

The Evolution of Social: from validation to authentic connection

healthline

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Mobile - Social - App

The most popular and engaging apps are rooted in social

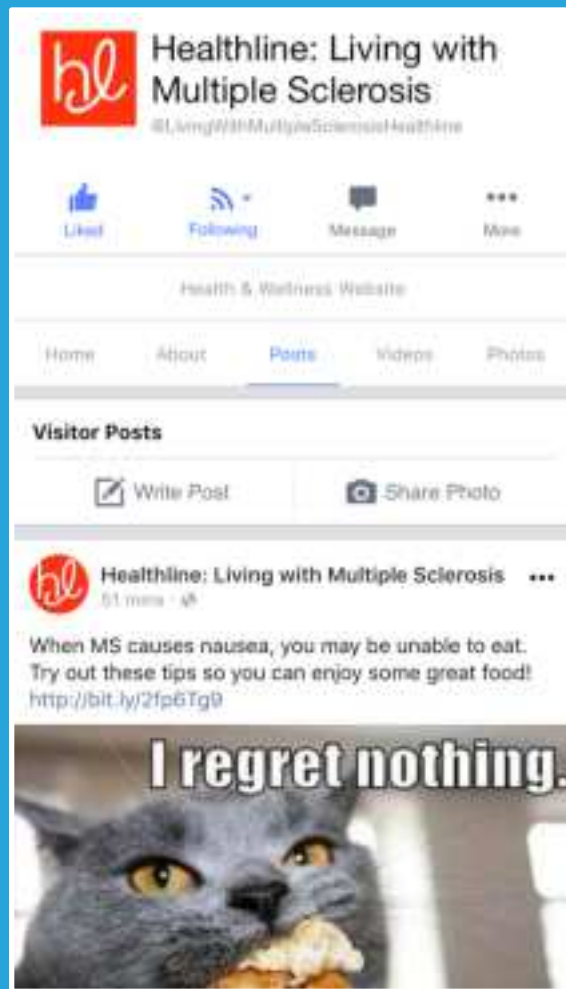


Facebook Communities

Group discussion sharing tips, advice, education, side-effects, recommendations and venting

