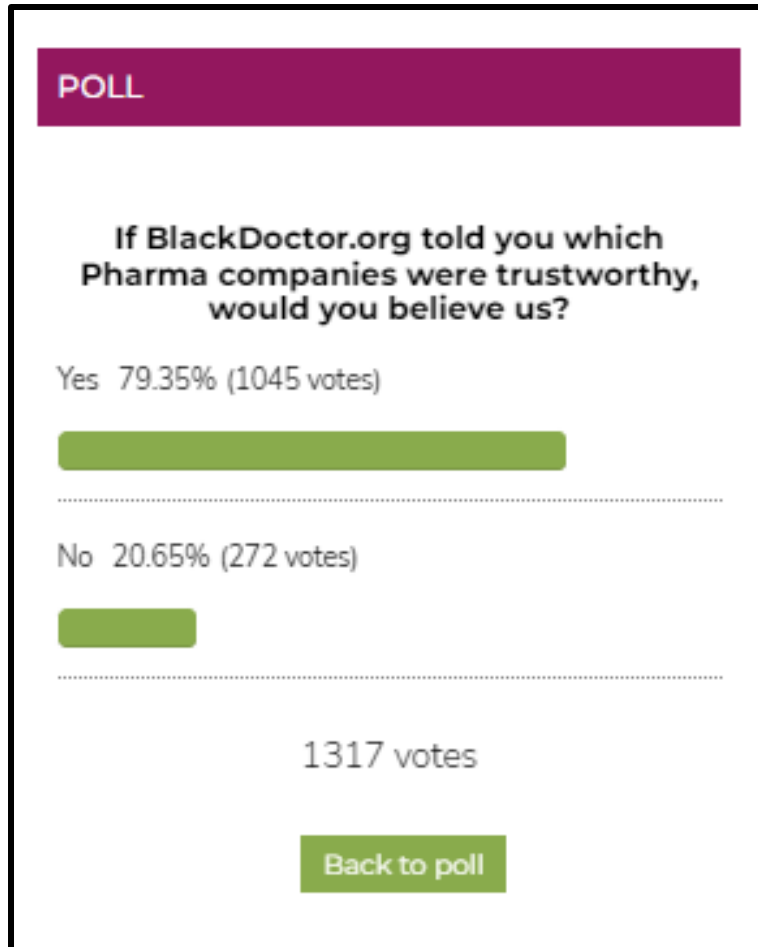




**Leveraging Culture, Content
and Technology to Improve
Health Outcomes**

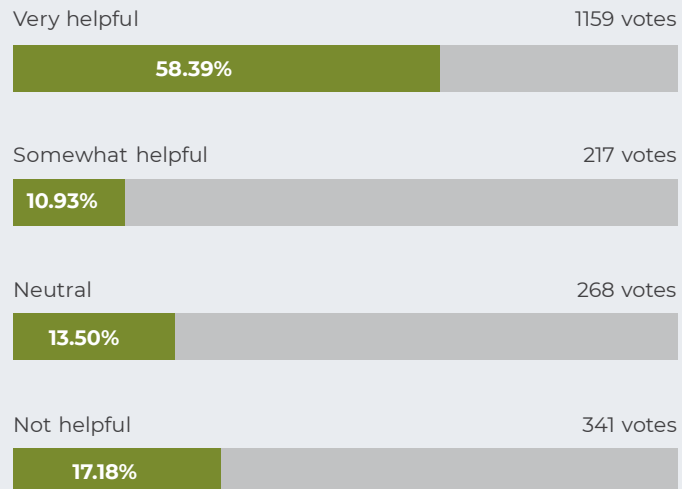
BDO's Unique Competitive Advantage



We Help Our Audience Take Action

POLL - MAY 2021

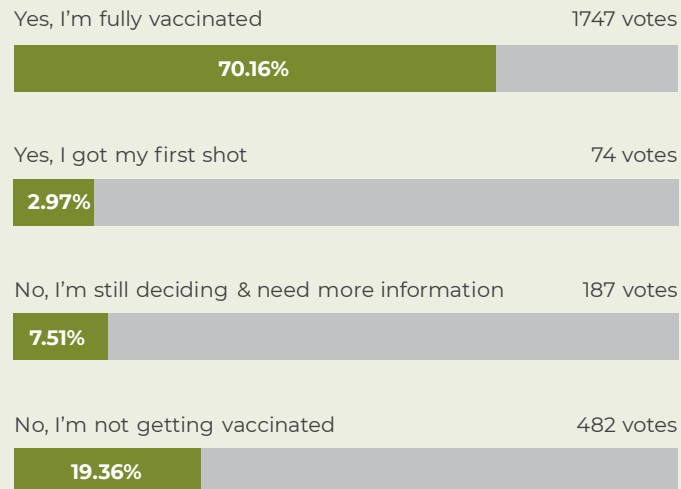
How helpful was BlackDoctor.org with your decision to get vaccinated?



Total: **1985 Votes**

POLL - JULY 2021

Have you taken the COVID-19 vaccine?



