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ACR 2018 REPORT

ACR/ARHP
Annual Meeting
Chicago • 2018

Prepared December 2018

INDEX

In its 18th year of attending the American College of Rheumatology's annual meeting, CreakyJoints contributed in its most significant way to date in 2018:

- 1. Video:** Livestreamed 6 patient-friendly segments from the conference floor
- 2. Social:** Most active influencer on Twitter in the nonprofit space and second-most active influencer overall, generating more than 6.375 million impressions across social media channels
- 3. News:** Published 25+ online news stories about research presented at the conference

Report compiled by Lauren Gelman, Director of Editorial Services
Email lgelman@ghlf.org for more information

VIDEO

CreakyJoints streamed two live video segments per day — for a total of six videos that generated a total of more than 15,000 views — to our Facebook community. These videos included interviews with rheumatology thought leaders and patient influencers among a wide range of important topics.



Topic:	Thought Leader:	Total Views:	Poll Topic:	Answer:
Ankylosing Spondylitis: Misconceptions and Delays in Diagnosis	Hillary Norton, MD	6,143	Did this video help you learn more about getting properly diagnosed and treated with arthritis?	81% yes
Painsomnia: How Real Patients Cope	Dawn Gibson, AS patient and #SpoonieChat founder	2,492	After watching this video, do you feel more comfortable communicating with others about your arthritis?	69% yes
Psoriatic Arthritis: It's More than Skin Deep	Alexis Ogdie, MD	1,405	After watching this video, do you have more confidence in your ability to manage your own health?	94% yes
Rheumatoid Arthritis: Making the Invisible Visible	Doug Roberts, MD	1,675	Will you ask your physician new questions about how to manage arthritis as a result of this video?	69% yes
Osteoarthritis Is a Serious Disease	Lee Simon, MD	1,968	After watching this video, did you learn about any misconceptions surrounding arthritis?	72% yes
Mental Health: Erasing the Stigma	Adena Batterman, MSW, LCSW	1,971	After watching this video, did you learn anything new about this topic?	69% yes
TOTAL:		15,654		

75%

of people plan to discuss the information they learned in our videos with their physicians

Our Facebook community found our video coverage:



Informative



Helpful



Inspiring



Supportive



Eye-opening



Hopeful

Very INFORMATIVE

Thank you for being a voice!

That's fantastic that more new meds are coming. There was not many when I first was first told I had AS

So awesome that they are having a patient poster track. I presented as a patient and occupational therapist in 2014 and this is inspiring me to do it again!!

So glad to see so many talking about depression and anxiety. Many don't want to talk about it and it's a very big issue. Many need to know the signs

I had a hip replacement last week so it is great to be able to rest and watch this!

Thanks to the folks trying to help us out!

SOCIAL

CreakyJoints was a Twitter force to be reckoned with at #ACR18. As the conference's top Twitter influencer among nonprofit and patient groups — and second-highest overall influencer, according to Symplur.com — we used our voice to make sure every patient back home could get a front-row seat to #ACR18 and learn all the details from posters, abstracts, sessions, and more.

Our goal: to educate and inform patients about rheumatology research with language and images that can be easily consumed and shared by the general patient community.



Credit: Symplur

SOCIAL

Our Twitter strategy involved the following components:

1.

**Tweet, retweet,
tweet, retweet,
repeat**

Tweeting during #ACR18 was a group effort for our entire organization. Led by our talented director of education and digital strategy, Joseph Coe, MPA, everyone attending ACR from CreakyJoints shared their own observations and learnings on Twitter regularly throughout the conference. The CreakyJoints community amplified these efforts by engaging with and sharing our content.

2.

**Engage patient
voices**

CreakyJoints has a history of bringing patients with us to ACR, so they can disseminate conference learnings from their perspective to our community. This year, especially because we sponsored a poster in the patient poster track, was no exception. Our patient colleagues also tweeted throughout the conference. Our patient Dawn Gibson (@DawnMGibson) was among the conference's top 10 influencers.

3.