Healthline FB Community

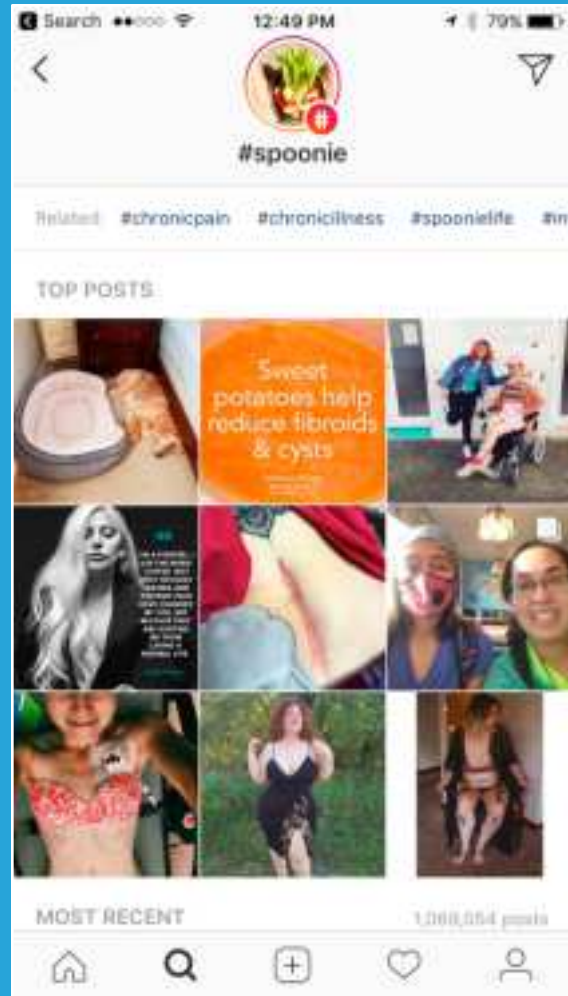
- 57k members



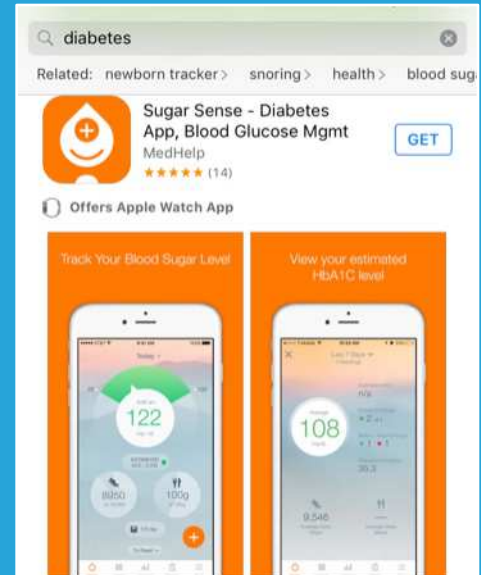
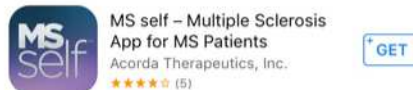
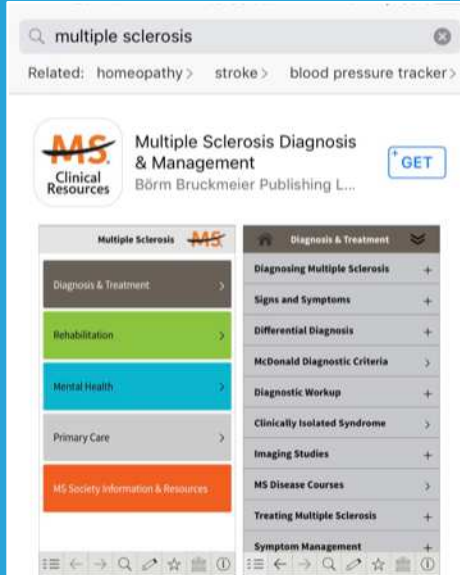
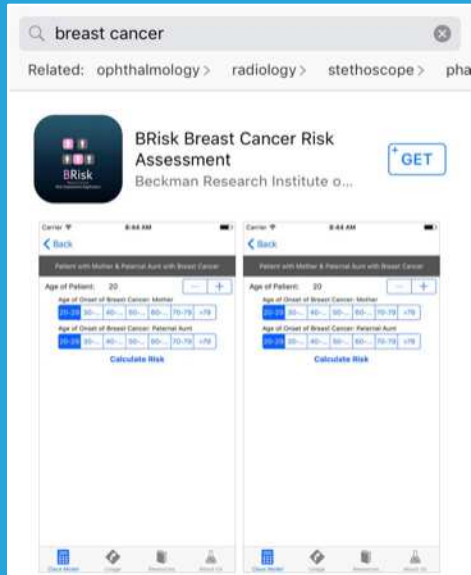
Social on Instagram