Total: **2490 Votes**



The Most Trusted Health Resource for Blacks

90%

state it's 'very important' to receive health information in a culturally relevant environment

93%

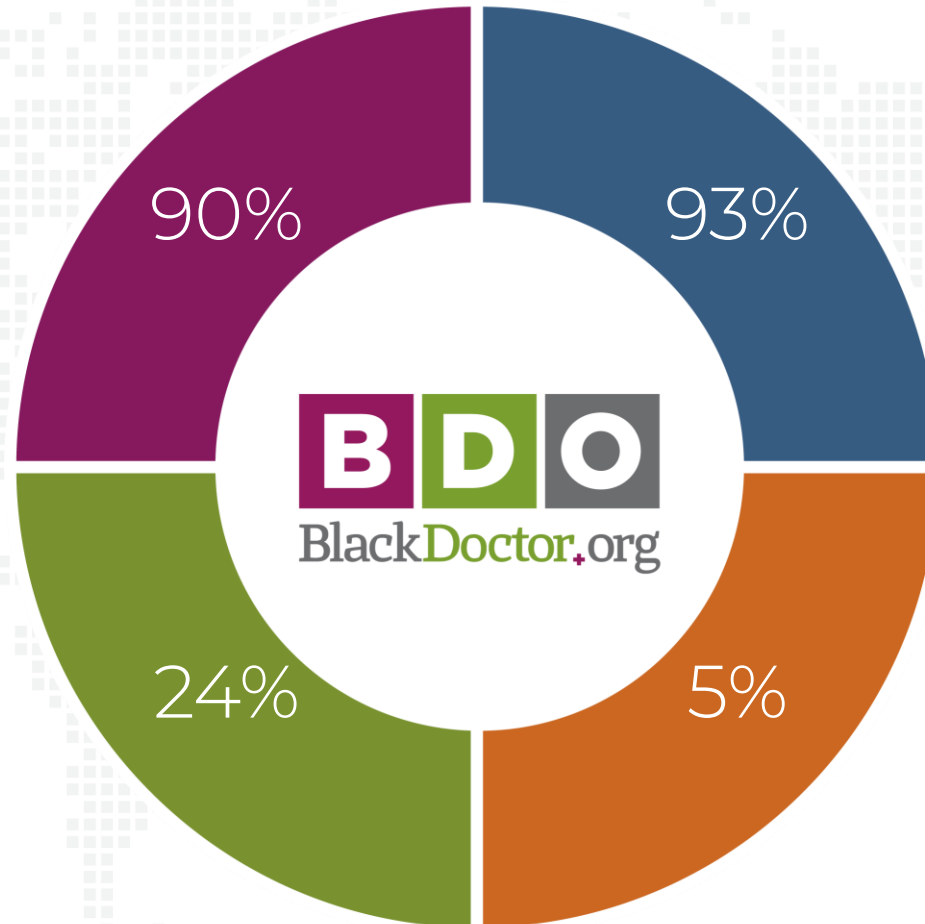
state that BDO is the most trusted health website, exceeding CDC.gov and WebMD

