

Public Relations Update



Prepared for:
EULAR 2019



Coverage of CreakyJoints Staff, Members, and News Generated

379 Million Media Impressions June 2018-May 2019

- Earned placements in 2018: 142
- Earned placements in 2019 to date: 156
 - EFE America, "[Latinos con mayor probabilidad de discapacidad por la artritis](#)," picked up by *LA Times*, *El Diario* and dozens of other Spanish-language outlets
 - Daytime TV, an [interview with CreakyJoints member Che Ackerman](#) on living well with arthritis aired on 77 stations across the country
 - HealthCentral editorial and social media collaboration during May's Arthritis Awareness Month
 - [These Hacks Promise a Better Day With Arthritis](#)
 - [What Every Person With Arthritis Needs to Know About Cannabis](#)



Exercising With Arthritis

About 54 million Americans live with some form of arthritis, but a recent poll found that only about half of patients follow the recommendation to exercise more after diagnosis. Being physically active is important for arthritis patients because it helps strengthen muscles around the joints (which helps support them) and improves overall physical function. Now a small study in *Restorative Neurology and Neuroscience* shows that yoga, along with routine medications, appears to reduce physical and psychological symptoms of rheumatoid arthritis. Researchers found that those who practiced two hours of yoga five days

a week for two months experienced "significant improvement" in inflammation and disease activity as well as reduced depression, letting them function better in their day-to-day routines. Alexis Ogdie, M.D., medical adviser to CreakyJoints, a digital organization for people with arthritis, shares tips for getting your move on: **Start small.** If you haven't been exercising, work your way up. Begin

with 10 minutes of daily walking, then add more time until you reach 30 minutes five days a week. **Get in the water.** Aquatic exercise takes some of the weight off joints, and a warm-water pool can feel good and help improve movement. **Don't limit yourself.** The best exercise is something you enjoy and will actually do—as long as it doesn't hurt while you do it or afterward, do whatever workout you'd like.

GETTY IMAGES
26
PERCENT

OF PEOPLE SAY **FEAR OF BEING JUDGED** TURNS THEM OFF TO WORKING OUT AT THE GYM, according to a recent Bowflex survey.

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ArthritisPower® research reaches professional and patient audiences

Where to Find Tools That Make Life Easier with RA



Proving Painsomnia is Real: A Case Study

Download PDF Copy



By Keynote Contributors

Dawn Gibson and Dr. Ben Nowell

Ankylosing spondylitis patient, member of CreakyJoints®
Director of Patient-Centered Research, CreakyJoints and
co-principal investigator of ArthritisPower® Research Registry



Living with Painsomnia

It doesn't matter if it is 11pm or 2am. Anyone seeking solidarity during a long night awake with pain can find a virtual friend on the Twitter #Painsomnia hashtag or by mentioning it on other tags frequented by people living with a chronic disease.

Painsomnia is a patient-generated term for the vicious cycle of pain and sleep deprivation or fatigue related to a chronic condition or its treatment. Evolving from social media

Q&A WITH HEALIO RHEUMATOLOGY

Visual aids may improve patient perception of risk in knee replacement

March 15, 2019

+ ADD TOPIC TO EMAIL ALERTS



Liana Fraenkel

When explaining the procedural benefits and risks to patients considering [total knee replacement](#), supplementing statistical information with visual aids was associated with stronger preferences for the procedure, according to recent findings published in *Arthritis Care & Research*.

Principal investigator **Liana Fraenkel, MD, MPH**, of the Yale School of Medicine, along with **W. Benjamin Nowell, PhD**, director of Patient-Centered Research at CreakyJoints, and colleagues, suggested that although most patients who undergo the procedure report high satisfaction afterwards, prior to surgery patients have frequently underestimated the potential benefit while overestimating potential risks of total knee replacement (TKR).