#spoonie: any individual who suffers from a chronic illness

- Over 1 million posts
- Connecting people with invisible illnesses



Popular chronic condition apps assess, manage and track



Opportunity to rethink 'social' on mobile

**Match chronic conditions users to facilitate
friendship and emotional support**

One to many public
sharing forums



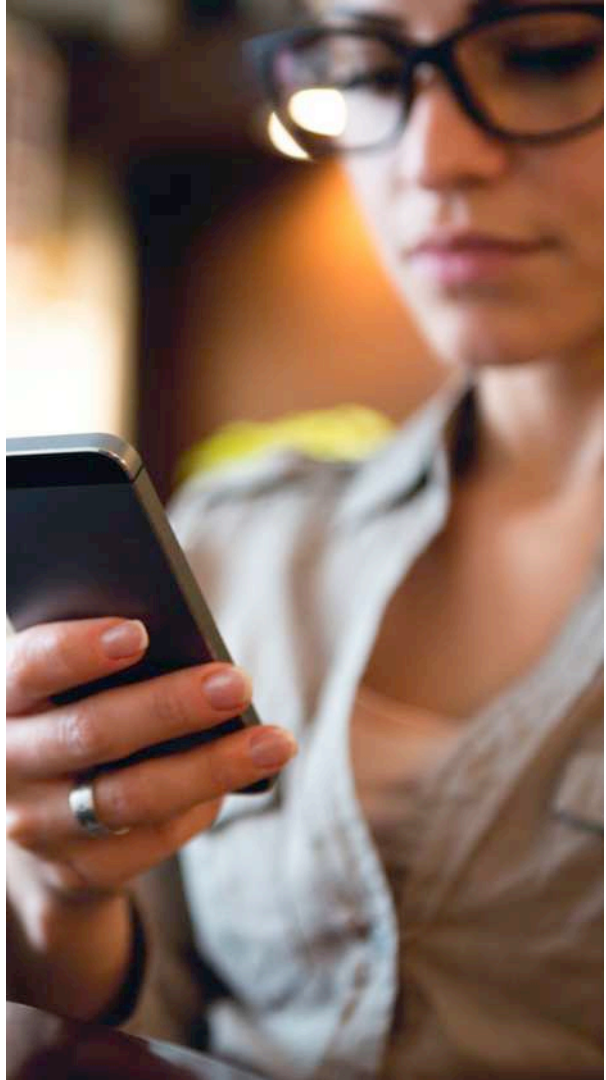
One to one meet and
connect privately

Non-healthcare app inspiration: dating apps

Tinder



**Coffee Meets
Bagel**



We Started with Multiple Sclerosis

People with MS crave empathy and advice from people who understand

Difficult to find others who are the same age and have similar disease profiles



“It’s not easy to explain MS to people who don’t live it.”

- MS patient

Market research: MS and social

People want to meet others like them, beyond just MS

63% of survey respondents report wanting to meet others based on shared interests

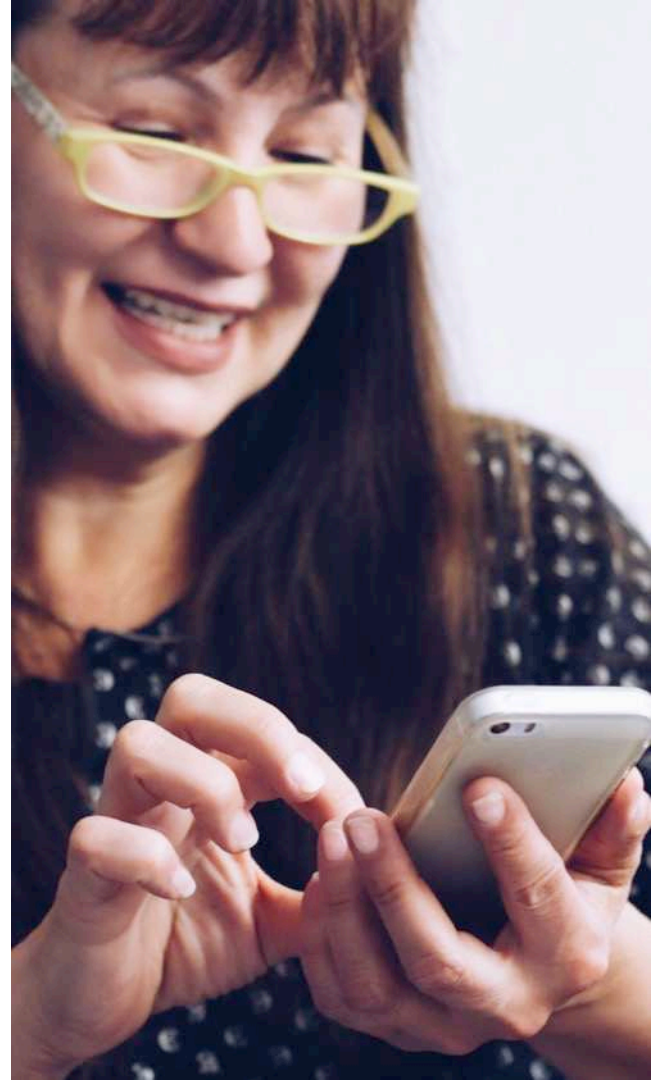
Some in “maintenance mode” want to mentor those in the thick of it

