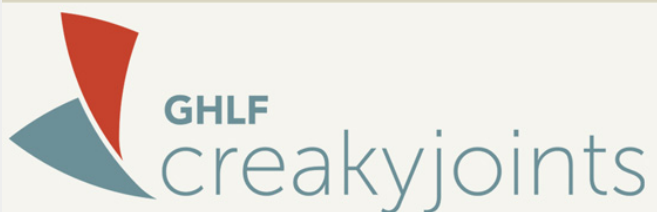


Your monthly CreakyJoints newsletter

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Bringing arthritis to its knees since 1999.



NEWSLETTER

Must-Read



23 Coping Skills from Mental Health Experts

Arthritis and other chronic diseases can have a dramatic impact on depression, anxiety, and other mental health issues. [These tips from psychologists and counselors can help.](#)



Use our ArthritisPower app to log your symptoms, meds, and disease activity and share your results with your doctor. [Learn more and sign up.](#)

Popular on Facebook

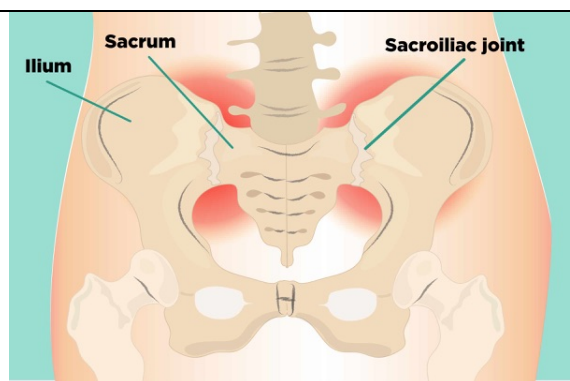
Arthritis Joint Pain: 18 Ways to Get Relief

[Read more](#)

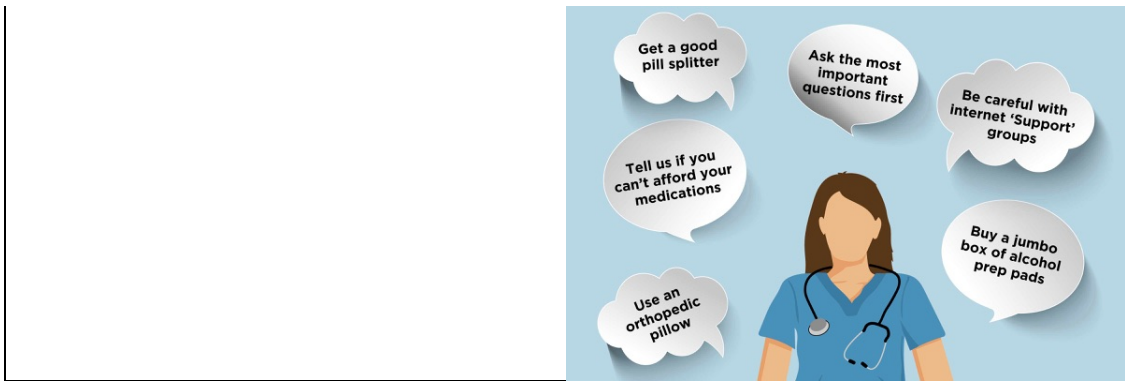


What Is Sacroiliitis, and How Does It Affect Arthritis?

[Read more](#)



20 Things Rheumatology Nurses Wish You Knew



Patient Perspective



When Rheumatoid Arthritis Made Me Hopeless, These 3 Principles Changed Everything

RA took away Eileen Davidson's career and made being a single mother even more challenging. [Here's what changed her perspective.](#)

Living with Arthritis

Methotrexate: 9 Things You Must Know

[Read more](#)



Yoga for Arthritis: 5 Gentle Postures That Feel Good

[Read more](#)



Apple Cider Vinegar: Can It Actually Help Arthritis Symptoms?

[Read more](#)



News Updates You Need

[What Gum Disease Could Reveal About Rheumatoid Arthritis Disease Activity](#)

[New Guidelines to Help Prevent Osteoporosis from Steroid Medication](#)

[Could RA Antibody Levels Predict Disease Activity or Treatment Response?](#)

Take Action Against Step Therapy



Step therapy is an insurance company practice that requires you to take a less expensive drug even if you and your doctor think that a different drug will be better for your condition. If step therapy has negatively affected your treatment, we at the 50-State Network, our patient advocacy group, want to hear your story. Please email Regis Wagner (rwagner@ghlf.org), Patient Advocate, Community Outreach Manager, to get in touch.