24%

have spoken to their Doctor after seeing a Pharma ad banner on BDO

5%

have purchased an Rx after seeing an ad banner on BDO



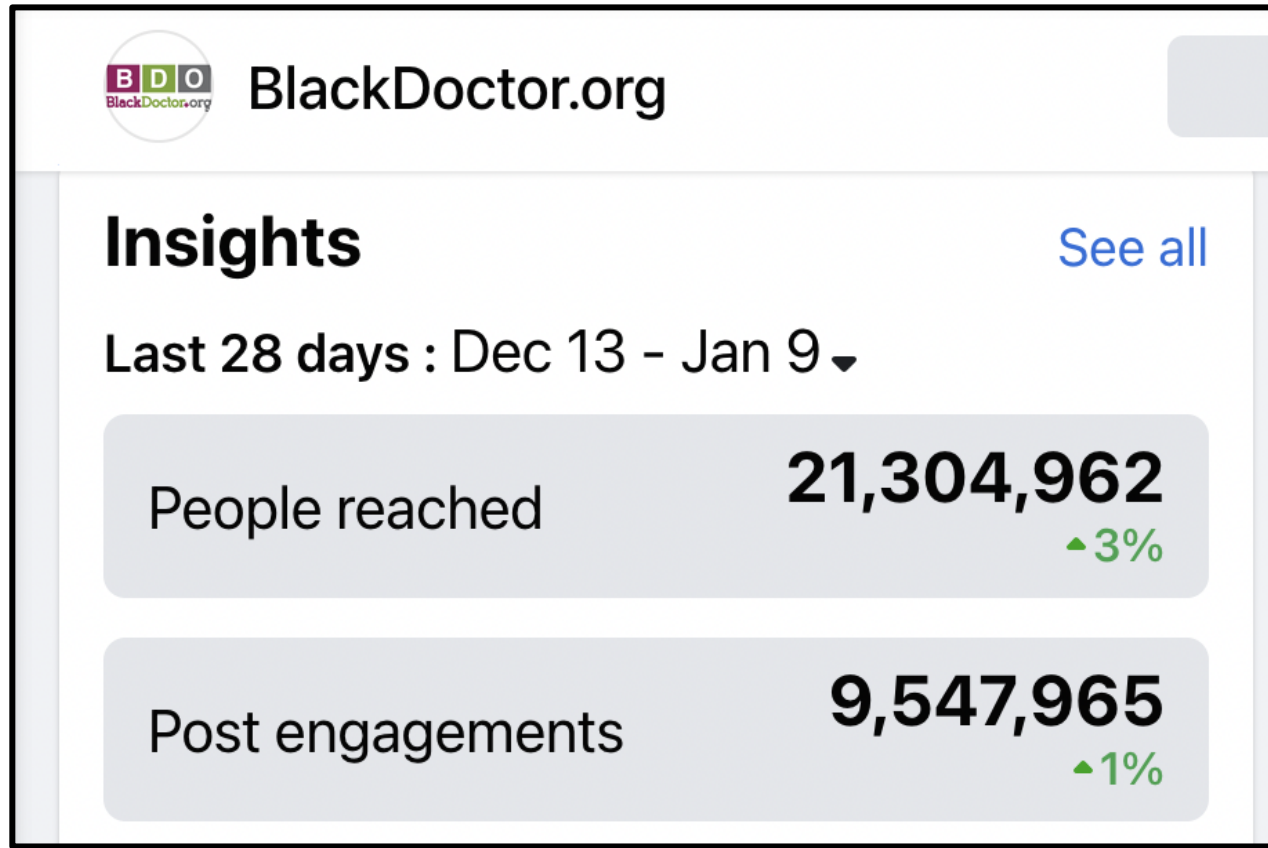
Source: BDO User Survey

Real Patients Looking for Solutions

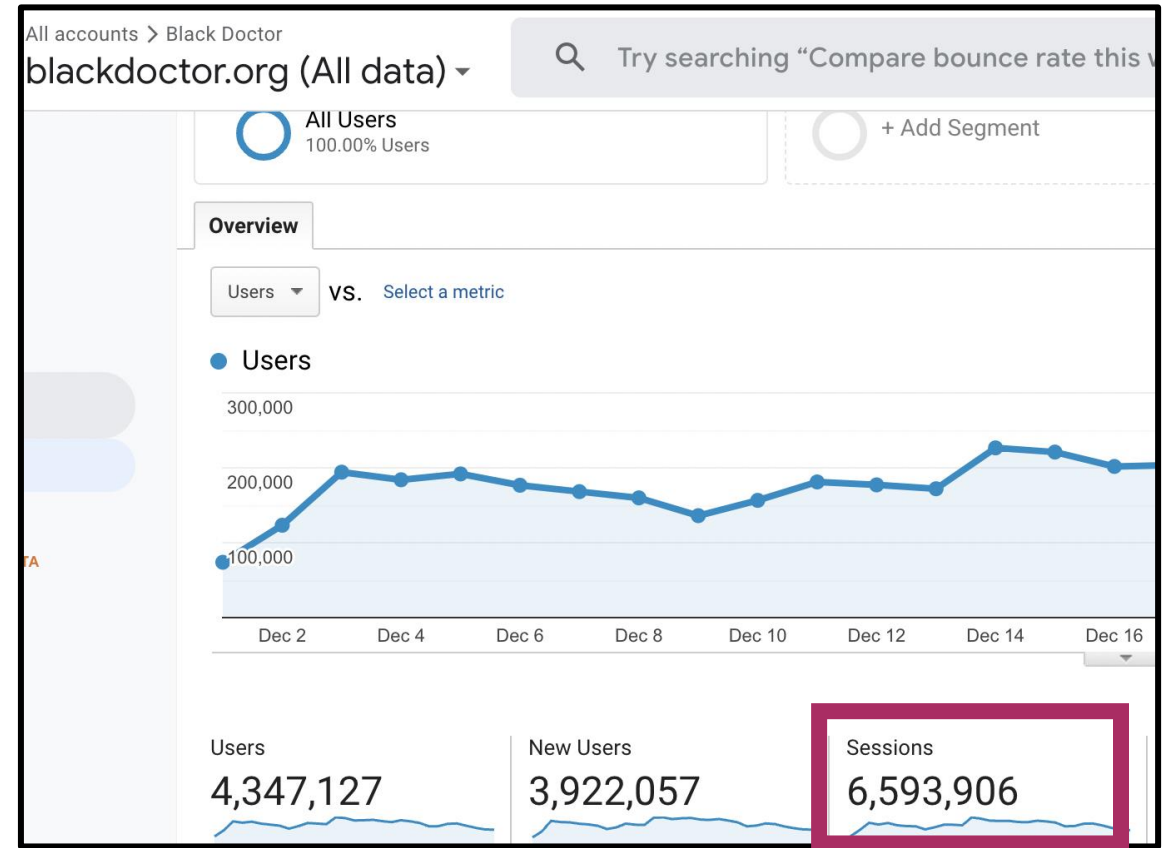
Condition	Members
Fibroids Patients	29,627
Diabetes Patients	25,472
Lupus Patients	19,963
Sickle Cell Patients	17,751
Ulcerative Colitis Patients	15,910
Breast Cancer Patients	14,468
Colon Cancer Patients	14,242
Lung Cancer Patients	13,762
Asthma Patients	12,178
Prostate Cancer Patients	12,152
Rheumatoid Arthritis Patients	9,647
COPD Patients	8,966
Heart Health	8,641
Eczema Patients	8,066
Headache and Migraine Patients	6,866
Hepatitis C Patients	6,557
Kidney Disease Patients	6,338
Anxiety Disorder Patients	6,323
Sleep Disorder Patients	5,821
Mental Health Patients	5,420
Schizophrenia Patients	5,273
Menopause Patients	4,424
Psoriatic Arthritis Patients	4,232
Multiple Sclerosis Patients	4,188
Heart Failure Patients	3,909
Depression Disorder Patients	3,664
Colon Cancer Screening	3,565
Psoriasis Patients	3,352
Multiple Myeloma Patients	3,251
Alzheimer's Patients	2,404
Hidradenitis Suppurativa (HS) Patients	1,149
Bipolar Patients	900
Ankylosing Spondylitis Patients	296

Growing Database of patients who are looking for health solutions to help them live better lives.