Some “stable” people we spoke to report participating in MS communities to help others

Privacy and security are priorities

Interview subjects asked for a block feature and ability to avoid Facebook sign-in

*surveyed 125 MS Healthline users and conducted 10 MS user interviews via video



Market research: MS management

Alerts are welcome if they're relevant to helping MS

67% for drug developments and 59% for latest clinical trials

MS symptoms vary and tracking them is a problem

71% want to record and organize symptoms over time

Patients appreciate the power of lifestyle changes

53% want guided meditation and most interview subjects envisioned themselves using fitness and nutrition coach

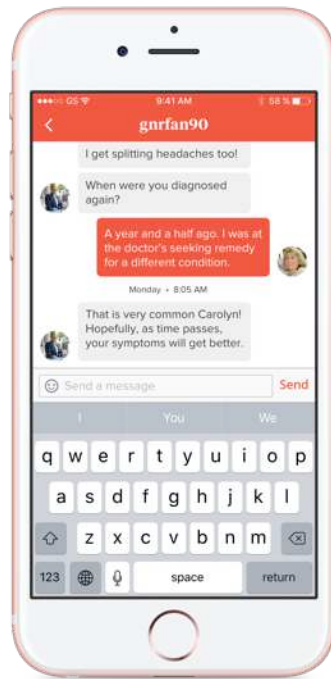
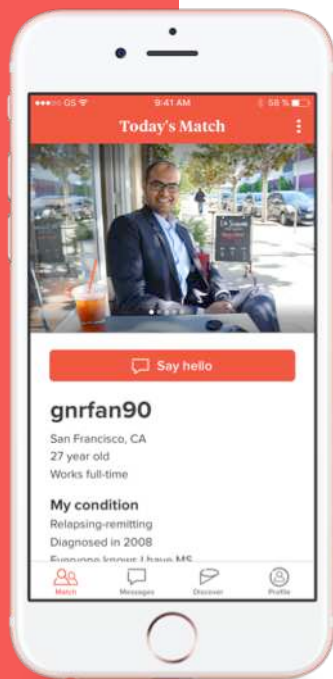
Relevant ads are OK

Relevant ads to keep the app free





Holistic condition management



meet • chat • learn

Deeper Relationships = Better Engagement

SEARCH

Time Spent: 3:11
Monthly visits: 1



The screenshot shows the Healthline website interface. At the top, there is a navigation menu with the Healthline logo, a 'Subscribe' button, and a search icon. Below the navigation, a banner reads 'Content sponsored by our partners. More details >'. The main article title is 'Going Herbal: Vitamins and Supplements for Multiple Sclerosis', written by Kate Brind'Amour and medically reviewed by Deborah Weatherston, PhD, MS, CRNA on June 28, 2017. Below the article title is a featured image with the text 'The Ultimate Guide to Herbs & Supplements for MS'. At the bottom, a snippet of the article text is visible: 'Multiple sclerosis (MS) is a chronic condition that affects the central nervous system. Its...

NEWSLETTER

Time Spent: 5:13
Monthly visits: 2



The screenshot shows a newsletter layout. At the top, the Healthline logo is followed by the title 'Multiple Sclerosis' in a large, bold font. Below the title are social media icons for Facebook, Twitter, LinkedIn, and YouTube. The main content features a photograph of a person's torso wearing an orange top and a camera around their neck. Below the image is the title 'The Ultimate Travel Checklist for the Person with MS'. The introductory text reads: 'With the summer travel season in full swing, we've created a thorough list of everything you need to plan for and pack — including a big...

