HealthTree Cure Hub
BY THE MYELOMA CROWD
David’s Story
Can’t Someone Else do This?
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?
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.

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
Couple facing rare cancer creates tech in hope of finding cure

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
HILLENGASS: “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
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
Questions?