



HealthTree Cure Hub

BY THE MYELOMA CROWD



HEALTHTREE
FOUNDATION

David's Story







Can't Someone Else do This?



HealthVault



Watson Health™

Google



Jenny's Diagnosis



Support Patients

- Myeloma Crowd News
- Myeloma Crowd Community Events
- Myeloma Crowd Radio
- Myeloma Crowd Round Tables
- Myeloma Specialist Directory
- Myeloma Coaches
- Muscles for Myeloma
- HealthTree University for Myeloma

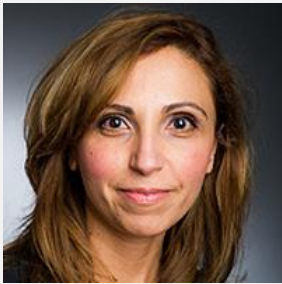




Accelerate Research: HealthTree Cure Hub

- Patient Data Portal that facilitates patient involvement in surveys and studies.
- The most comprehensive myeloma data set available today
- Myeloma patients can help accelerate their own cure

Our Advisors



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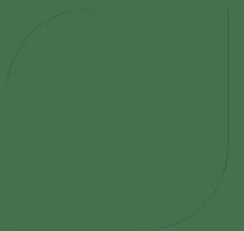
HealthTree Summer 2018 Tour

50 Cities, 850 Myeloma Patients




Most Common Questions:

- Who are you?
- Why are you doing this?
- What are you going to do with my data?



Launched HealthTree Oct 2018

 **HEALTHTREE®** *by MyelomaCrowd*

[DONATE](#) [SIGN IN](#) [CREATE AN ACCOUNT](#)

Welcome to HealthTree®


Find your best myeloma treatment options and help accelerate a cure for multiple myeloma.

[GET STARTED](#)


Need help getting started? Print the [Answers I Need Questionnaire](#) and ask your care team to help you fill it out.


What is HealthTree? An Exciting New Tool for Multi...