BDO Delivers Strong Audience – December Traffic



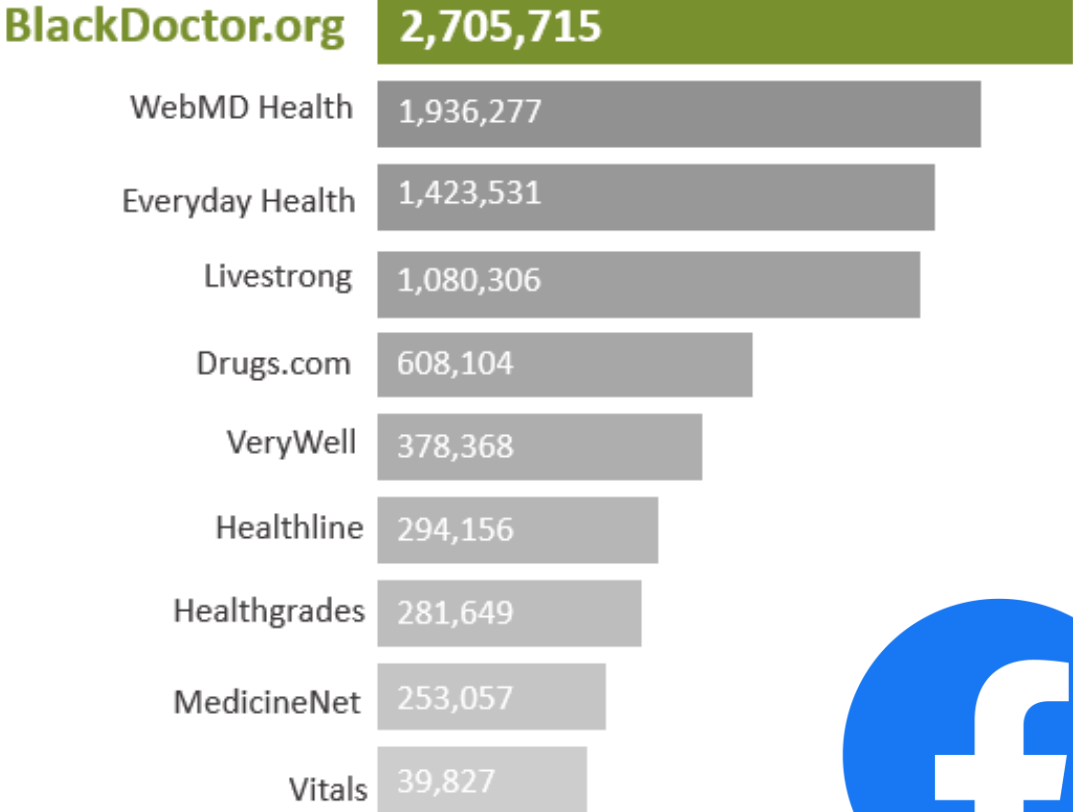
Facebook Insights



Google Analytics

Health Platform With The Largest FB Followers

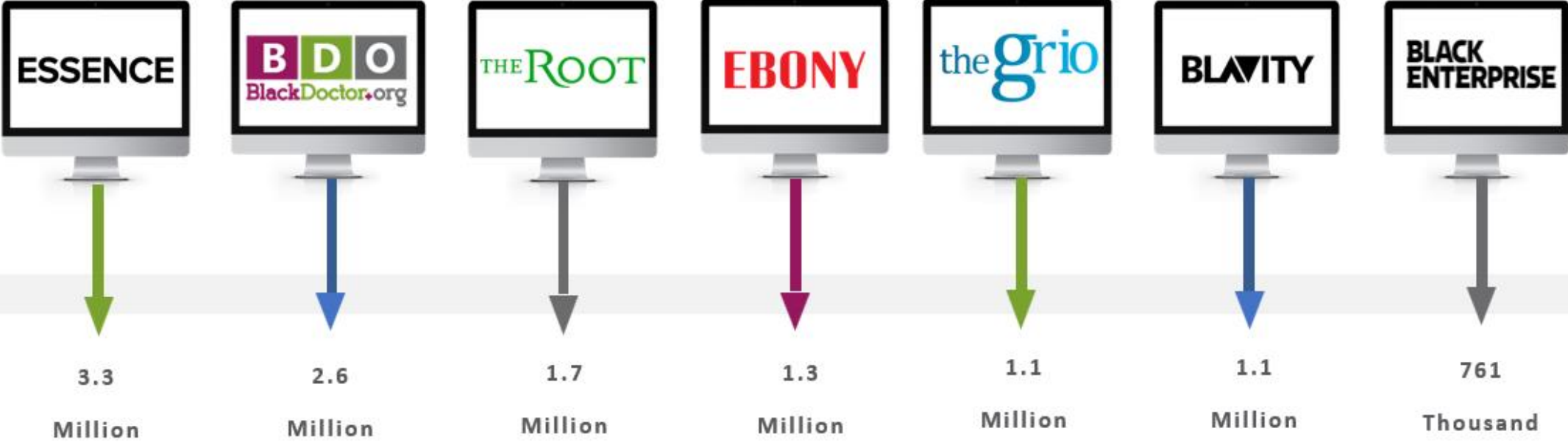
PEOPLE FOLLOWING THIS PAGE



*FACEBOOK ANALYTICS
January 2022



Health Platform With The Largest FB Followers



Total Facebook Followers

Facebook Analytics February 2023



BDO Editorial

BDO Content

Transformative: How To Do It, You Can Do It

Transformative

4 Fitness Moves That Transform Your Body



Must Have, Can't Do Without It

Black History of Health: Michelle Williams



Culture First

Plant-Based Diet May Slow Cognitive Decline in Black Adults as They Age



Authentic and Passionate

My Story: "I Choose Life"



Black Doctor Personified

Love Letter To Black America From America's Black Doctors And Nurses



WHAT'S

NEW?

