

Get to Know the **Global Healthy Living Foundation**



Prepared for:
EULAR Congress 2019



Priority Areas



Education



Support



Advocacy



Research

The Evolution of CreakyJoints

Blog

Cofounded from a college dorm bunkbed by a millennial with arthritis and his mentor, a baby boomer social entrepreneur

Attended First ACR, San Diego,

Patient Advocates

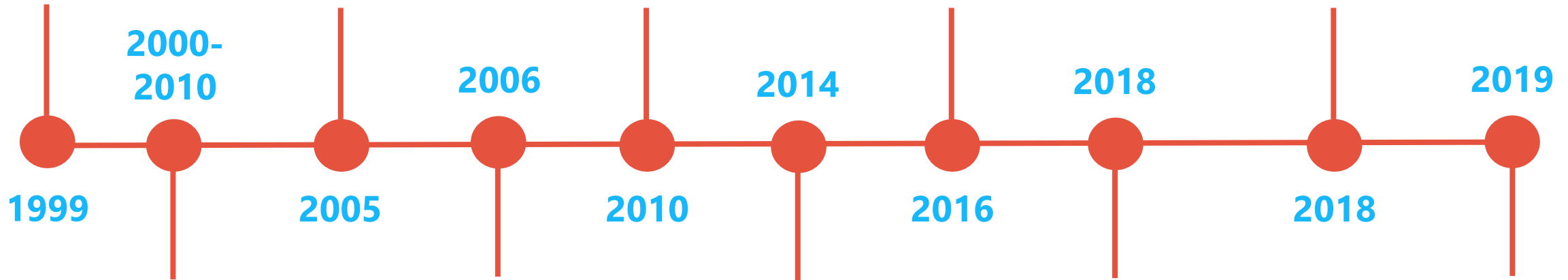
With the launch of the 50-State Network, we help patients fight for access to health care

Global Footprint

We launch a sister community, CreakyJoints Australia

Pharmacy Partner

We team up with Walgreens to enhance patient education and help improve medication adherence



1999

2000-2010

2005

2006

2010

2014

2016

2018

2018

2019

Patient Community

Educational events in 20 U.S. cities/year

Attended First EULAR, Amsterdam

Researchers

With our PCORI Award, we develop ArthritisPower, the first-ever patient-powered, patient-centered research registry

Diagnosis Accelerator

GHLF acquires PainSpot, a digital risk assessment tool to help people with musculoskeletal diseases get diagnosed more quickly

Premium Trusted Resource

With a cutting-edge focus on technology, we provide support and information to live with chronic disease: social, medical, informational, scientific, policy, and more



The Team That Makes a Difference



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Co-Founder &
President



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Executive
Director



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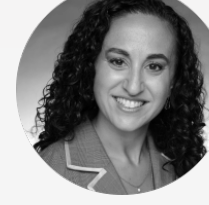
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Community Outreach
Manager



Medical Expertise Fuels Everything We Do

We work with leading clinicians, researchers, and thought leaders in rheumatology and other specialties to:



Partner on academic research projects, coauthor abstracts and studies, and present at medical conferences



Consult on new educational products and tools for patients



Present cutting-edge science and clinical thinking to patients via webinars



Review content for medical accuracy



Represent GHLF in media to help raise the profile of arthritis and chronic illness



Meet Our Medical Experts*



Research

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**We're fortunate enough to work with dozens of leading medical experts around the globe. This is just the tip of the*



Defining 'Patient-Centered'

Patient perspectives drive how we think. Patient actions drive what we do.



Patient Governor Group

Oversee ArthritisPower research



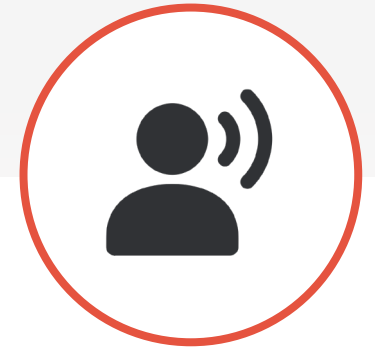
50-State Network

Participate in advocacy opportunities for health care access and disease awareness



Patient Council

Oversee educational programming and content



Pep Talk

Patient-to-patient peer education and support for newly diagnosed patients or those facing access issues



