



HealthUnlocked

Engagement , Impact and Insights Report: Annual User Survey 2018

Introduction

Welcome to the HealthUnlocked Engagement, Impact and Insights Report 2018. This year we've reached the one million member mark, and I'm delighted to share the findings of our latest annual user survey with you.

Each year over 40 million people come to HealthUnlocked for help in understanding and managing their health. Their resulting interactions generate a rich seam of original, first-hand information on over 250 different conditions, from which all our users can learn, receive support and experience real health benefits.

This year has seen a further strengthening of the previously reported trend towards greater patient knowledge and understanding, and less reliance on clinical intervention as the first port of call. This higher level of 'patient activation' has been independently studied* and leads us to conclude that these behavioural shifts have the potential to drive better personal health whilst generating dramatic savings across the NHS and wider healthcare system.

Our users are now starting to reap the real benefits of the investments we have made over nearly ten years in creating the world's leading social network for health. Looking to the future, our goal now is to continue to make our service even better, whilst enabling doctors and other healthcare professionals to prescribe HealthUnlocked as part of a more holistic approach to making people and communities healthier and more self-sufficient. This year's survey results strongly suggest that this type of digital intervention is exactly what our users want and what the healthcare industry needs.



Jorge Armanet,
CEO and Co-Founder, HealthUnlocked

(*Source: Independent study done by the University of Manchester regarding the Patient Activation Measure® of people before and after joining HealthUnlocked.)



We are HealthUnlocked

the social network for health

We are the world's largest social network for health. We exist to connect people with others who have the same or similar health and wellbeing needs, and make recommendations to improve people's health.

Imagine being diagnosed with a chronic condition, feeling isolated and knowing that your family and friends, while supportive, can't truly understand what you're going through. Now imagine being able to share your experiences with a group of people who are going through the same.



Focused communities

Our network is centred on niche communities built around health conditions such as COPD, heart disease and asthma - but also covering wellness needs like losing weight and learning how to quit smoking.



Varied support

In these communities we enable people to give and get support, whilst also providing access to resources and local services that can support them in their health and wellness journeys.



Validated methods

To keep things safe and accurate for our users, our communities are expertly moderated by leading patient organizations such as the British Heart Foundation, Multiple Sclerosis Association of America and the National Rheumatoid Arthritis Society. The platform also hosts peer support for successful NHS programmes such as NHS Weight Loss, Couchto5k and Strength & Flex.

We are transforming the world of healthcare

Every day hundreds of user-generated posts are shared on our platform and then categorized in milliseconds using machine learning. This kind of insider knowledge is changing how people manage their own health. And by changing the way people find information, support and services, we transform the way healthcare can be delivered.

- ✓ 1 million members
- ✓ 4 million unique users per month
- ✓ 700 active communities
- ✓ 250 health conditions covered

We're a safe space for people to talk about their conditions, anonymously

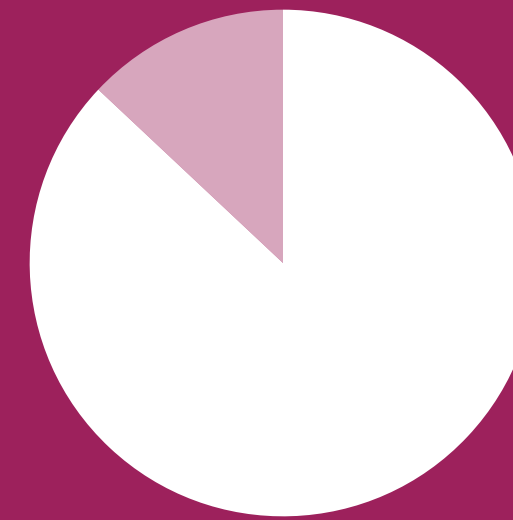
More than 125 million Americans have at least one chronic condition, such as heart disease, COPD, diabetes and cancer¹ and in the UK, 15 million people are living with a long-term health condition².

These numbers are expected to steadily increase year on year across the world, with more and more people living with one or more chronic condition.