2023 New Developments

- **HBCU Wellness On The Yard**
 - **Doctors Only Website**
 - **Clinical Trial Resource Center**
-



What's New at BDO? Introducing WELLNESS ON THE YARD

Healthy Eating

Relationships

Money

Fitness

Mental Health

Meet The Team

Content created by HBCU Students For HBCU Students



Tori Rex
Sophomore
Spelman College



Trinity Williams
Sophomore
Spelman College



Rachel James
Junior
North Carolina A&T

Top Posts



COVID-19

Inequities in Employment by Race, Ethnicity, and Sector During COVID-19



COVID-19

Incidence and Severity of Depression Among Recovered African Americans with COVID-19-Associated Respiratory Failure



Allergy & Immunology
Increasing Understanding of SARS-CoV-2 Infection in Young Children—Would They Benefit From Immunization?



Oncology
Vitamin D Concentrations and Breast Cancer Incidence Among Black/African American



Oncology
Participation of Black Americans in Cancer Clinical Trials: Current Challenges and Proposed Solutions



Ob/Gyn & Women's Health
The Pregnancy-Related Mortality Impact of a Total Abortion Ban in the United States

Cardiology



Wearable Devices Can Predict Clinical Lab Measurements

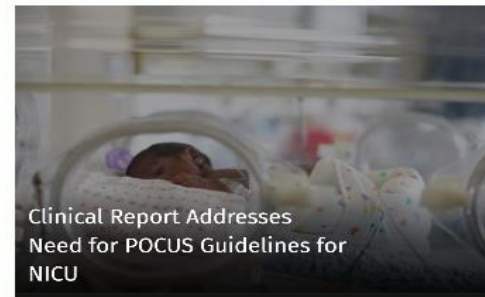


Lower Frequency of Adding Salt to Food Linked to Lower CVD Risk

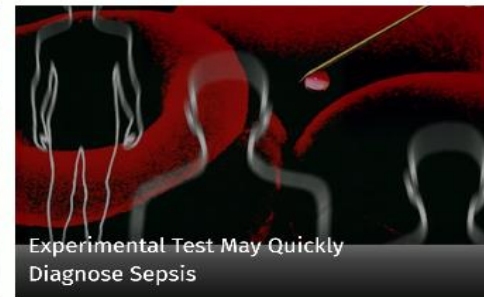


Differences in Hypertension Medication Prescribing for Black Americans

Critical Care



Clinical Report Addresses Need for POCUS Guidelines for NICU



Experimental Test May Quickly Diagnose Sepsis



Doctors May Under-Prescribe Pain Meds During Night Shifts



Early Warning System Can Identify Sepsis Patients



Greater Nurse Staffing Tied to Better Sepsis Outcomes



Early Anti-Anaerobic Antibiotics May Worsen Outcomes in Critically Ill

Dermatology



Early Application of Emollients Prevents Development of Eczema

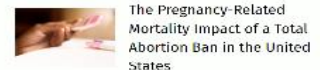


Elimination Diets Aid Eczema Severity Only Modestly



Evidence Still Lacking for Routine Skin Cancer Screening

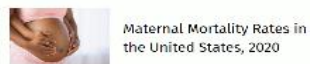
Women's Health



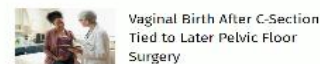
The Pregnancy-Related Mortality Impact of a Total Abortion Ban in the United States



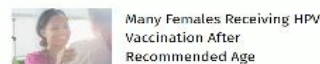
Intimate Partner Violence, Legal Systems and Barriers for African American Women



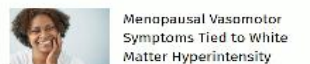
Maternal Mortality Rates in the United States, 2020



Vaginal Birth After C-Section Tied to Later Pelvic Floor Surgery



Many Females Receiving HPV Vaccination After Recommended Age



Menopausal Vasomotor Symptoms Tied to White Matter Hyperintensity

Clinical Trial Resource Center



HEALTH CONDITIONS WELLNESS LIFESTYLE LONGEVITY RESOURCE CENTERS FIND A DOCTOR BDO TV

Clinical Trials Resource Center

The future of medicine is changing every single day. New life-saving medications are being created, tested successfully, and saving the lives of millions and, yet, black patients aren't largely included in those numbers. This is because blacks only make up roughly 5% of clinical trial participants in the US which is causing black health to fall further behind. It's time to change the narrative.

Not only is it important to increase black patient enrollment in clinical trials, but it is also important to understand and address the concerns that blacks have toward clinical trials. This resource center is designed to reduce misinformation, increase trust, and encourage black patient inclusion in clinical trials.

Learn More About Clinical Trials



Clinical Trial Participation: Representation Matters



Scientific Miracle! New Drug Sends 100% of Patients Into Remission



When We Tri(al) Special Report



Clinical Trials: Everything you Need to Know



Should Black Americans Still Be Leary of Clinical Trials?



These Two Women Are Amplifying the Voices of Black Triple-Negative Breast Cancer Survivors

[View All Clinical Trials Posts](#)

Featured Videos



Find a Clinical Trial

Search and browse to find a trial relevant to you.