**Make research
findings
digestible for
Twitter**

In order to better disseminate own research poster results to our patient community, we developed Twitter-friendly infographics ahead of time to readily Tweet during ACR after the embargoes lifted. Here is one example:

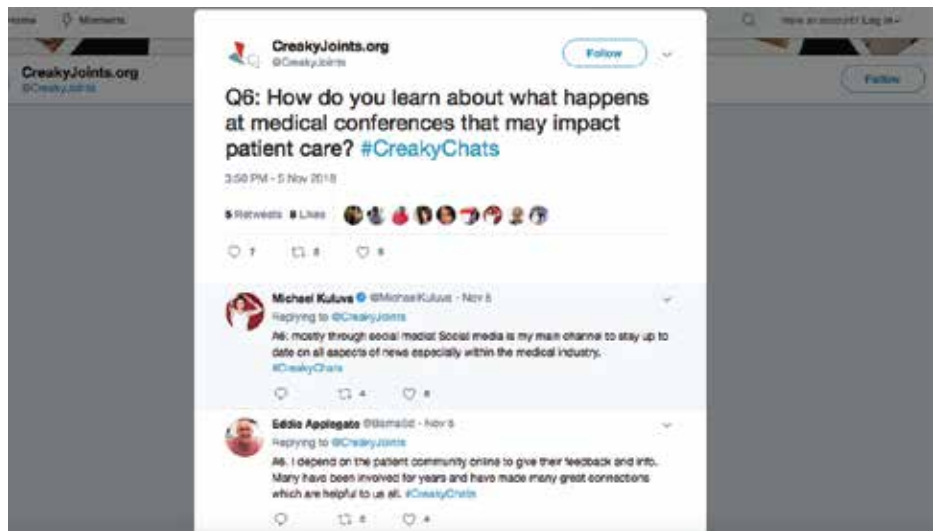


SOCIAL

4.

Engage patients with a focused #CreakyChats Twitter chat

Shortly after the ACR meeting, we focused our regular monthly Twitter chat, called #CreakyChats, around the topic of patient-centered research. During the chat, our community talked about findings from the ACR meeting and discussed how patients can continue to learn about research from medical conferences that could impact their care. This demonstrates our commitment to disseminating research findings to our patient community.



NEWS

CreakyJoints published a record-number of 25+ news articles about research findings from the conference, which reached nearly 100,000 people on Facebook.

[Click here](#) to see all of our news coverage.

◦ ACR 2018 ◦



BY CAROLE WIEDMEYER

11.7.18 6:40AM

5 Clear Trends that Could Be the Future of Rheumatology

If you're an arthritis patient like me, you probably want to see more effective treatments, at lower costs, with fewer side effects. And you might like a way to prevent your loved ones from having to deal with serious rheumatological...

READ MORE

SHARE



BY BARBARA BRODY

11.6.18 6:53AM

Fertility and Pregnancy Can Be Complicated and Confusing f...

At its recent annual meeting in Chicago, the American College of Rheumatology (ACR) presented a draft of the first evidence-based...

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BY BARBARA BRODY

10.30.18 10:58AM

Psoriatic Arthritis Patients May Do as Well with an Anti-TNF...

People with psoriatic arthritis (PsA) are often prescribed methotrexate, an anti-TNF drug like etanercept (Enbrel), or a combination of both. Which...

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BY BARBARA BRODY

10.30.18 10:52AM

4 Factors That Delay Getting Diagnosed with Axial Spondylo...

Axial spondyloarthritis (axSpA), an autoimmune form of arthritis that impacts the lower spine, is notoriously hard to diagnose in a timely...

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BY BARBARA BRODY

10.29.18 8:30AM

A New (Non-Opioid) Kind of Drug for Knee and Hip Pain Ma...

Osteoarthritis (OA), a common but painful degenerative joint condition, often impacts weight-bearing joints like the knees and hips. While there...

READ MORE

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BY BARBARA BRODY

10.29.18 6:26AM

These 4 Factors Will Affect Whether or Not You Hit Remissi...

If you've recently been diagnosed with rheumatoid arthritis (RA), a chronic inflammatory condition, you likely have painful joints. Here are 4 factors that will affect whether or not you hit remission...

READ MORE

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BY LAUREN GELMAN

10.28.18 10:38PM

The 50+ Arthritis Research Updates Every Patient Needs to ...

If we could give a theme to the 2018 American College of Rheumatology/Association of Rheumatology Health Professionals (ACR/ARHP) meeting, it would be "Research Updates for Patients". Here are 50+ research updates that every patient needs to know...