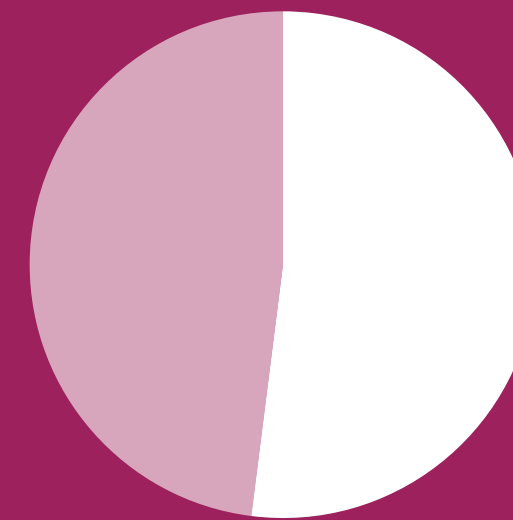
Our users report that accessing HealthUnlocked is the first time they come into contact with or connect to, people with the same health condition.

¹ Source: [pbs.org](https://www.pbs.org)

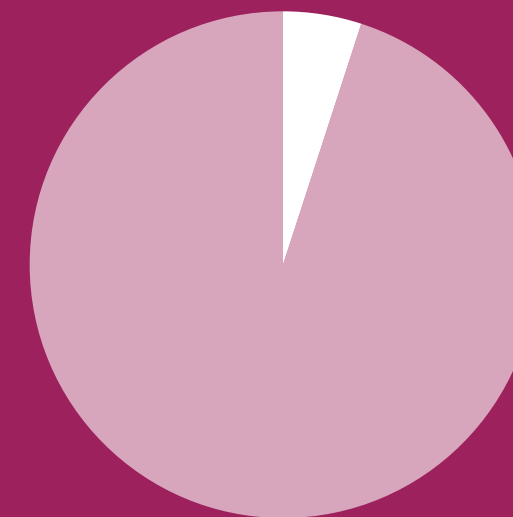
² Source: The King's Fund



87% of our users have at least 1 ongoing health condition



52% have 2 or more ongoing health conditions



5% act as carers or supporters



66% of users say they had not met someone with the same health condition(s) as them prior to joining HealthUnlocked.

Where people connect with others who share the same health conditions

"I have more information about services available to me."

"I have more confidence because I know my experiences are shared."

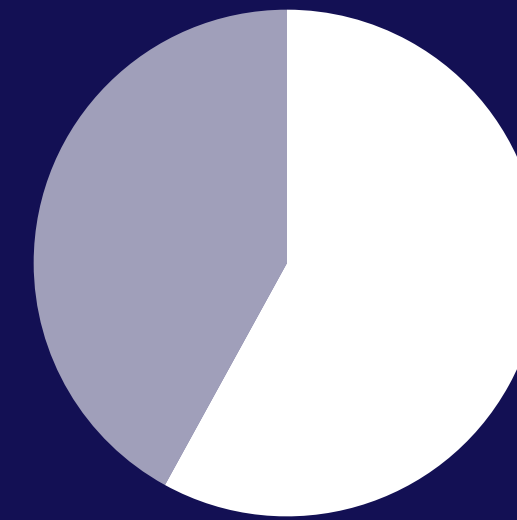


Where people become stronger with knowledge and confidence

Our goal is to enable people to take control of their own health by providing a space to give and receive peer support, find tools and resources to inform about their condition(s) and access to local services to complement their care plans.

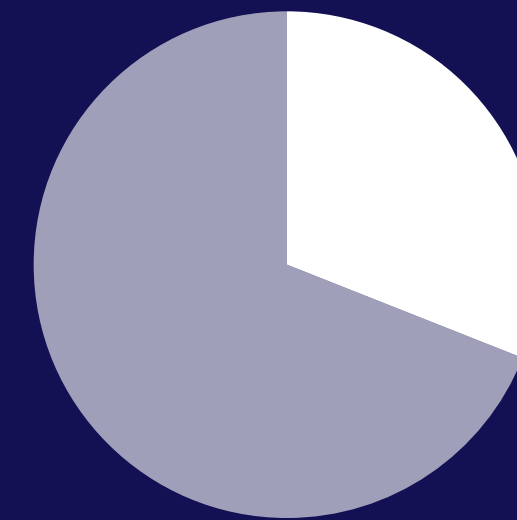
HealthUnlocked use is directly linked to improved knowledge, skills and confidence levels as well as better outcomes for tomorrow.

University of Manchester study: “use of HealthUnlocked moves patients up the Patient Activation Measure® (PAM)” - a gold standard health metric in the UK and USA which ranks people’s ability to manage their own health care at one of four levels.