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NEWSLETTER

Must-Read



Giving Yourself Biologic Injections: 21 Practical Tips to Try

It can be a big adjustment to give yourself injections. Make the process less overwhelming with this [advice from the CreakyJoints community](#).



ArthritisPower®

Our ArthritisPower community is nearly 19,000 members strong. Join us: Log your symptoms, meds, and disease activity and share your results with your doctor. [Learn more and sign up.](#)

Popular on Facebook

Costochondritis: The Alarming Arthritis Chest Pain You Might Not Know About

[Read more](#)



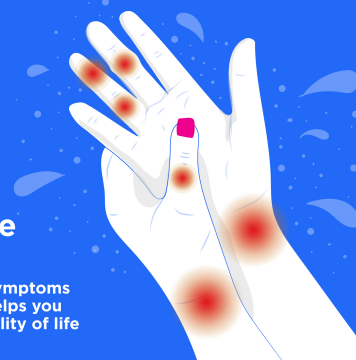
Remission vs. Low Disease Activity for RA: What It Actually Means

[Read more](#)

Remission:
Inactive disease

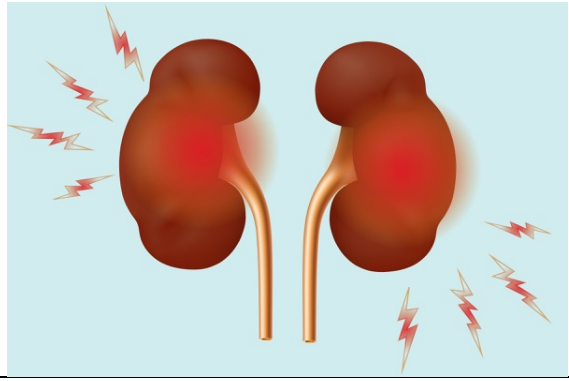
Low disease activity:

A state that keeps symptoms under control and helps you maintain a good quality of life



What Inflammatory Arthritis Does to Your

[Read more](#)



Patient Perspective



This Woman's Misdiagnosed Plantar Fasciitis Was Actually Psoriatic Arthritis

It took Frances Downey 18 months and visits with nine different doctors to get her psoriatic arthritis diagnosis, largely because foot pain was her main complaint as opposed to more “typical” PsA symptoms. [Here's her story.](#)

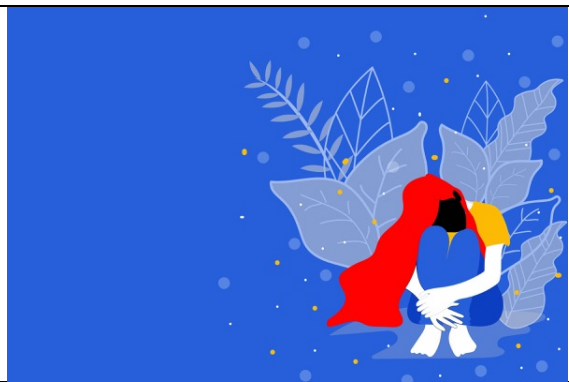
Tips for Buying the Right Shoes When You Have Arthritis

[Read more](#)



How to Cope with Loneliness from Chronic Illness

[Read more](#)

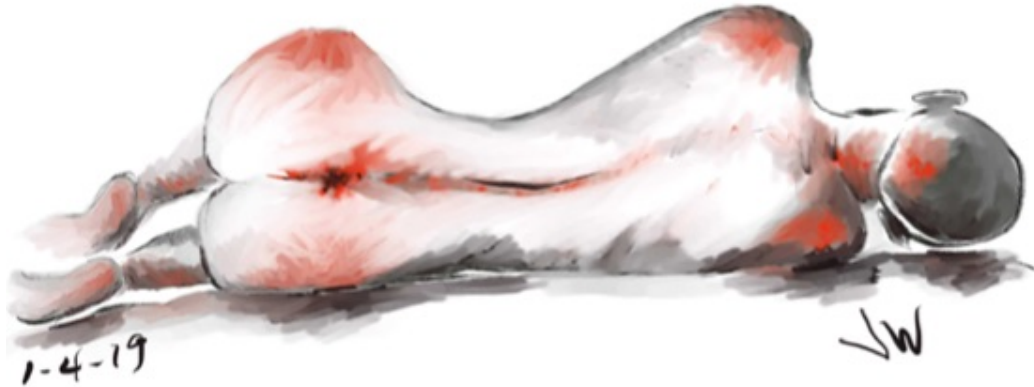


21 Tips from Physical Therapists to Make Arthritis More Manageable

[Read more](#)