READ MORE

SHARE

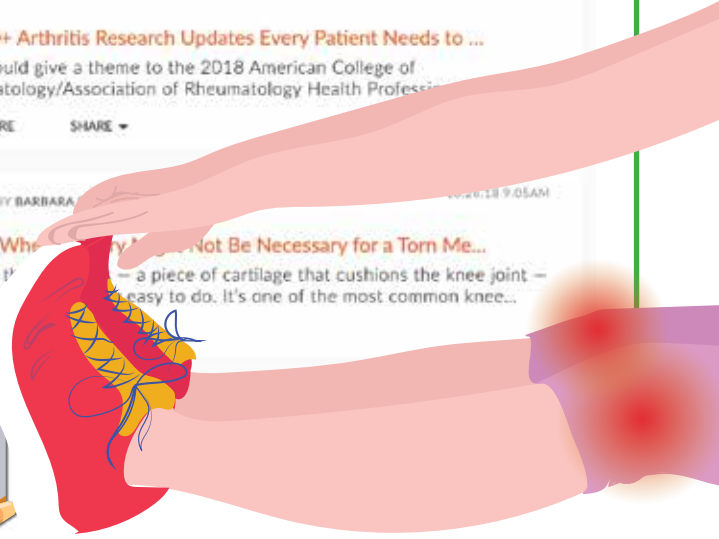
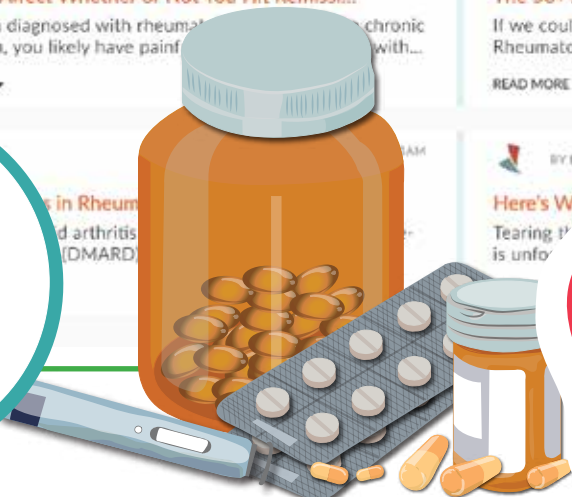
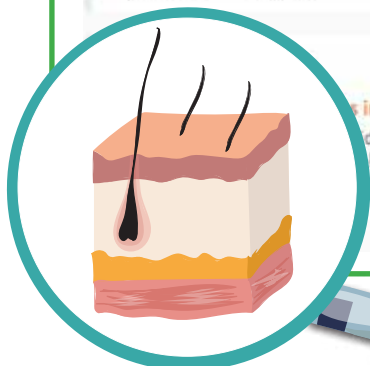


BY BARBARA BRODY

10.26.18 9:05AM

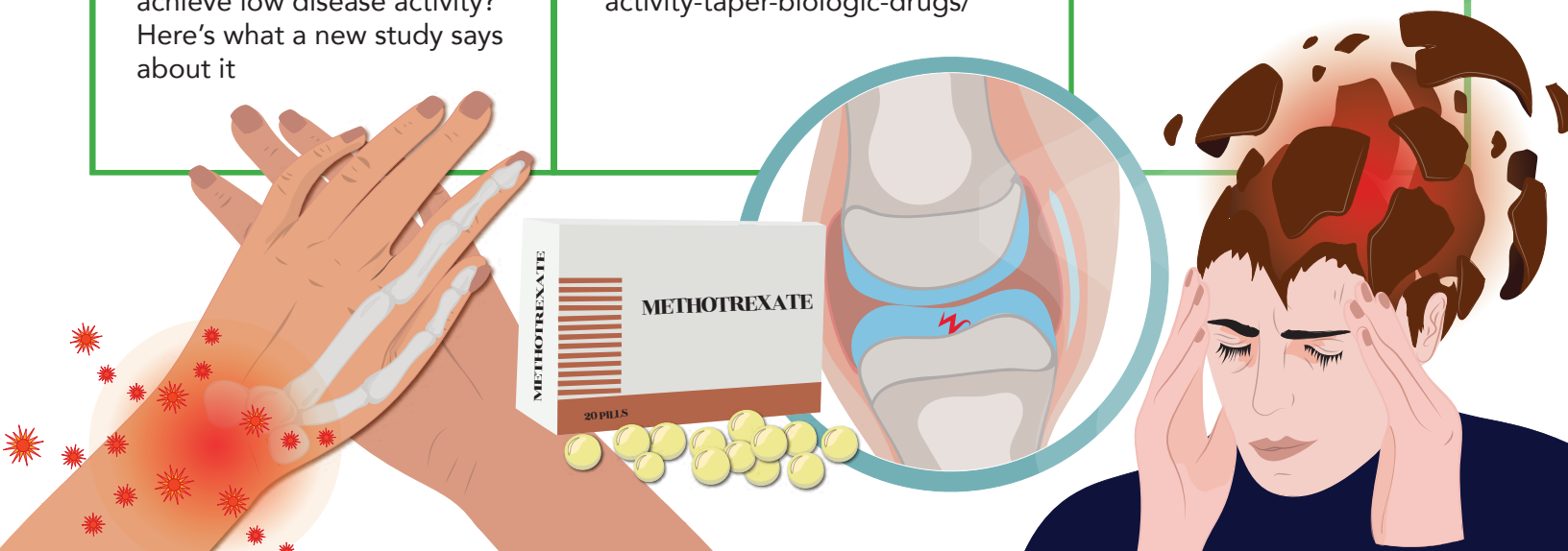
Here's Why Your Knee Pain May Not Be Necessary for a Torn Me...