[Search Clinical Trials](#)

Questions to Ask Before Participating

If you've weighed the benefits and risks of participating in a clinical trial and still aren't sure if you should participate, asking your doctors these additional questions may help:

1. What is the purpose of this clinical trial?
2. Why would researchers think this treatment might work for me?
3. What are my treatment options?
4. How do you know if you qualify for clinical trials or if it's right for you?
5. When should someone consider participating in clinical trials?
6. How will this clinical trial help my family or my community?
7. What are the different types of clinical trials?
8. What will I be asked to do?
9. How long is the clinical trial going to last?
10. Do you need insurance to be a part of clinical trials?
11. Will I have to pay for any part of the clinical trial, and will I be reimbursed for costs travel, parking, or meals incurred while I am in a clinical trial?
12. If the treatment works for me, can I keep using it after the clinical trial ends?
13. How will this study affect my daily life?
14. Will anyone else know about my participation?

Learn More About Clinical Trials



Common Myths About Clinical Trials Every Lupus Patient Should Know

[Continue Reading](#)



Clinical Trial Participation: Representation Matters

[Continue Reading](#)



Scientific Miracle! New Drug Sends 100% of Patients Into Remission

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When We Tri(al) Special Report.

[Continue Reading](#)



Clinical Trials: Everything you Need to Know

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Should Black Americans Still Be Leary of Clinical Trials?

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[View All Clinical Trials Posts](#)

Clinical Trials Then and Now

In the past clinical trials were mostly conducted on white men, leaving Blacks, women and other minorities out of critical studies. Today, clinical trials are all about inclusion. They welcome and encourage all people to participate. In fact, these closely monitored trials are completely safe and ethical and can provide scientists insight on how to understand health disparities better.



Clinical trials are also more widely registered and available to the public, which allows for transparent results and data that maintains public trust and encourages advancements in clinical trial design.

The pandemic has also caused a shift in how clinical trials work. During the pandemic, clinical trials needed to be registered quickly during COVID-19 and adapted for efficiency and convenience. Now, various methods are being used for recruiting participants online including conducting follow-up meetings online and remotely monitoring the progress of the participants. The pandemic has also allowed for more coordination and collaboration so that the same research isn't replicated and efforts are made to address gaps in scientific knowledge.

How Are You Protected if You Participate?



Given past scenarios such as the Tuskegee Experiment, this is a valid question for many Blacks. You may be wondering if you will fall victim to the same treatment if you participate. What happens if similar problems arise? Who is making sure that participants are safe? These are some other questions that may be running through your mind.

The good news is, that there are several guidelines in order to protect you and prevent this from happening. Federal guidelines and codes of ethics are in place to protect clinical research volunteers from harm. In addition, an Institutional Review Board, a panel of professionals and community members, is responsible for monitoring study safety and protecting volunteer rights in every clinical trial.

What You Need to Know

BEFORE YOU ENROLL

There are several kinds of clinical trials, so doing your research beforehand will come in handy. Some clinical trials need healthy volunteers while other clinical trials seek volunteers needing treatment.

Essentially, whether or not a clinical trial is right for you will be based on the following protocol:

- What types of volunteers may enter the study
- The schedules of tests and procedures, study medications and dosages
- Length of the study
- Number of study visits



In some cases, if you don't fit the above protocol, you may not qualify for the clinical trial.


ONCE YOU QUALIFY

After you qualify for a clinical trial, you will be asked to agree to the above protocol. This process is called informed consent.

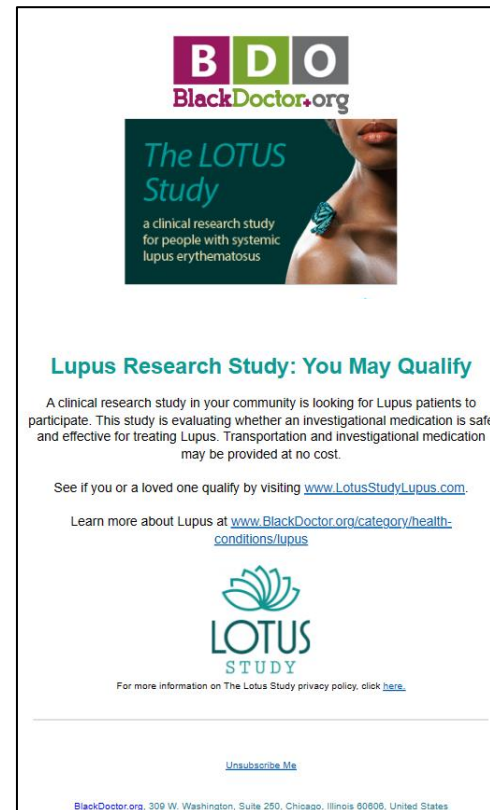


Our Recommended Strategies

Reach Real Patients Looking for Solutions

 PATIENT DATABASE 2023	
Condition	Members
Fibroids Patients	31,815
Diabetes Patients	26,024
Bipolar Patients	22,790
Lupus Patients	19,970
Ulcerative Colitis Patients	18,229
Breast Cancer Patients	18,713
Sickle Cell Patients	17,751
Colon Cancer Patients	14,242
Lung Cancer Patients	13,777
Asthma Patients	12,582
Prostate Cancer Patients	12,203
Rheumatoid Arthritis Patients	9,647
Obesity Patients	9,092
COPD Patients	8,966
Psoriatic Arthritis Patients	8,865
Heart Health	8,641
Celiac Disease Patients	8,504
Eczema Patients	8,491
Kidney Disease Patients	7,743
Headache and Migraine Patients	6,866
Hepatitis C Patients	6,557
Anxiety Disorder Patients	6,323
Menopause Patients	6,115
Smoking Cessation Patients	5,906
Sleep Disorder Patients	5,821
Chronic Liver Disease Patients	5,819
Mental Health Patients	5,420

Patients will receive ongoing condition specific newsletters *and* clinical trial focused newsletters.



