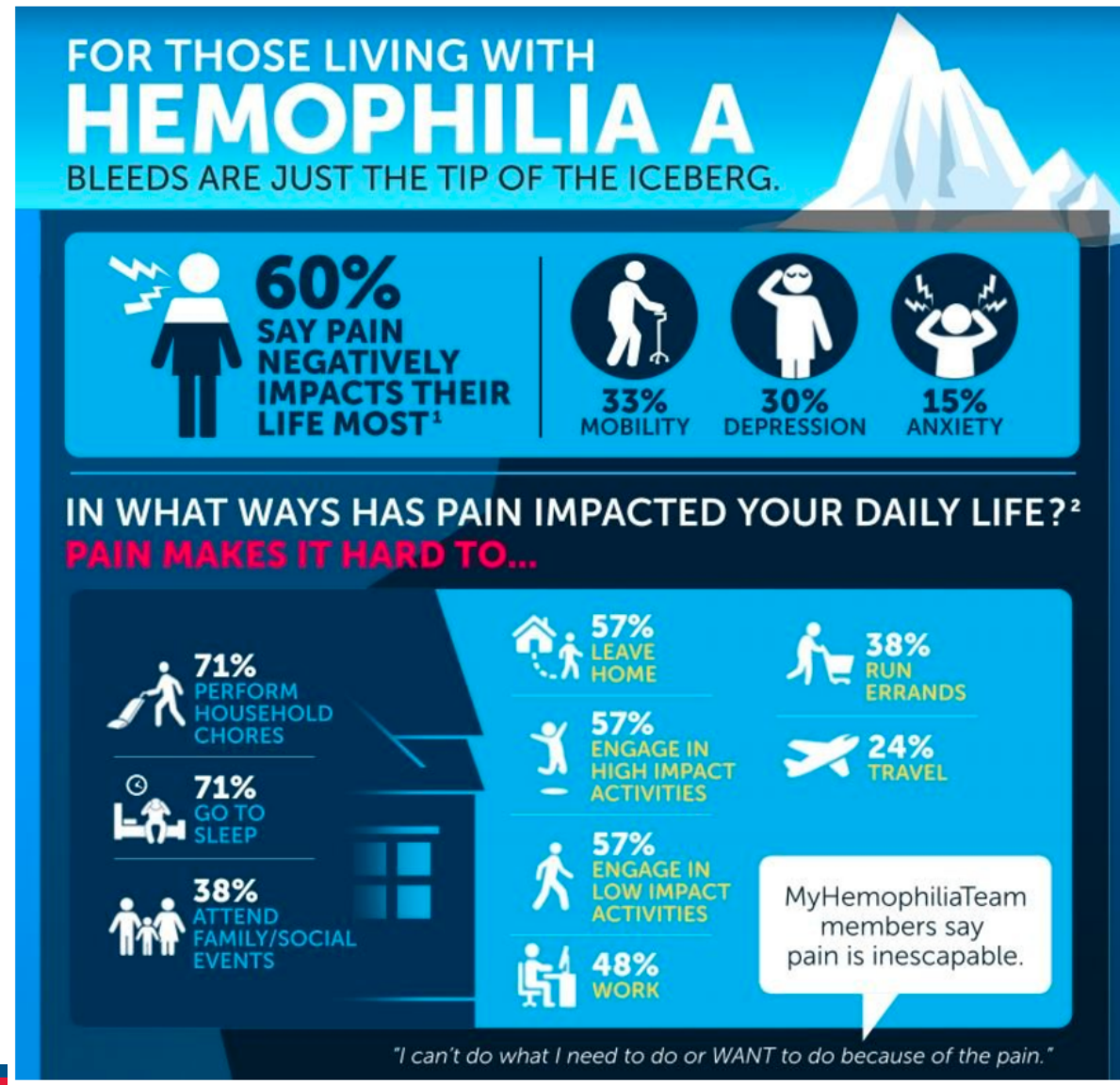
## Hemophilia



# The Key is Finding What Lies Under the Surface

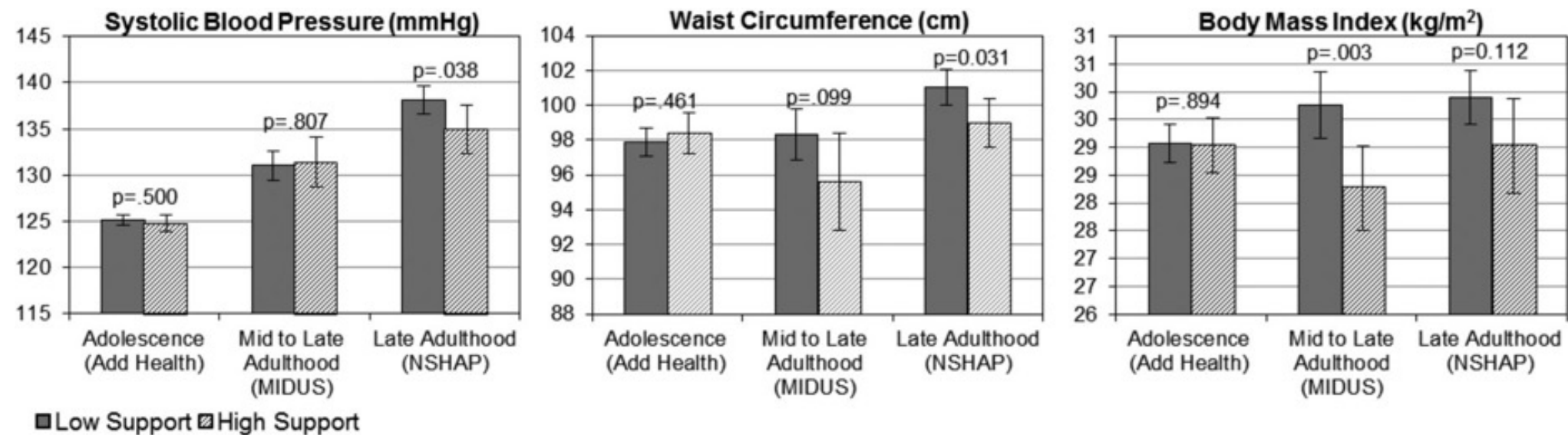


# Using Research To Impact Clinical Trial Design



# 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!

**Eric Peacock**

CEO, MyHealthTeams

**[eric@myhealthteams.com](mailto:eric@myhealthteams.com)**



# Questions?

## Neurology



## Dermatology



## Bone Health



## Oncology



## Cardiology



## Rheumatology



## Infectious Disease



## Endocrinology



## Women's Health



## Gastroenterology



## Immunology



## Respiratory



## Mental Health



## Pain



## Rare Diseases





# myHealthTeams



**Eric Peacock**  
CEO, MyHealthTeams  
[eric@myhealthteams.com](mailto:eric@myhealthteams.com)