HealthUnlocked

Engagement, Impact and Insights Report:

Annual User Survey 2017

Introduction

Welcome to the HealthUnlocked Engagement, Impact and Insights Report on the Annual User Survey 2017.

HealthUnlocked is the largest health network of its kind in the world. Each month more than 4.5 million people come to the platform to connect with others with the same health related concerns and share experiences together. The result of this is a network full of first hand information and condition specific data, on over 200 different diseases or conditions.

Every day we see how HealthUnlocked is positively impacting people's lives, and our goal is to constantly strive to make our service even better. One of the ways we do this is through investment in our technology platform where we apply Artificial Intelligence (AI), to further enhance our users experience. We are now better able to understand what people write about, are looking for and the kind of support and services that will be useful to them. This is enabling us to provide everyone with more personalized health and wellbeing information.

We were delighted to see this progress reflected in these annual survey results, with more people telling us how valuable the platform is and that they regularly seek or share their own personal insight on it, often before visiting the doctor.

In the coming year we have ambitious plans to invest further in our technology platform, creating a *virtuous circle* whereby the data generated by users is harnessed to make our offer ever more relevant and bespoke. Health care as an industry is changing and the survey results confirm that people want to be more engaged with and knowledgeable about their own health care. We promise to do our part to ensure our users are fully equipped to confidently embark on this exciting journey.

Jorge Armanet,
CEO and Co-Founder, HealthUnlocked

"The survey results confirm that people want to be more engaged with and knowledgeable about their own health care."

Executive summary

The lives of countless millions of people across the world are affected by a health condition every single day. Yet the majority have never had the opportunity to meet anyone else with the same condition. Creating that opportunity to connect has always been our mission at HealthUnlocked and our latest user survey shows that by bringing people together in health we are enabling a critical network of human support to exist.

Our data shows that 96 per cent of people would recommend HealthUnlocked to friends and family. People talk about how it helps with the psychological rollercoaster of a long term condition; how to decipher medical jargon; how to deal with friends and family - any number of things you cannot find on a patient information leaflet, let alone from your medical team.

The survey also helps us understand where we fit into the jigsaw of health care. Over 40 per cent of respondents go to HealthUnlocked before they visit the doctor, suggesting it acts a preparatory tool for them. Even more encouragingly, over 50 per cent of respondents said they had better interactions with their doctors and health care professionals, painting a continuum between support on HealthUnlocked and support in clinics.

Finally, nearly 80 per cent of people on HealthUnlocked are more confident in managing their health thanks to the platform. This statistic - about people feeling more in control - matters most to us, as it encompasses everything that HealthUnlocked is about.

My personal thanks to everyone who took part in this survey and all the feedback you gave us on HealthUnlocked.

"Nearly 80 per cent of people on HealthUnlocked are more confident in managing their health thanks to the platform."

Dr Matt Jameson Evans,

Chief Medical Officer and Co-Founder, HealthUnlocked

Bringing people together

4.5 million people visit the HealthUnlocked platform each month, writing millions of posts and connecting with others who share the same or similar health conditions. This kind of insider knowledge is changing how people manage their own health.

Our 700 plus communities cover a wide spectrum of health conditions, including everything from cancer, to HIV, to anxiety. Our wellbeing communities support people to lose weight, become more active or eat healthier, to name just a few.

Using HealthUnlocked is supporting millions of people each month to better manage their health, have better experiences and make more shared decisions with their clinician, and in turn this produces one of the largest data sets of real life health experiences in the world.

Our Annual User Survey* enables us to better understand how people use HealthUnlocked and the difference it makes to them.

4.5 million people visit HealthUnlocked each month

50,202,650 pages on the platform were viewed in the first six months of 2017

650k registered users make 527k contributions (posts, comments, messages and likes) per month

65% visit HealthUnlocked on mobile, 24% on desktop and 11% on tablet

*HealthUnlocked Annual User Survey: The survey was sent to 21,945 people made up of a randomly selected group of HealthUnlocked users, reflectIve of the larger user base. 2079 people completed the survey. Those sent the survey had visited HealthUnlocked during the past three months and each user was a follower of one or more of our different online health and wellbeing communitles.

HealthUnlocked

Connecting people with chronic health conditions

86%
of HealthUnlocked users live with at least one chronic condition

49%
live with multiple chronic conditions

63%
of users had never met someone with the same health condition as themselves prior to joining HealthUnlocked

"It helps to hear others in (the) same position, get more information on medications and how to deal with doctors."

"I am able to access all the medical help I need but this offers support from peers which has a huge impact on wellbeing."

More than 125 million Americans have at least one chronic condition, such as heart disease, COPD, diabetes and cancer (source: pbs.org) and in the UK, 15 million people are living with a long term health condition (source: The King's Fund).

These numbers are expected to steadily increase year on year across the world, with more and more people living with one or multiple chronic conditions.

Our users report that HealthUnlocked is the first time they come into contact with, or connect to, people with the same health condition.

HealthUnlocked

Confidence in managing your own health

77%

are more confident managing their health since joining HealthUnlocked
(compared with 50% last year)

96%

of our members would recommend HealthUnlocked to friends and family

72%

agree or strongly agree with the statement - 'I find people on HealthUnlocked to be knowledgeable'

82%

agree or strongly agree with the statement - 'I find people on HealthUnlocked to be helpful'

Our users are a trusted and useful source of information for other people. As people connect, interact and read other user's comments, they gain valuable information they can relate to and get insight from. Our users are experts in their conditions and are able to share this with other people.

