



# How Health Union Makes Money

Health Union is a private company, completely owned since its start in 2010 by its co-founders. The company makes money by providing business solutions for biopharma partners in three key areas.



## Advertising and Media

Biopharma companies have the opportunity to advertise within the individual online health communities that are relevant to the products and services they are advertising. Examples include traditional display advertising, programmatic offerings and various custom content sponsorships.



## Marketing Research Insights

Health Union Insights turns data, information and observations into insights that help biopharma companies better understand various aspects of the patient journey for people living with chronic health conditions. The Health Union Insights group leverages a number of custom studies, focus groups and other methods to help partners reach their goals.



## Clinical Services

Health Union works with partners to ensure their clinical trials take a more patient-centric approach by integrating the patient voice throughout study planning, start-up, recruitment programs and ongoing activities. In addition to helping industry partners understand and address patients' needs, this service provides opportunities for patients to screen eligibility for specific clinical trials.

*Important: Partners do not influence the editorial content within Health-Union.com or its online health communities. Advertisements and sponsor-provided content within Health Union's communities are clearly marked and easily distinguishable from the regular editorial content.*



Please send any questions, concerns or requests to [pr@health-union.com](mailto:pr@health-union.com).