How We Engage Patients

Patient

Decipher

Symptom Mapping & Diagnosis Accelerator



Understand

Disease Management

Patient Guidelines

Navigate

Treatment Landscape

Specialty Pharmacy Info



Communicate

Shared Decision Making

Diagnosis Tear-Sheets



Track

Patient-Reported Outcomes & Research Registry



Access

Support & Solutions for Health Care Barriers

Patient Assistance Programs/Directory

Open Enrollment & Insurance Guides

Pep-talkers Peer Support



Empower

Raise the Voice of Patients with Policymakers & Regulators



Uplift

Patient-to-Patient Support & Advice

#Arthritis365
#CreakyChats



New Content Strategy



News

- Latest research in rheumatology & more
- Attend/cover medical conferences



Support

- Patient profiles
- Patient tips and advice



Education

- Evergreen SEO-optimized content for the entire patient journey
- Trusted, patient-centered information

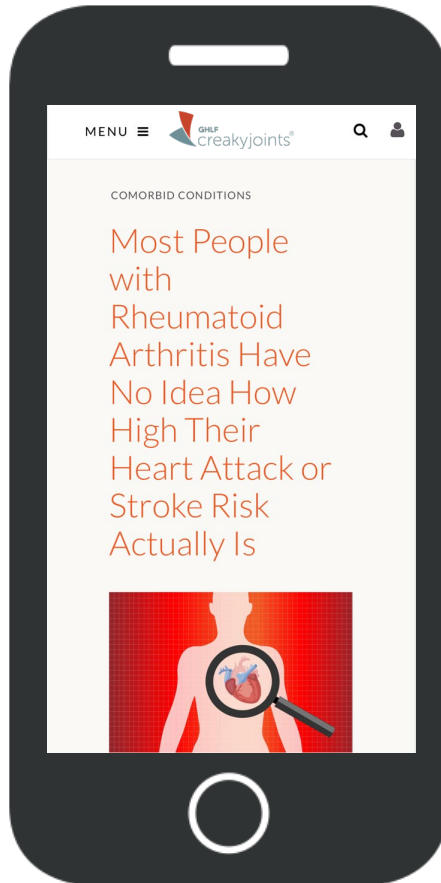


Platform

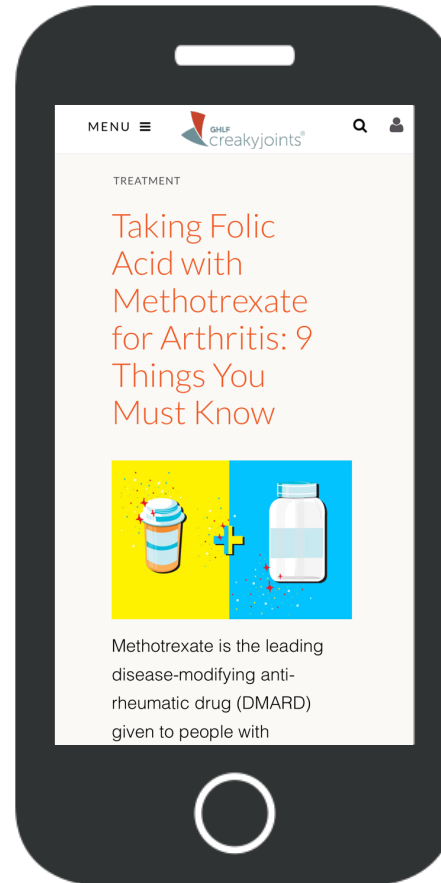
- Optimize content to reach patients where they are
- Social, email, search, syndication