SEE ALSO

[Visual Aids May Improve Patient Perception of Risk in Knee Replacement](#)

[Visual Aids May Improve Patient Perception of Risk in Knee Replacement](#)

[Nonsurgical treatment could safely alleviate OA knee pain, rigidity](#)

To determine whether additional visual aids would impact patient TKR preferences, the researchers randomized members of an online arthritis network (n = 648) to receive descriptive information alone or in combination with an icon array, images or spinner. At the outset of the study, participants were asked to read three paragraphs and choose among possible outcomes of TKR:



W. Benjamin Nowell

*“[ArthritisPower](#) is an app created by CreakyJoints that not only allows you to track your RA symptoms, but also to make your data available for research. That means you have a great way to track your symptoms, and you can also participate in research without having to leave your house or provide blood samples, or other information that might make people uncomfortable.” **Healthline** (February 2019)*



CreakyJoints in the News

Educating the arthritis community

Communicating with HCPs

Reaching stakeholders who develop health policy and law

EVERYDAY HEALTH

U.S. News & World Report

Health Central

Arthritis Digest
THE LATEST SCIENCE EXPLAINED

DOCTOR RADIO NYU
Celebrating 10 Years
((SiriusXM))

EL DIARIO
Desde 1913, El Campeón de los Hispanos

Healio Rheumatology

MEDPAGE TODAY

Orthopedics This Week

MDedge Rheumatology

Rheumatology Advisor

rheumatology network

STAT

THE TOPEKA CAPITAL-JOURNAL

CRAIN'S NEW YORK BUSINESS

DAILY JOURNAL NORTHSIDE NEIGHBOR

THE CENTER FOR BIOSIMILARS

Pink Sheet
Pharma intelligence

Matthews-Mint Hill
WEEKLY

GHFLF

50-STATE NETWORK

ArthritisPower

GHFLF creakyjoints



Twitter: 12,300 Followers
Over 6 million average monthly impressions.



Facebook: Average monthly post reach
100,000



Instagram: 1,666 followers

CreakyChats



January: Unity in 2019: Working Together and Preventing Stigma in the Chronic Illness Community

Special Guests: Molly Schreiber (@mollyschreiber), Roxanne Watson (@roxannewatson74), Jaime M. Sander (@migrainediva)

February: Loving Yourself While Living with Chronic Disease: A Discussion on Self Care, Emotional Well-being, and Defining Ourselves

March: Chronic Disease Through The Years: Progress and Promise
Special Guest: Dr. Paul Sufka (@psufka)

April: Lightning Rod Issues That Impact People with Chronic Disease



Arthritis365 Top Tweets

"I went from being on a strong career path to having to work part time because of my disease. I'm thankful for the flexibility but wish I had more stability." - CJ Member #Arthritis365

"People don't see the effort and planning it takes me to attend something as simple as a BBQ. And if I need to leave early please don't judge or talk about me when I leave." -CJ Member #Arthritis365

"I wish people understood the hurdles I had to go through just to get the medication I need to be able to take care of my family." - CJ Member #Arthritis365