Tearing the meniscus is a piece of cartilage that cushions the knee joint — it's not as easy to do. It's one of the most common knee...



The most popular abstracts we wrote about spanned a diverse range of research topics, which demonstrates our community’s deep commitment to staying up to date on research breakthroughs that affect their disease management and quality of life. Here is a sample of the most popular articles based on #ACR18 research:

Article Title:	URL:	Time Spent:
Fatigue is a problem for more than 80 percent of people with arthritis, says a new study	https://creakyjoints.org/acr-2018/fatigue-prevalence-in-arthritis/	0:06:57
A new genetic test can predict who’s likely to get ankylosing spondylitis (and make it much easier to get diagnosed quickly)	https://creakyjoints.org/acr-2018/genetic-risk-score-ankylosing-spondylitis-earlier-diagnosis/	0:07:23
These 4 factors will affect whether or not you hit remission with rheumatoid arthritis	https://creakyjoints.org/acr-2018/rheumatoid-arthritis-remission-lose-weight-quit-smoking/	0:07:42
A new (non-opioid) kind of drug for knee and hip pain may be a game changer	https://creakyjoints.org/acr-2018/tanezumab-osteoarthritis-knee-pain/	0:05:24
Is it safe to taper biologics in rheumatoid arthritis once you achieve low disease activity? Here’s what a new study says about it	https://creakyjoints.org/acr-2018/rheumatoid-arthritis-low-disease-activity-taper-biologic-drugs/	0:05:43



1.

Most visited article

Our research roundup “50+ Arthritis Research Updates Every Patient Needs to Know About” was our most viewed ACR-related page, with thousands of page views.

2.

Popular on Facebook

The article “Fatigue Is a Problem for More Than 80 Percent of People with Arthritis, Says a New Study” which covered CDC data presented at ACR, was our second-most popular in terms of overall page views; about 70 percent of its traffic came directly from our Facebook page.

3.

Most time spent

Visitors stayed the longest on article pages on CreakyJoints.org that contained our Facebook live video players. Our video pages had an average time on site of 11 minutes, 9 seconds duration, while the average of all our ACR pages was 6 minutes, 7 seconds. The page that had the longest duration was “VIDEO: Mental Health: Erasing the Stigma” with an average time on page of 16 minutes and 5 seconds.

BY THE NUMBERS

6.375+ million

The number of impressions our ACR coverage earned across social media channels

38,683

Number of CreakyJoints members who received a newsletter with “50+ Arthritis Research Updates Every Patient Needs to Know About” as the top story

15,654

Video views for our Facebook Live coverage

2,102

Mentions of @CreakyJoints on Twitter during the conference

16:05

The minutes spent on average watching our Facebook Live video on mental health and chronic illness

1

Our rank among patient and nonprofit Twitter influencers at #ACR18

MILLIONS

of people impacted by our important work/collaboration