Arthritis Through Art



The Conversation About Fatigue and Pain We Need to Be Having

"We don't get told how much fatigue and pain take away small comforts from us, like sitting in chairs, lying in bed, sitting in a coffee shop with a friend." [See Jen Walker's amazing work.](#)

News You Can Use

[Does Drinking Alcohol Help Improve RA Symptoms? What a New Study Says](#)

[FDA Approves New Bone-Building Drug: Here's What to Know About It](#)

[Having Psoriatic Arthritis Can Raise Your Risk for Hearing Problems](#)

[Could Fibromyalgia Soon Be Diagnosed By a Blood Test?](#)

Advocacy Update

Know Someone with Migraine Disease? Share Our Patient Guidelines



In this medically reviewed and patient-vetted handbook, you'll learn about the latest treatment options for migraine disease, get support for coping with migraine stigma at work and in your personal relationships, learn more about how to be a migraine patient advocate, and more. [Download your free copy here.](#)



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NEWSLETTER

Must-Read



Get Better Sleep with Arthritis: 18 Tips People Swear By

Painsomnia is real, but this advice can help you start sleeping well again. [Read more.](#)

Join ArthritisPower

ArthritisPower is a free app and research registry that offers a chance to participate in studies that address patients' real-life questions and concerns about managing arthritis. [Join our 19,000+ members and help make a difference.](#)



Arthritis Awareness Month

Living with Chronic Illness Isn't Like What You See on TV

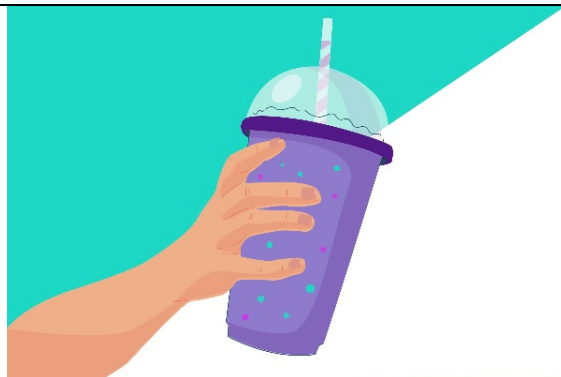


50+ Invisible Truths About Living with Arthritis

In our “As Not Seen on TV” Arthritis Awareness Month campaign, our community got real about what living with arthritis on a daily basis really feels like. [Read more.](#)

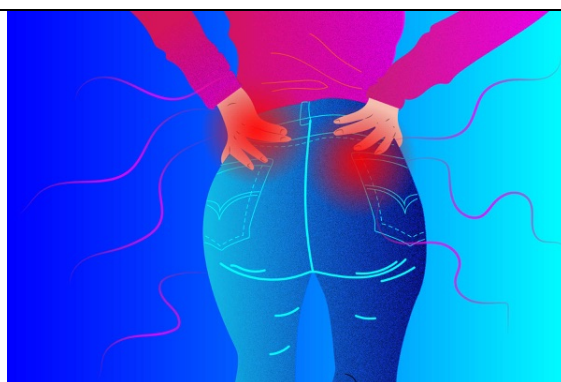
Surprising Daily Habits That Could Be Hurting Your Joints

[Read more](#)



Buttock Pain: Is Arthritis Causing It?

[Read more](#)



What Is Dactylitis? The 'Sausage Finger' Swelling You Should Know About

[Read more](#)



Patient Perspective



How I Explain What Rheumatoid Arthritis Actually Is to People Who Don't Have It

When Eileen Davidson was first diagnosed, she struggled in silence, disbelief, and shame. Then she figured out [how to explain RA to those around her](#).

New Campaign: Is Your Back Pain Killing You?



Ever felt like getting diagnosed could have made for a good detective show? You need to watch our new web series about a mission to solve a young woman's mysterious back pain. [Watch episode one on YouTube.](#)

Backsplaining: What's the Difference Between Inflammatory vs. Mechanical Back Pain?