> *"It's reassuring to know there is someone to turn to for advice when in pain/worried. [My] GP says he knows very little of this illness so I must trust the experts, but it's very difficult to get to see the experts at short notice!"*

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Visiting the doctor

Coming to HealthUnlocked changes people's health care experiences and how they approach their relationships with clinicians. We have seen this dramatically improve since last year's user survey.

> *"Excellent information, it gives me peace of mind and less trips to the GP."*

41% of our users come to HealthUnlocked before visiting the doctor

54% have better interactions with their doctor and health professional since joining HealthUnlocked (compared with 37% last year)

27% of our users visit their GP or family doctor less after joining HealthUnlocked (compared with 18% last year)

> *"Learning about the future prognosis and ways of managing your condition are invaluable and dare I suggest not often experienced by GPs"*

Our users proactively access information to support health appointments or doctor consultations. By accessing information, our users approach their consultations more informed, enabling more shared health care decisions with the doctors, a more positive experience with their clinician and have a better understanding and ability to manage their own health.

Our recent independent study with University of Manchester looked at use of HealthUnlocked and the Patient Activation Measure® (PAM)**. The results showed after three months:

- **31% moved from a low health activation score, to a high one**
- **People staying away from GPs increased by 47%**
- **People visiting A&E dropped by 30%**

Annual User Survey statics given for 2016 (last year) where available

** PAM is a gold-standard health metric in the UK and USA which ranks people's ability to manage their health care at one of four levels.

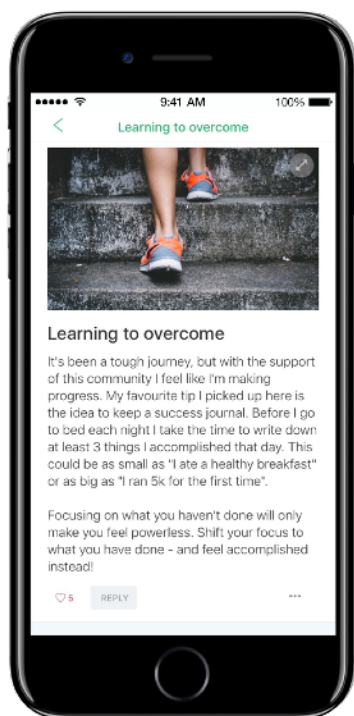# HealthUnlocked

Using technology and AI to connect people

We use technology and artificial intelligence (AI) to provide the best possible experience for the user and capture their activity and experiences. By developing our own AI, we are able to deliver highly relevant content centered around a user's expressed interests.

As people use the platform anonymously, we capture the rich and unique dataset that they leave behind. Our machine learning and AI provide unique and valuable insight into the patient journeys of more than 4.5 millions users every month. Having the technology to profile large audiences accurately is opening up new opportunities to improve self-care, from signposting virtual nursing and patient care, to clinical trials and research.

We offer substantial value to more than 50 million people who use the HealthUnlocked platform every year, as well as our partners, including hundreds of patient advocacy groups, pharmaceutical companies, research organizations, the NHS and many more.
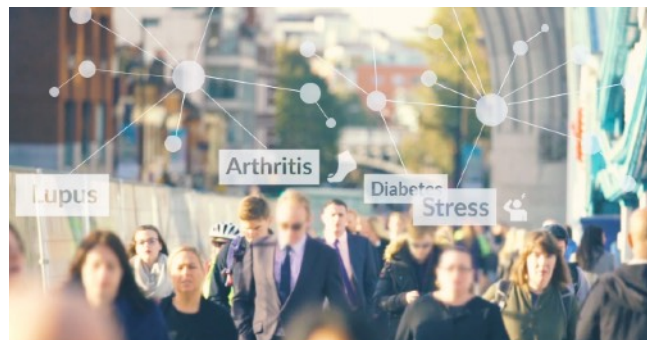
> *"I enjoy being able to follow chosen individuals who may have similar problems to me, also people I admire having followed their situations & find them to have strength & humour."*

The HealthUnlocked app

Since we launched our iOS app in March 2017 it has been downloaded 24,836 times. Per session, users visit double the amount of screens (pages) on the app, compared to the mobile website (10.6 compared to 5.4 pages).

> *"I am loving this app, it puts my mind at ease when I can ask other sufferers if they feel the same, First thing I do every morning is have a look at the app"*

★ ★ ★ ★ ★   5 star rating from 336 user reviews

HealthUnlocked

Clinical trials and market research

Our users indicate that the biggest barriers to taking part in clinical trials is knowing where to find more information, how to access them and incorrect assumptions on qualifying for a trial.

60%
of our users are interested in taking part in clinical trials

40%
of our users are interested in taking part in market research

62%
of our users are interested in taking screeners to understand their current health situation

"I've never known where to find a clinical trial in my area"

By opening up clinical trial access to our users, we can provide a mutually beneficial service that supports patients to access trials and pharmaceutical organizations to find highly relevant patients, quickly and easily.

Our users are looking to take part in market research and influence future developments in product design, customer service, medicines and much more. They want to provide their own insight and opinions to shape the future of products and services they have an interest in.

About HealthUnlocked

HealthUnlocked is the world's largest social network for health. People come to connect with others, get support and find health information, services and products.

We partner with over 700 non profits and charities to provide highly relevant and useful online communities across more than 200 medical conditions.

Our technology and AI creates value to our users who come from all across the world. We provide unique services across research, marketing and population health, creating value for our users and value for business. The HealthUnlocked platform is available in English, Spanish and Portuguese. The audience and business primarily operates in the UK and U.S.

For more information on how we use AI to improves patients' lives see our CEO, Jorge Armanet's, latest article on LinkedIn.

For more information on this report or our services contact: info@healthunlocked.com

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