BDO
BlackDoctor.org

The LOTUS Study
a clinical research study for people with systemic lupus erythematosus

Lupus Research Study: You May Qualify

A clinical research study in your community is looking for Lupus patients to participate. This study is evaluating whether an investigational medication is safe and effective for treating Lupus. Transportation and investigational medication may be provided at no cost.

See if you or a loved one qualify by visiting www.LotusStudyLupus.com.

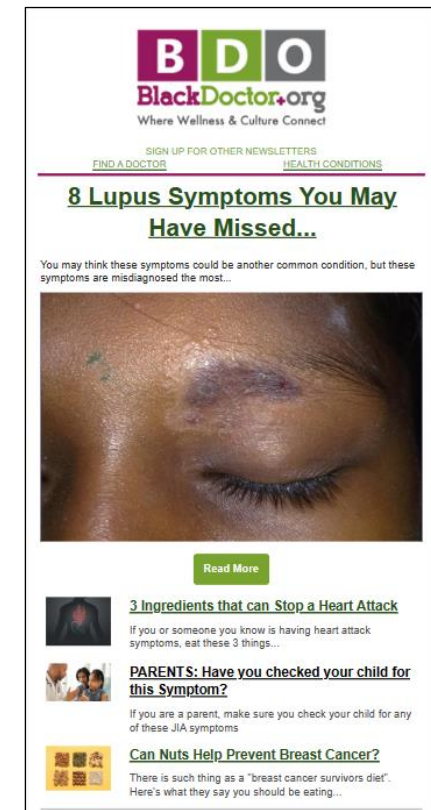
Learn more about Lupus at www.BlackDoctor.org/category/health-conditions/lupus.

LOTUS STUDY

For more information on The Lotus Study privacy policy, click [here](#).

[Unsubscribe Me](#)

BlackDoctor.org 300 W. Washington, Suite 250, Chicago, Illinois 60606, United States



BDO
BlackDoctor.org
Where Wellness & Culture Connect

SIGN UP FOR OTHER NEWSLETTERS
[FIND A DOCTOR](#) [HEALTH CONDITIONS](#)

8 Lupus Symptoms You May Have Missed...

You may think these symptoms could be another common condition, but these symptoms are misdiagnosed the most...

[Read More](#)

3 Ingredients that can Stop a Heart Attack
If you or someone you know is having heart attack symptoms, eat these 3 things...

PARENTS: Have you checked your child for this Symptom?
If you are a parent, make sure you check your child for any of these JIA symptoms

Can Nuts Help Prevent Breast Cancer?
There is such thing as a "breast cancer survivors diet". Here's what they say you should be eating...

Client Content Partnerships That Go Viral



BlackDoctor.org

Published by Derrick Lane [?] · May 18, 2017 ·

WOW! Kristin is not only a doctor of physical therapy, she's also a football player...at age 25! Check out this #Blackgirlmagic with Toyota USA...

#LookGoodFeelGood



Look Good, Feel Good - With Dr. Kristin Morrison

01:36

2,931,486 People Reached

2,126,793 Video Views



[Open Link](#)