[Watch more](#)



My Backstory: Misdiagnosed for Decades, How Roz Figured Out That She Had ... Ankylosing Spondylitis

[Watch more](#)



Arthritis Through Art



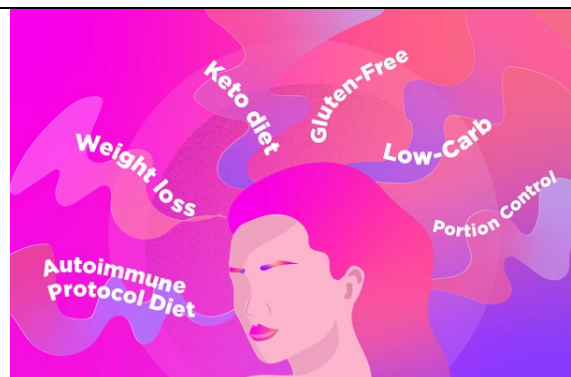
When Fatigue Is So Bad That Even Rest Feels Exhausting

"Exhaustion, lack of sleep, daily fatigue, and depression all meld together — and I don't know where one begins and the other one ends." [Read more about the story behind artist Jen Walker's work.](#)

Living with Arthritis

Losing Weight with Arthritis When You Really Hate Dieting

[Read more](#)



Getting an Accessible Parking Permit: What to Know

[Read more](#)



29 Tips from Podiatrists to Manage Arthritis Foot Pain

[Read more](#)



News You Can Use

[This Simple 'Grind Test' Can Predict If Your Knee Osteoarthritis Will Get Worse](#)

[Trouble Walking, Showering, or Getting Dressed? It Might Be an Early Sign of RA](#)

[Taking B Vitamin Supplements Could Increase Your Risk of a Hip Fracture](#)

[Could Insulin Resistance Actually Cause Fibromyalgia? What a New Study Found](#)

[New Study Confirms Link Between Psoriatic Arthritis and Cardiovascular Disease](#)

Advocacy Update

June is Migraine & Headache Awareness Month: Share Our Patient Guidelines



In this medically reviewed and patient-vetted handbook, you'll learn about the latest treatment options for migraine disease, get support for coping with migraine stigma at work and in your personal relationships, learn more about how to be a migraine patient advocate, and more. [Download your free copy here.](#)



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Growth & Strategy

2019 and Beyond

Audience Development

Our primary goal is to get helpful, actionable information and resources into the hands of people living with arthritis and related diseases. One way we accomplish this is by growing our site traffic to reach new audiences. Through ongoing optimization of content for SEO, Google Ad Grants, and social media platforms, we provide patients with resources on symptom management, treatment, diet, and more. We've also increased referral rates from health care professionals, including rheumatologists, pharmacists, nurses, office managers, and more.

Growing on Mobile



2019	2018
60% of site visitors from mobile	40% of site visitors from mobile

Spending More Time on Site



5 min average CJ site visit length	25% increase from 2018
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Audience Engagement

Encouraging more people with arthritis to subscribe to our email lists allows us to communicate useful and topical information and resources. It also helps us fulfill other organizational goals, such as providing patients with research participation and advocacy opportunities. We continue to employ innovative tactics to convert more of our growing website visitors into loyal CJ subscribers and to develop new content products to engage and educate our community.

CreakyJoints.org

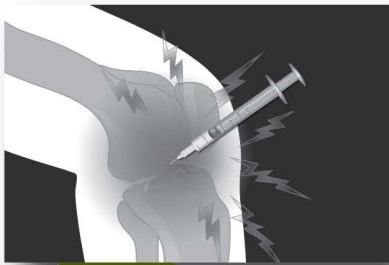
Audience Growth

May 2018 to May 2019

380% Pageviews	460% Visitors
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2,000% Visitors from organic Google search	1,100% Visitors from organic Facebook
--	---

130% Visitors from CJ emails	260% Visitors from direct traffic
--	---



CreakyJoints.org

Growth & Strategy



Top 5 Google Search Terms that Drive Traffic to CJ

1. cbd oil for pain
2. creaky joints
3. arthritis in hands
4. methotrexate
5. ankylosing spondylitis

Top 5 Facebook Articles This Year

1. [Selma Blair's Powerful Red Carpet Walk Is Exactly What the Chronic Illness Community Needs to See More Often](#)
2. [What Is Costochondritis? The Alarming Arthritis Chest Pain You Might Not Know About](#)
3. [The Signs Arthritis Is Affecting Your Lungs, and the 3 Things You Must Do to Protect Them](#)
4. [12 Ankylosing Spondylitis Symptoms You Can't Afford to Ignore](#)
5. [The 4 Stages of Rheumatoid Arthritis Progression](#)

Top 5 Newsletter Articles This Year

1. [11 Common Questions About Taking Methotrexate for Rheumatoid Arthritis](#)
2. [These Are the 15 Best States to Live In If You Have Arthritis \(and Here Are the 2 Worst\)](#)
3. [Rheumatoid Arthritis Rashes: How to Treat Them](#)
4. [The 4 Stages of Rheumatoid Arthritis Progression](#)
5. [A New Genetic Test Can Predict Who's Likely to Get Ankylosing Spondylitis](#)