New Content Strategy

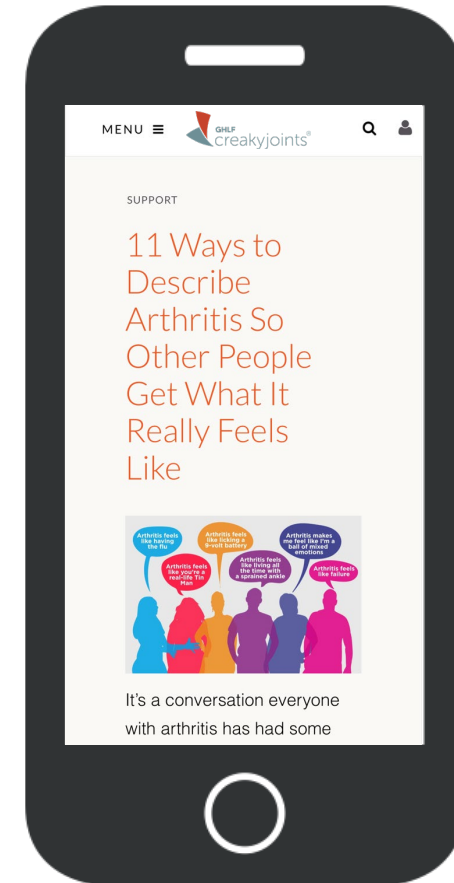
News



Education

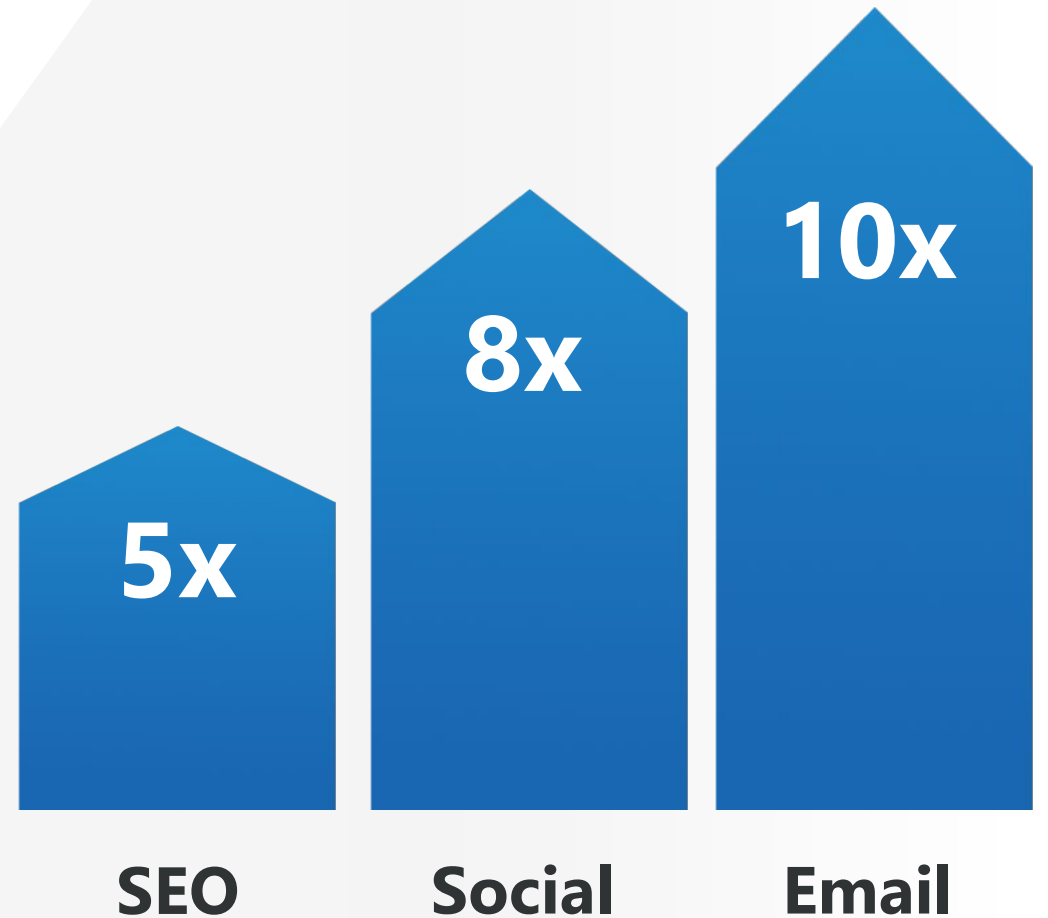


Support



It's Working: We're **Growing**

Over the past year, we've seen a dramatic and sustained traffic increase:



Nurturing Collaborative Advocacy

2018 Medical Conference Participation:

- EULAR/PARE (Brussels '18)
- PANLAR (Argentina '18)
- APLAR (Taiwan '18)
- AWIR
- ACR (Chicago '18)
- CSRO
- CCR
- RWCS
- RNS
- NORM
- Mayo Clinic Rheumatology Conference
- ARA (Australia)
- United Rheumatology
- Bendcare
- California Rheumatology
- Florida Rheumatology
- New York Rheumatology
- Alaska Rheumatology
- Arkansas Rheumatology
- Georgia Rheumatology

ArthritisPower:

Our Patient-Powered Research Registry

Launched in 2015, ArthritisPower studies and disseminates issues that matter to patients



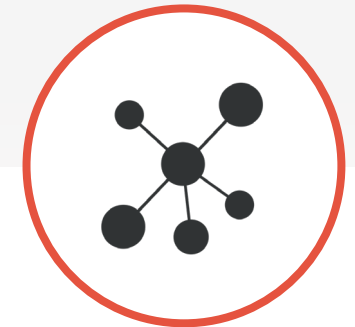
Patient-powered and overseen by a Patient Governor Group



Novel data collection techniques (active and passive data collection)



Enhanced individual health tracking and user interface



Syncing with external data capabilities (clinical data research networks, EHRs, etc.)