CreakyJoints and Global Healthy Living Foundation Earned Media Jan-May 2019

Outlet	Date	Headline	Reach
DOCTOR Radio (AIRED 4 TIMES)	1/7/2019	Dr. Alexis Ogdie on diet and exercise, plus recap on ArthritisPower and CreakyJoints	N/A
Pain Free Living	1/7/2019	Arthritis is on Trend (Michael Kuluva)	152,726
The Guardian online	1/7/2019	Gout is on the Rise and Its not just Gluttonous Sovereigns Who Get It	14,620,259
Everyday Health	1/9/2019	8 Things You Need to Know About Menopause When You Have Rheumatoid Arthritis	10,835,054
U.S. News & World Report	1/16/2019	15 Things Not to Say to People With Chronic Pain	23,921,839
Free Think	1/25/2019	A "LinkedIn for Cancer" Helps Myeloma Patients Find Help – and Hope	N/A
VeryWell	1/28/2019	Coping With Rheumatoid Arthritis (updated Jan 2019)	540,000
News-Medical	1/29/2019	Proving Painsomnia is Real: A Case Study	3,400,000
Topeka Capital Journal (Op-Ed)	1/31/2019	Jonathon Aumann: Treating chronic disease not hard math	869,300
MdEdge Rheumatology	2/4/2019	Contraception Use by Women with RA and PsA Assessed	2,650,000
Rheumatitis Arthritis.cc	2/8/2019	Arthritis Flare-Ups: What Causes Them and Exactly What to Do When You Have One	N/A
Fundacion Peurtorriquena de Efermedades Reumaticas	2/11/2019	Live interview with Daniel Hernandez, commented on AP, CJ and 50-State	413
Healthline	2/8/2019	Where to Find Tools That Make Life Easier with RA	23,969,132
Myeloma Crowd (Free Think pick-up)	2/13/2019	A "LinkedIn for Cancer" Helps Myeloma Patients Find Help – and Hope	N/A
WAPA-TV (Puerto Rico)	2/23/2019	INTERVIEW -- Daniel Hernandez, MD	1,304,117
DAYTIME TV	2/27/2019	INTERVIEW -- Che Ackerman (yoga silks)	Aired on 77 TV
DAYTIME TV	3/5/2019	INTERVIEW - Che Ackerman (yoga silks, special Tampa airing)	N/A
Healio.com/rheumatology	3/15/2019	Visual aids may improve patient perception of risk in knee replacement	345,000
Rheumatology Network	3/18/2019	How much do your patients know about total knee replacement?	13,030
Orthopedics This Week	3/28/2019	SEEING IS BELIEVING: FOR PATIENTS, MAKE DATA VISUAL AND GRAPHIC	33,155
National Pain Report	3/29/2019	Pain Advocacy Groups Tell HHS Secretary Revise CDC Guidelines	570,000
Healio.com/rheumatology (PRINT)	4/1/2019	Visual aids may improve patient perception of risk in knee replacement	8,230
Daily Journal (Op-Ed)	4/3/2019	Letter: Letter to the editor: Insurance coverage tampers with prescriptions	179,204
Practical Neurology	4/16/2019	Free Resource for People Living With Migraine—Migraine Patient Guidelines	19,245
Rheumatology Network	4/19/2019	11 Conditions that may Indicate Axial Spondyloarthritis	13,030
Healthline	4/20/2019	Why It's Difficult to Keep Your Job If You Have Rheumatoid Arthritis	23,969,132
Parents are Hard to Raise	4/23/2019	Real Help for Arthritis Sufferers From A Real Arthritis Sufferer	500,000