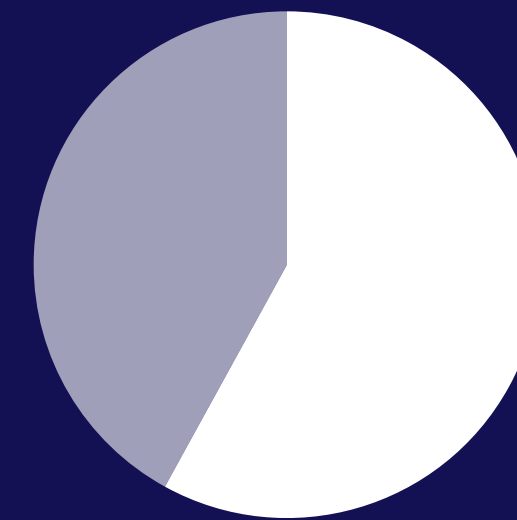
58%

felt more confident
managing their health



31%

visit HealthUnlocked
before visiting a
doctor



58%

have improved
interaction with their
health professionals since
joining HealthUnlocked

“I know
what
questions to
ask and
what results
I can
expect.”

We are validated

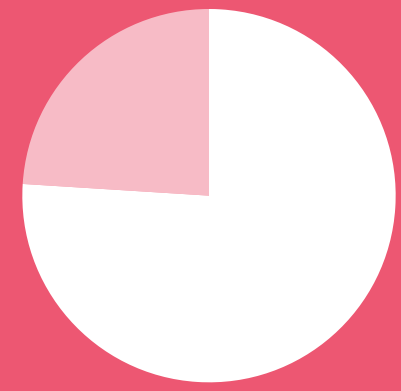
by clinical and academic research

HealthUnlocked use is directly linked to improved knowledge, skills and confidence levels as well as better outcomes for tomorrow. Our recent independent study with the University of Manchester looked at use of HealthUnlocked and the Patient Activation Measure® (PAM)** and concluded that “use of HealthUnlocked moves patients up the Patient Activation Measure).”

The results showed in three months:

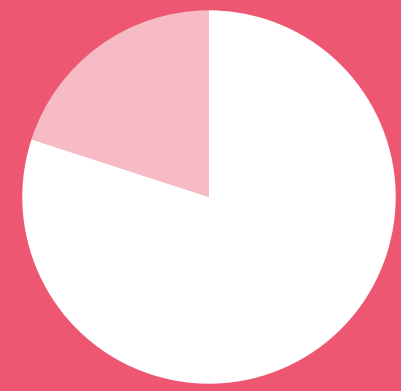
- ✓ 31% moved from a low activation score, to a high one
- ✓ 47% increase in people staying away from the GP
- ✓ 30% decrease in people visiting A&E





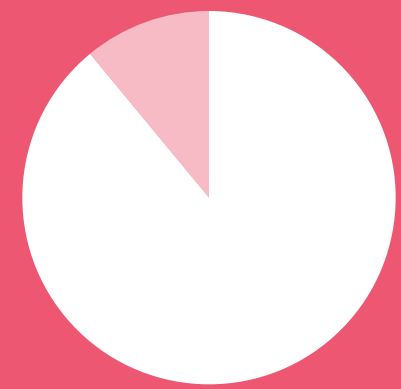
76%

agree with the statement "I find people on HealthUnlocked to be knowledgeable" ¹



80%

agree with the statement "HealthUnlocked is a safe space to share information"



89%

agree with the statement "I find people on HealthUnlocked to be helpful" ²

1. Compared to 72% last year
2. Compared to 82% last year

And because of this, we've built a strong and thriving community

"I find out more info on this forum than I get from Dr's + nurses!"

"People are communicating their first-person experiences, good and bad. Extremely helpful and makes one feel they are not alone."



Behind the platform

We're a team of passionate coders, creatives, suits and community managers who all care about making a real difference in healthcare.

We use technology and artificial intelligence (AI) to provide the best possible experience for people. By developing our own AI, we are able to deliver highly relevant content centered around an individual's expressed interests. As they use the platform anonymously, we capture the rich and unique dataset that they leave behind, while simultaneously keeping their identities safe and secure.

Our machine learning and AI provides valuable insight into the patient journeys of more than 4 million users every month. Having the technology to profile large audiences accurately is opening up new opportunities to improve self-care, from signposting virtual nursing and patient care, to clinical trials and research.

We offer substantial value to more than 40 million people who use the HealthUnlocked platform every year, as well as our partners who are leading patient advocacy groups, pharmaceutical companies, research organizations, the NHS and many more.

[Get in touch](#) for more information on how we can collaborate.



HealthUnlocked

hello

Say hello!

HealthUnlocked
1, Clover House
147-149 Farringdon Road
Clerkenwell
London
EC1R 3HN

 www.healthunlocked.com

 info@healthunlocked.com

