



# How Health Union Can Help News Media

We know reporters and editors often need stories from real people to illustrate the human interest element of an article or data to fill in the gaps. There are three key areas where we believe we can help.



## Patient Stories

Each of Health Union's communities features a stable of patient advocates (and caregivers, for many communities) whose perspectives comprise the articles and stories that fill our websites. Health Union's community development team maintains close relationships with these advocates, as well as the members of the (formerly WEGO Health) Patient Leader Network. As a result, we can work to identify a patient story that might fit your editorial needs and facilitate an interview.

**Interview request examples include looking to speak with somebody who:**

- Has lung cancer, from a specific location (e.g., Philadelphia area)
- Has Crohn's disease and experiences dating challenges
- Has heart failure and is eligible for a new breakthrough therapy



## Patient-Reported Data

For each of our chronic condition-specific communities, we field comprehensive, large-scale surveys (e.g., Asthma In America) that address various elements of the patient journey, including diagnosis, treatment experience and quality of life. Health Union also runs one-off surveys on multiple topics, such as mental health, clinical trial perspectives and the impact of the COVID-19 pandemic.

**Data request examples include:**

- Perspectives on workplace challenges for 30-somethings with psoriasis
- Prevalence of hydroxychloroquine use among people with lupus
- Patient-reported risk factors, for a summer story on skin cancer dangers



## Thought Leadership

Health Union's leadership team consists of experience in a combination of fields and topic areas, including pharma marketing (e.g., brand marketing, commercial insights), public health, social media and technology. Whether in the form of a bylined piece, quotes or background knowledge, Health Union can provide thought leadership on a wide range of topics.

**Some areas of thought leadership include:**

- Online health communities and public health
- Pharma marketing ad measurement
- Insights from condition-specific patient-reported data



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