Watch later Share




HEALTHTREE

 **MYELOMACROWD™**
CROWDCARE FOUNDATION

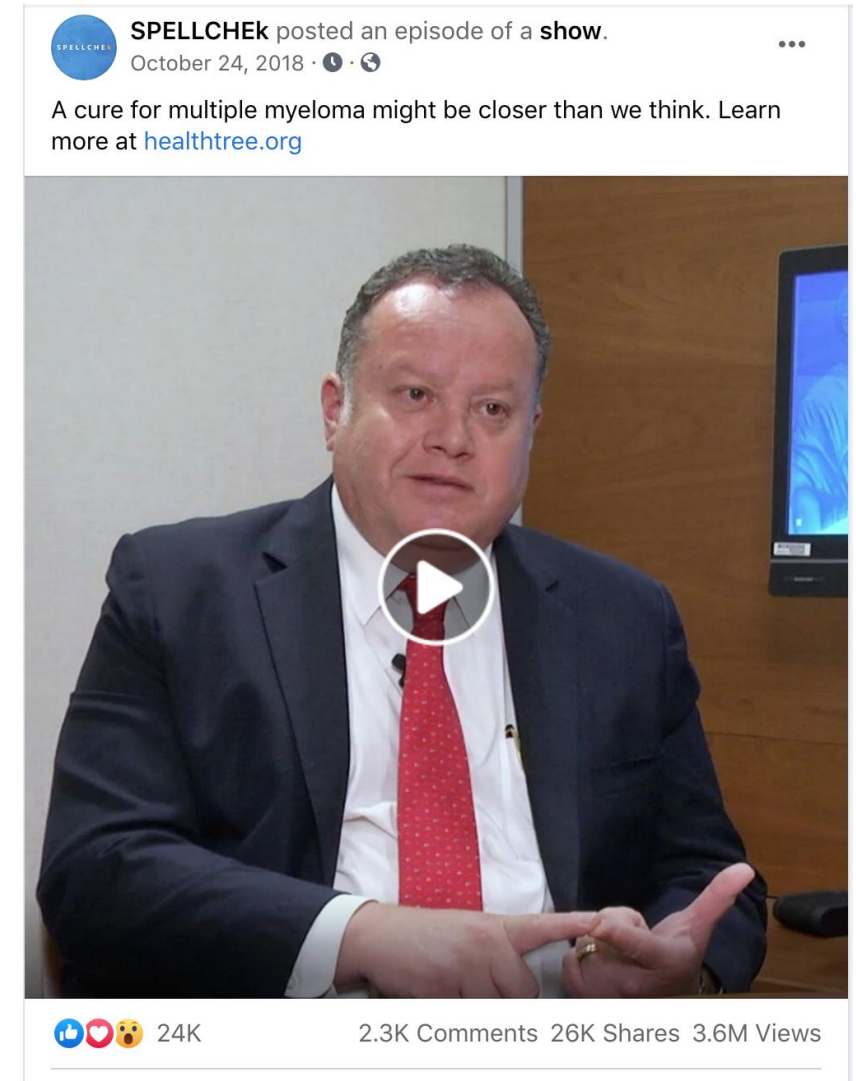


Explore your treatment options

Whether you're newly diagnosed or your myeloma has come back, HealthTree shows available treatment options specifically



**3.6 Million Views of
viral HealthTree
Video on FB in
Two Months;
Enrolled 2.1% of
US Myeloma
Patients**





Malala Yousafzai's father on raising a daughter: 'Every girl has a right to fly'

05:53

Former Kansas City mayoral candidate opens up about PTSD treatment

02:47

Summer gardening tips with George Oliphant

03:55

Flint water investigation: Prosecutors dismiss all criminal charges

00:27

Worshippers in hard hats attend Notre Dame Cathedral's 1st Mass since blaze

01:13

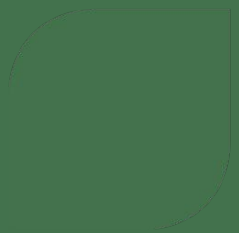
HEALTH

Couple facing rare cancer creates tech in

When Jenny Ahlstrom was diagnosed with multiple myeloma, a rare cancer, she was given two years to live - that was

Patient Benefits:

1. Track your disease in a single place (from several facilities)
2. Find a myeloma specialist
3. See personally relevant treatment options
4. Find clinical trials you qualify for
5. Learn about myeloma in HealthTree University
6. Find myeloma “twins” and connect
7. View reports on the anonymized data
8. Journal your myeloma story (share blog posts)
9. Answer survey questions to accelerate research



Accelerating Research



IDEA



IRB
APPROVAL



FIND
FUNDING



FIND
PATIENTS



GATHER
DATA



ANALYZE
DATA



PUBLISH
DATA



HCI: “What do you
consider a MM
cure?”
1.5 Years \$100,000



HEALTHTREE:
4 weeks
FREE



Accelerating Research



IDEA



IRB
APPROVAL



FIND
FUNDING



FIND
PATIENTS



GATHER
DATA



ANALYZE
DATA



PUBLISH
DATA



HILLEGASS: "QOL
and fitness?"

3 years

552 German patients

\$75,000

HEALTHTREE:

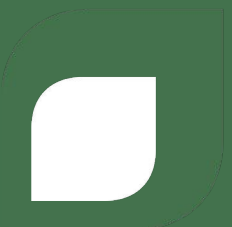
6 weeks, 678 patients

FREE



Completed Studies/Publications

- COVID Study - 5 publications (ASH, ASCO, AACR)
- Vaccines after transplant (Thompson, ASCO)
- MM Genetic testing (Thompson, ASCO)
- Psoriasis and MM (Lio, Dermatology and Therapy)
- Integrative Medicine (Gowin, ASCO)
- What patients know about clinical trials (Ailiwadhi)
- Nutrition perceptions and practices (Shah, IMW)
- HealthTree Publications (ASCO, AACR, ASH):
 - Exercise and treatment outcomes
 - Guidelines vs. real world practice for maintenance therapy
 - Tandem vs. single auto transplant
 - Multiple myeloma providers for Black Americans and Caucasian Americans
 - Insurance disparities with Non-Whites vs. Whites
 - ABO blood type and length of survival



Our Team



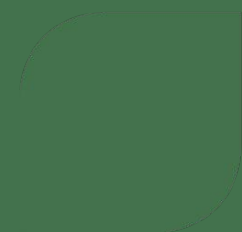


HealthTree Cure Hub
FOR MULTIPLE MYELOMA

Data Questions

- Patients join and can sign a consent for us to gather and enter electronic or paper medical record information
- Our team can enter the information for you
- Patients can add additional information like side effects (not in your chart)
- Data is securely stored: Encryption at transit, Encryption at rest, roles-based access, traceability, two-factor authentication, etc. (see Terms of Use and Privacy Policy)
- Data is always anonymized when used for research
- Data is shared with investigators for free - Investigators make a request, we facilitate the survey and return the anonymized reports
- Platform will do a “call for proposals” in July 2022

Demo



Questions?