MOBILE APP

Time Spent: 5:20
Monthly Visits: 14



The screenshot shows the Healthline mobile app interface. At the top, there is a red header with the word 'Discover'. Below the header are three image-based navigation options: 'LIVING WITH MS', 'MS BASICS', and 'PERSONAL STORIES'. The main content area is titled 'MS News' and features a large image of a person's face wearing sunglasses, holding a small white flower to their nose. Below the image, the text reads 'MEDICAL NEWS TODAY' and 'Hyposmia: Causes, treatment, and related conditions'.



“Finally. a place
for us.”

“

*“It is nice to be able to talk and compare notes with people who are going through the same thing. **Shows that you are not alone.**”*

*“I’ve had it for one day it’s matched me with two people and I’m already having such a great conversation with someone. **There’s nothing out there like this and I’ve been looking.** Very much recommended!”*

”

Rich data collection

210k matches, 4,300 monthly active users and 18,500 app downloads



76% Female

44 Average age

7 Average number of years with MS

79% US users

75% Relapsing-remitting

14% Primary-progressive

8% Secondary-progressive

4% Clinically isolated syndrome



29% Copaxone

20% Tecfidera

15% Tysabri

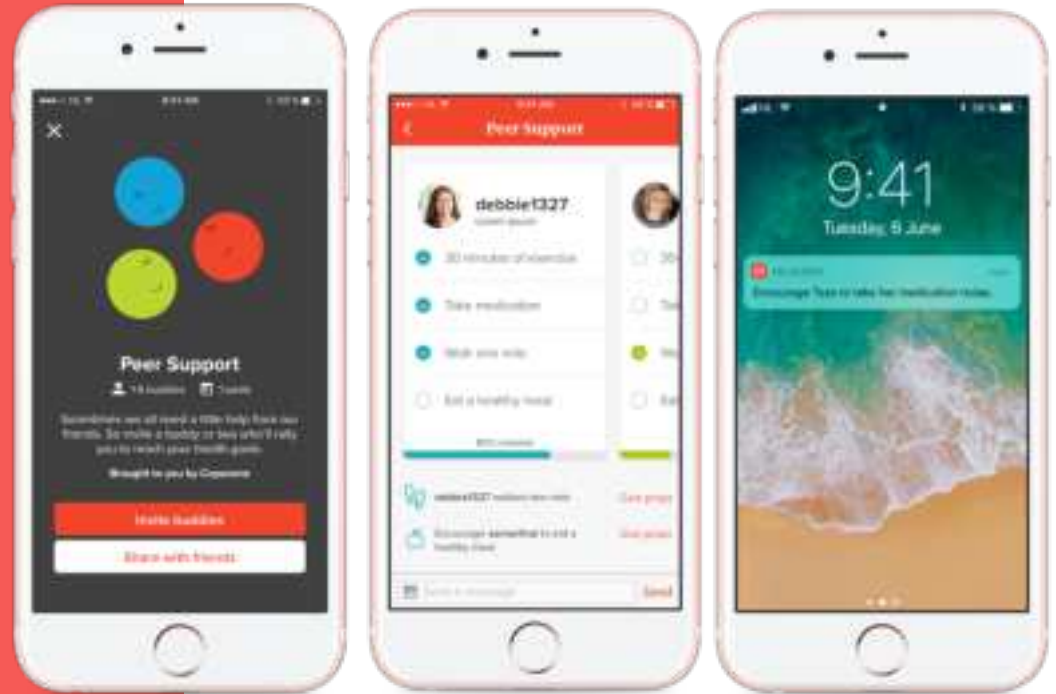
13% Rebif

13% Avonex

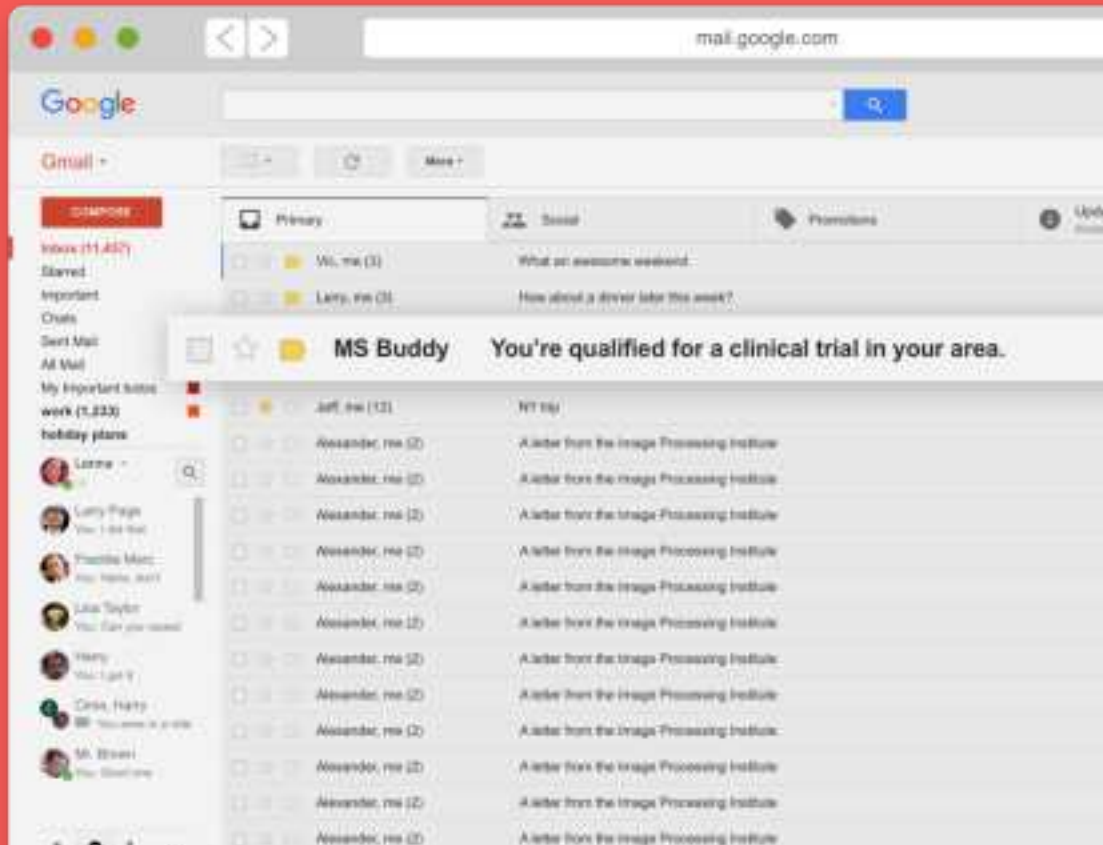
12% Gilenya

2% Lemtrada

Looking ahead... adherence

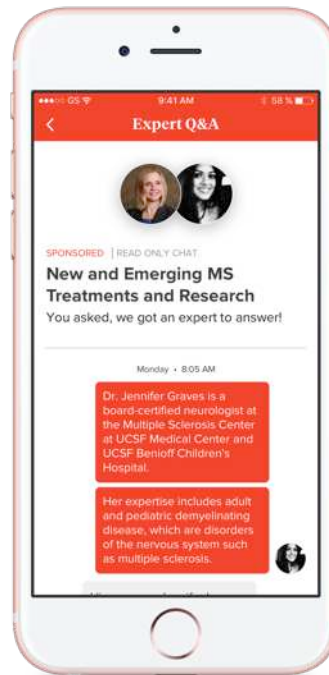
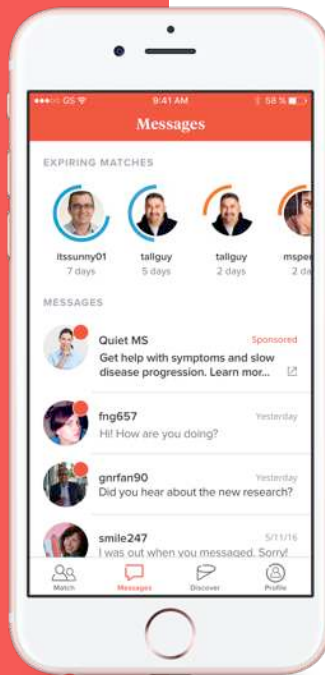


Looking ahead...clinical trial recruitment



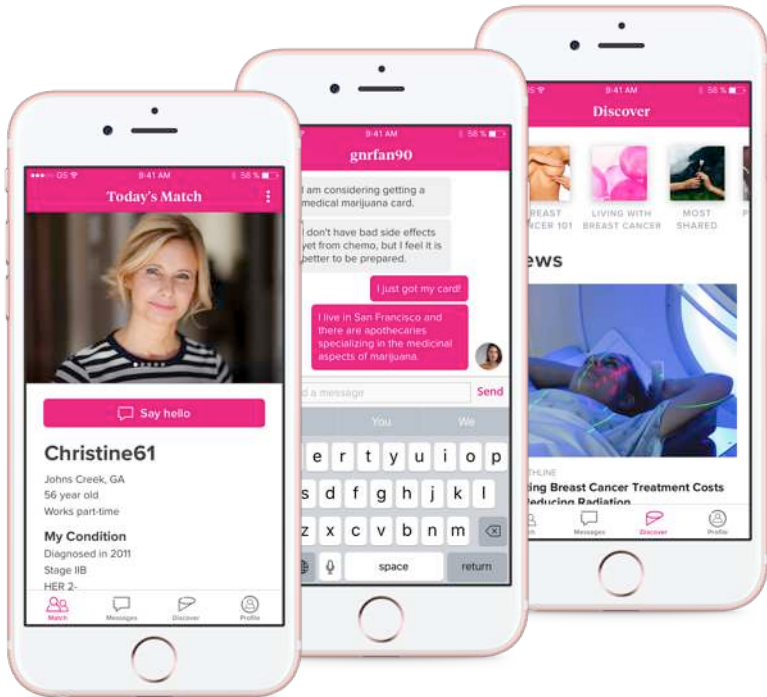
Ad and Branding Opportunities

Native • expert Q&A • IAB

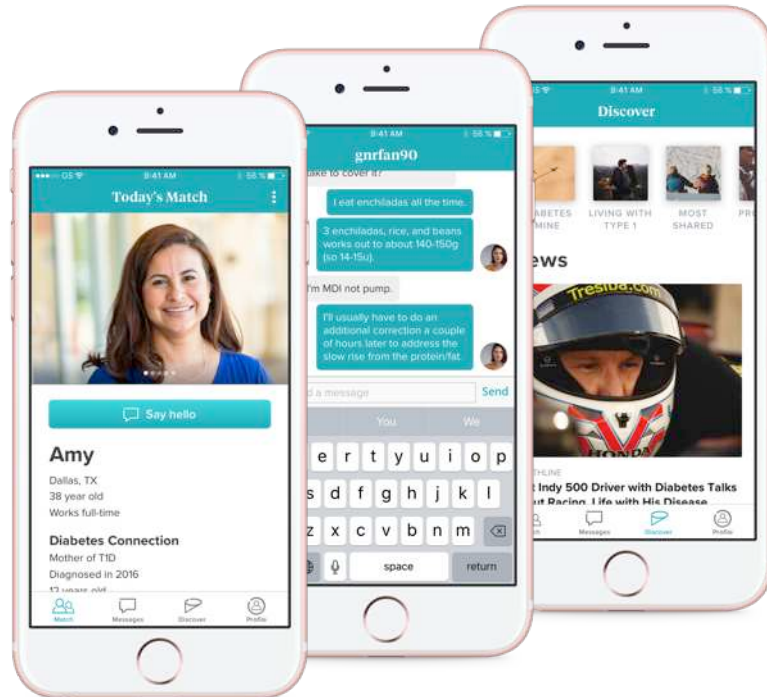


Leveraging the Buddy platform for other conditions

Breast Cancer



Diabetes



Thank You



healthline