CreakyJoints and Global Healthy Living Foundation Earned Media Jan-May 2019

Outlet	Date	Headline	Reach
RheumNow (Tweet)	4/29/2019	Creaky Joints - a great website for patients with arthritis is now available in Spanish!	6,648
Health Central	5/1/2019	What Every Person With Arthritis Needs to Know About Cannabis	3,835,302
Semenario Vision	5/1/2019	'CreakyJoints' Publica Las Primeras Guías Para Pacientes Con Artritis	53,907
National Pain Report	5/3/2019	HHS Pain Task Force To Meet May 9-10 – Pain Community is Represented	570,000
Health Central (Tweet)	5/4/2019	CreakyJoints just coined the best new term and we're obsessed. Backsplaining — time to finally understand all about that back pain. Like, is it inflammatory, or mechanical? #ALLthequestions #ALLtheanswers #arthritisawareness	16,100
Rheumatology Advisor	5/6/2019	PROMIS Instrument Assesses Patient-Reported Outcomes More Quickly	110,000
DocWire	5/9/2019	Here's Why Women with Arthritis Are Less Likely to Have Children	N/A
Medicina Salud Publica	5/10/2019	Challenges of the Association of Rheumatologists in Puerto Rico	N/A
Health Central	5/10/2019	These Hacks Promise a Better Day With Arthritis	3,835,302
EFE America (Pick up goes beyond the below list)	5/10/2019	Latinos con mayor probabilidad de discapacidad por la artritis	2,050,000
LA Times Espanol	5/10/2019	Latinos con mayor probabilidad de discapacidad por la artritis	37,700,000
La Opinion	5/10/2019	Los latinos de EEUU están más expuestos a esta dolencia que puede generar discapacidad	258,379
El Diario NY	5/10/2019	Los latinos de EEUU están más expuestos a esta dolencia que puede generar discapacidad	600,754
El Diario Mexico	5/11/2019	Artritis, mal que afecta en su mayoría a latinos	8,206,409
InfoBae	5/10/2019	Los latinos en EEUU tienen mayor probabilidad de discapacidad por la artritis	10,662,226
Hoy Los Angeles	5/10/2019	Latinos con mayor probabilidad de discapacidad por la artritis	145,509
Aliianza News	5/10/2019	Latinos con mayor probabilidad de discapacidad por la artritis	
El Expresso (Puerto Rico)	5/10/2019	Latinos con mayor probabilidad de discapacidad por la artritis	8,106
La Noticia SV (El Salvador)	5/10/2019	Los Latinos tienen mayor probabilidad de desarrollar artritis	N/A
Vaaju (Argentina)	5/11/2019	Latinos sueltos y EEUU mayor probabilidad de discapacidad por artritis	290,000
Newsbeezzer (Argentina)	5/11/2019	Los latinos en los Estados Unidos tienen más probabilidades de sufrir artritis	350,000
Diario Las Americas	5/10/2019	Afirman que los latinos tienen mayor probabilidad de discapacidades por artritis	930,000
Noticia Long Island	5/11/2019	Latinos con mayor probabilidad de discapacidad por la artritis	8,291
Aires De La Ciudad (Argentina)	5/10/2019	Los latinos en EEUU tienen mayor probabilidad de discapacidad por la artritis	N/A
Puro RockNacional (Argentina)	5/10/2019	Los latinos en EEUU tienen mayor probabilidad de discapacidad por la artritis	N/A

CreakyJoints and Global Healthy Living Foundation Earned Media Jan-May 2019

Outlet	Date	Headline	Reach
Impacto Latino	5/10/2019	Latinos con mayor probabilidad de discapacidad por la artritis	10,531
Nebraska Noticias Today	5/10/2019	Latinos con mayor probabilidad de discapacidad por la artritis	N/A
Hola News (NC and FL)	5/10/2019	Latinos con mayor probabilidad de discapacidad por la artritis	N/A
LatinXToday.com	5/10/2019	Latinos con mayor probabilidad de discapacidad por la artritis	N/A
Everyday Health	5/10/2019	People With Rheumatoid Arthritis Develop Disabilities Before Diagnosis, Study Says (Updated article from a few years ago)	10,835,054
CBD News (Health Central Pickup)	5/12/2019	What Every Arthritis Patient Needs to Know About Medical Marijuana – HealthCentral.com	N/A
Prevention Magazine	Jun-19	Exercising with Arthritis	1,500,000
MedPage Today	5/13/2019	Pregnancy, Periods, and 'The Pill': Exploring the Reproductive Experiences of Women With Inflammatory Arthritis	1,488,521
El Especial	5/13/2019	LATINOS CON MAYOR PROBABILIDAD DE DISCAPACIDAD POR LA ARTRITIS	25,000
Arthritis Digest UK	5/15/2019	Education and support for Spanish speakers available on CreakyJoints Español	N/A
RadioMD	5/15/2019	Be a Detective: Crack the Back Pain Mystery (AS Videos)	44,846
docwire	5/16/2019	Many Ankylosing Spondylitis Patients Face Diagnosis Challenges	N/A
Crain's New York Business (print and online)	5/17/2019	Patient groups renew fight to ban midyear drug-coverage changes	500,373
DOCTOR Radio	5/20/2019	My Back is Killing Me (AS Videos)	N/A
Rheumatology Advisor	5/20/2019	Reproductive Experiences of Women With Inflammatory Arthritis	110,000
Healio Rheumatology	5/30/2019	Infertility, disease-related anxiety impact family size in women with RA	345,000
TOTALS			192,409,124