Total Members: 19,231

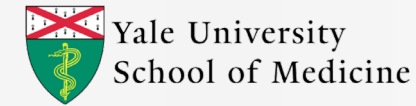
Total Number of PRO (Patient-Reported Outcomes) Assessments: 218,210



ArthritisPower: Academic Partners

Working Relationships with 20+ Academic Institutions

- Innovative patient-centered researchers using new technology
- Public/private partnerships: NIH, PCORI, industry
- Efficient patient-centered partners
- Experts in patient engagement and communication



ArthritisPower: The Unique App Features

Tracking:

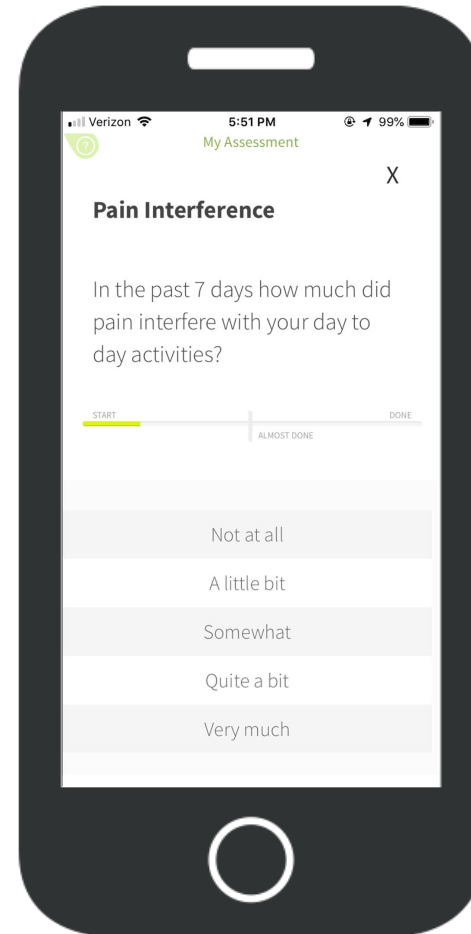
Track your health with customized assessments

Analytics:

View results over time / see how symptoms are changing / identify causes of symptom changes

Share:

Share results with family / caregivers / healthcare professionals



Medications:

Enter / keep track of treatments

Research Opportunities:

Participate in paid / unpaid surveys and studies

Education:

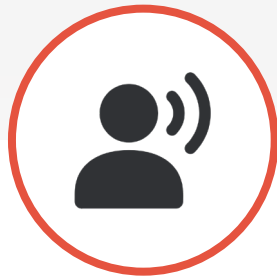
Access education resources about your condition



Advocacy: Giving Patients the Platform to Make a Difference



Our grassroots advocacy arm has 1300+ patient advocates across all 50 states and Puerto Rico



Educate

Teach patients and caregivers about access barriers and how to overcome them



Empower

Help patients connect with legislators, regulators, media, and other groups to share their personal experiences



Engage

Motivate people to evolve their identity from chronic disease patient to effective advocate

2019 Advocacy Priorities



Co-Pay Accumulators and Step Therapy

Educate the public about the importance of state law protections for patients across the country

Target states: Kansas, Massachusetts, California, Oregon, Wisconsin, Maine, Virginia



Non-Medical Switching

Support mid-year and year-over-year continuity-of-care protections

Target states: Indiana, New York, Texas, Iowa, Connecticut, New Jersey, Michigan



Medication Synchronization

Educate about legislation that enables patients to have easier access to their medications

Target states: New York, Massachusetts, Pennsylvania



Pharmacy Benefit Manager Licensing

Educate about legislation that ensures PBMs have a fiduciary responsibility to the beneficiaries they represent



Drug Pricing

Ensure that policies are to the benefit of a patient's out-of-pocket costs



Biosimilar Education

Educating patients on the safety and efficacy of biosimilars

Diagnosis Accelerator: PainSpot

Millions of people search the internet every day for answers about what's causing their pain. PainSpot can help get them diagnosed faster.

766,482
total diagnoses generated

- **Website redesign**
- **Increase engagement and enhance user experience**
- **Algorithm update**
- **Optimize SEO**
- **Build post-assessment patient journey**

How PainSpot works

Select the painful area by clicking on it

Answer a few simple questions about your pain

Get instant answers about what your diagnosis could be



Hispanic Outreach

Harnessing two decades' worth of education dissemination and community building expertise, GHLF is focusing on increasing our presence in the Hispanic community



Launch CreakyJoints Español website

Translate Patient Guidelines for Spanish-speaking communities in the United States, Puerto Rico, South America, and Latin America

Partner with Hispanic organizations and key opinion leaders

Leadership role with PANLAR (Pan-American League of Rheumatology) Patient Education



Global Expansion

Entering our 20th year, GHLF continues to attend medical conferences, harness patient communities, and deploy resources and efforts around the world:

