



Understanding Health Union's Online Health Communities

Health Union's online health communities connect people with shared experiences through support, validation and information, uncovering the unique needs and experiences within each chronic health condition we support. As of December 2020, Health Union has 30 condition-specific communities, with more communities slated to launch in the near future; check out health-union.com/communities for the current list.



How Do Online Health Communities Work?

Health Union's online health communities illuminate the experiences and perspectives of people impacted with various conditions (e.g., migraine, psoriatic arthritis, bladder cancer). Each community has a condition-specific URL (e.g., LungCancer.net, PlaquePsoriasis.com, H-I-V.net) and features daily content from people living with those conditions.

Participants engage on the websites and within the communities' corresponding, open and moderated Facebook, Twitter and, in most cases, Instagram accounts.

Every community is curated by two members of Health Union's community development team: one who works with patient advocates on site content and one who oversees social media and participant engagement.



The Important Role of Patient Advocates

Patient advocates - real people living with these conditions - are the lifeblood of Health Union's communities. There are two primary ways advocates contribute to the communities: 1) providing personal content via articles, recipes, cartoons and videos, and 2) moderating conversations on the communities' social channels.

As contributors, they provide their unique perspectives and experiences, representing life at different points in the patient journey. Moderators provide a level of empathy and understanding when responding to others' posts. All patient advocates who serve as contributors and moderators are paid for their work.



Custom Art Helps to Illustrate the Patient Journey

Health Union's user experience (UX) team provides custom images, videos and graphics for all of the communities. Every community has a dedicated UX artist who thoroughly understands the condition and provides custom artwork for most pieces of content. This artwork captures the perspectives, experiences and emotions of the contributors' articles.



Please send any questions, concerns or requests to pr@health-union.com.