



Social Health: The New Patient Journey

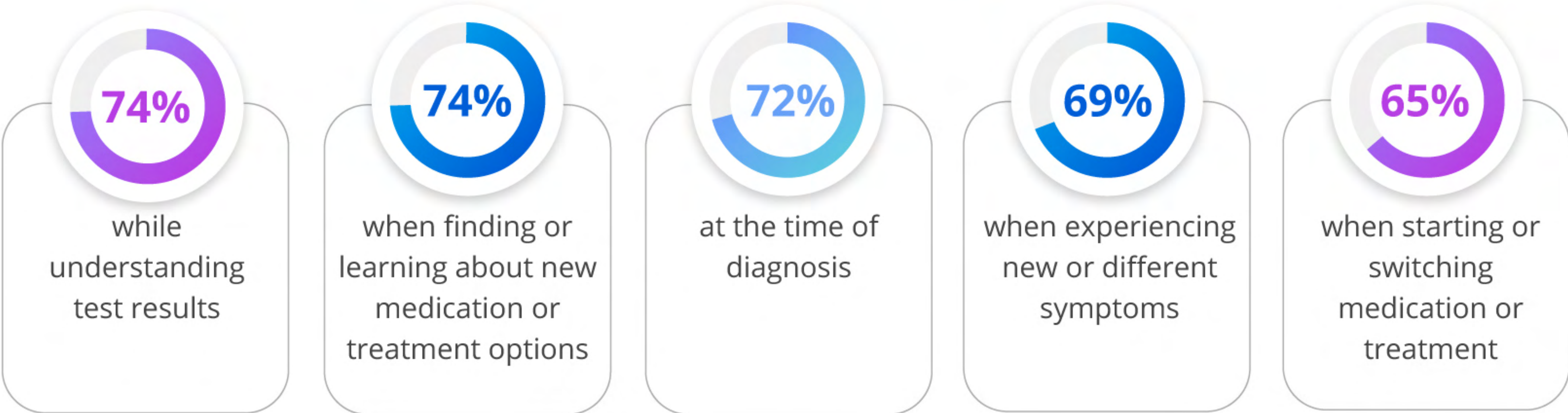
Exploring the Interconnectivity of the Online Patient Experience

Patients are seeking dynamic connections that have reinvented the patient journey - and pharma's role in it.



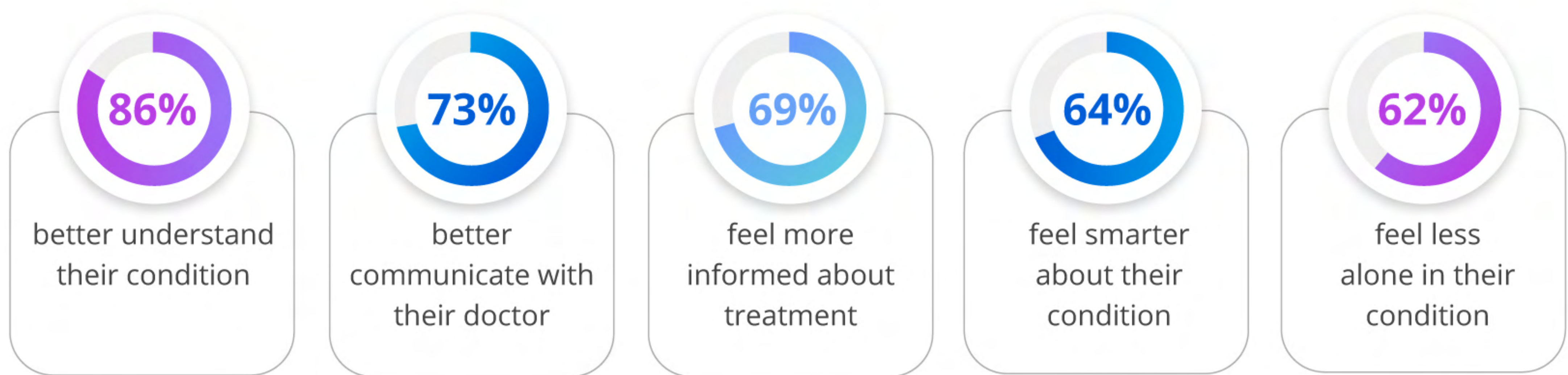
Health Union's survey of 2,371 patients found that **95% use online social resources for health reasons** and **¾ use online social resources at critical inflection points in their journey.**

Engagement and interaction with social resources occur most often when the patients surveyed **face a change or new situation:**



More than **8 in 10** will utilize the information gathered online in conversations with an HCP.

As a result of using online resources, patients surveyed
report **tangible and emotional outcomes:**



Deliver smarter social solutions in meaningful moments that matter.

The reach and influence of Health Union's online health communities, with the addition of WEGO Health's patient leaders, serve as a critical information and support system along every step of the patient journey. Partner with us to create meaningful engagements online through a variety of programs that integrate with social health conversations - reaching patients in the moments that matter most.



Contact us today at media@health-union.com.

AdvancedBreastCancer.net | AdvancedOvarianCancer.net | Allergies.net* | AlzheimersDisease.net | AnkylosingSpondylitis.net | Asthma.net
AtopicDermatitis.net | AxialSpondyloarthritis.net | BladderCancer.net | Blood-Cancer.com | ChronicDryEye.net | COPD.net | Cystic-Fibrosis.com
Endometriosis.net | EpilepsyDisease.com* | Heart-Failure.net | HepatitisC.net | H-I-V.net | HSDisease.com | InflammatoryBowelDisease.net
IrritableBowelSyndrome.net | LungCancer.net | Lupus.net | MacularDegeneration.net | Migraine.com | MultipleSclerosis.net | Myasthenia-Gravis.com
Neuromyelitis-Optica.net* | ParkinsonsDisease.net | PlaquePsoriasis.com | ProstateCancer.net | Psoriatic-Arthritis.com | RheumatoidArthritis.net | Sickle-Cell.com
SkinCancer.net | Sleep-Disorders.net | SpinalMuscularAtrophy.net | ThyroidEyeDisease.net* | Type2Diabetes.com

*Coming soon

This online survey was conducted July 26 – August 2, 2021; n=2,371; respondents recruited via Health Union's online communities and Patient Leader Network.