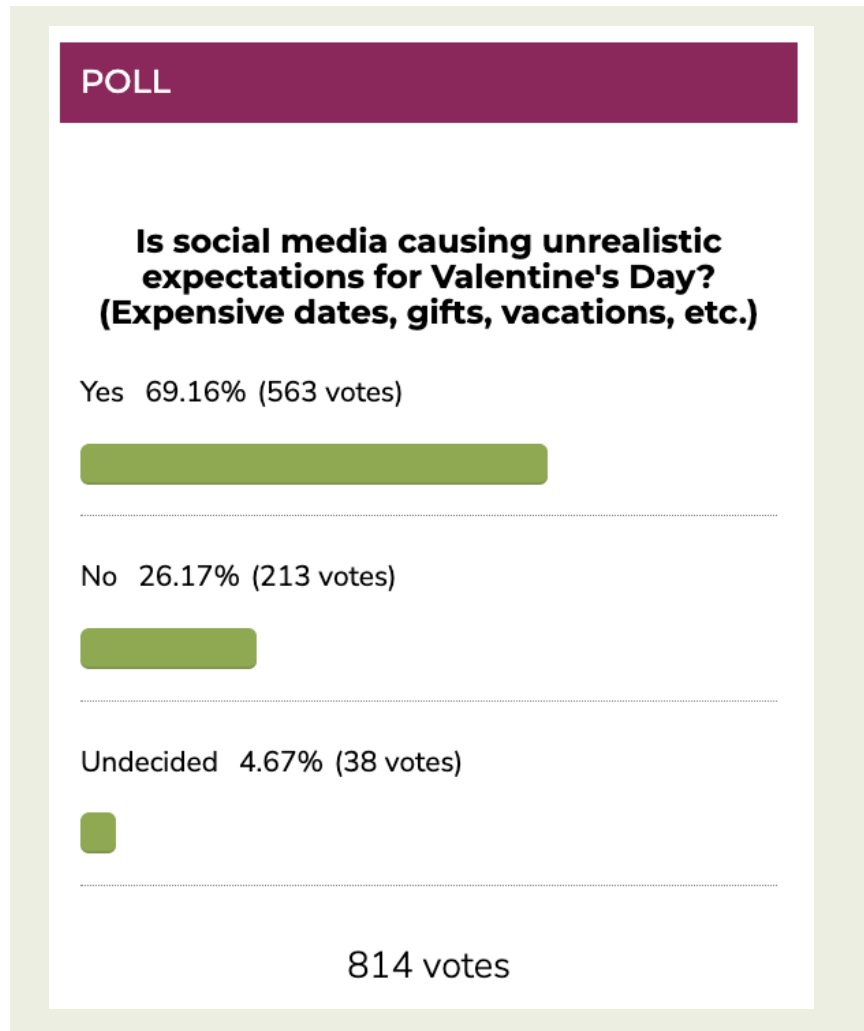
#RAV4 #SBLIII #LetsGoPlaces

Toyota's 2019 Super Bowl Commercial Features Antoinette "Toni" Harris



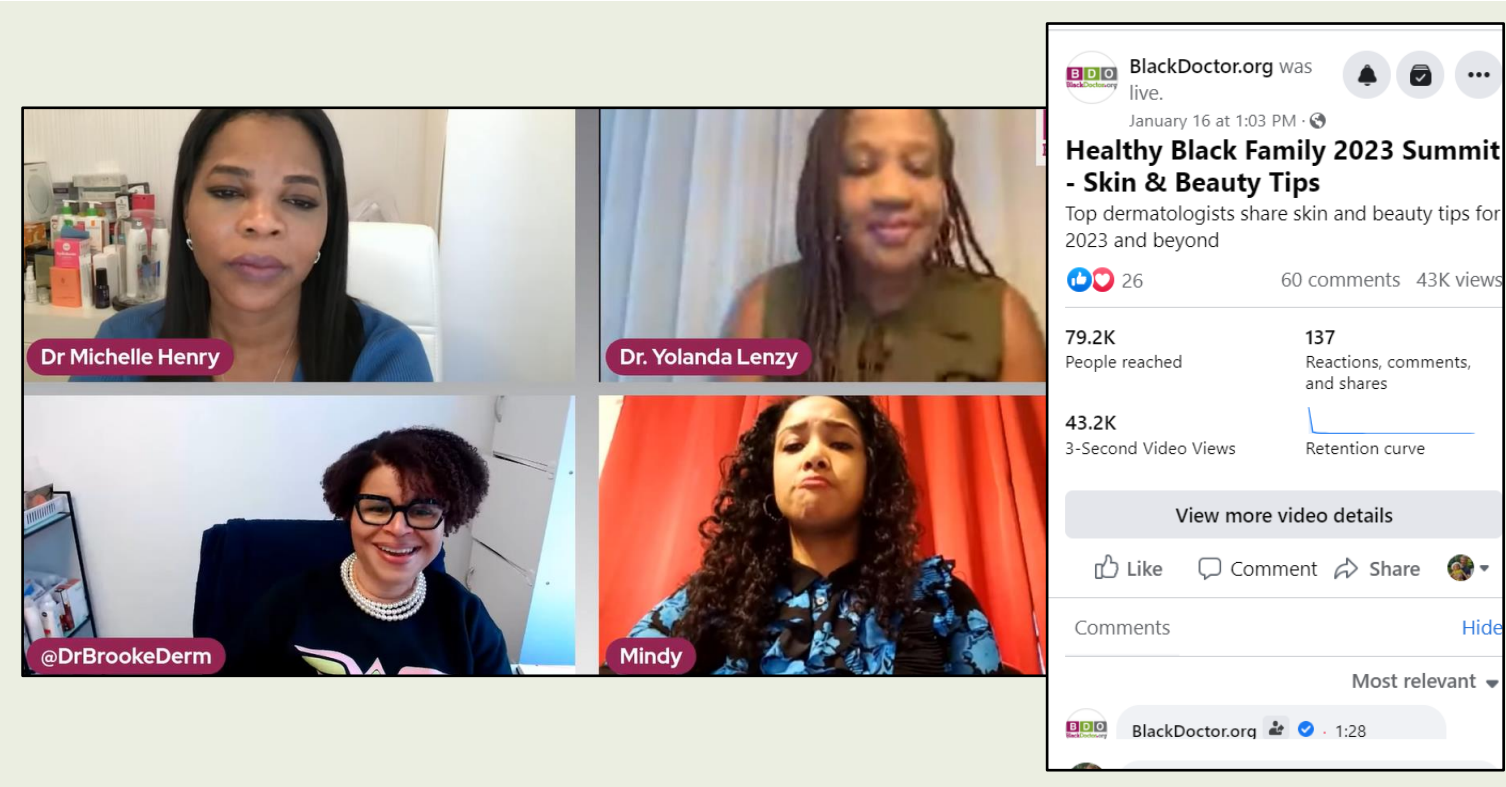
TOYOTA

Ongoing Audience Polls For Critical Insights



- BDO's proven track record with polls and surveys has provided critical insights from our captive audience that leads to the development of engaging content.
- Content that sparks word-of-mouth conversations that spreads your message even further...organically. Providing a window into the attitudes and opinions of US Black consumers.
- BDO will create &/or work with client to develop survey/polling questions related to condition that generates meaningful responses from our audience.
- Learn what Black Americans are thinking and feeling in real-time.
- Pre & Post Brand Lift Study available

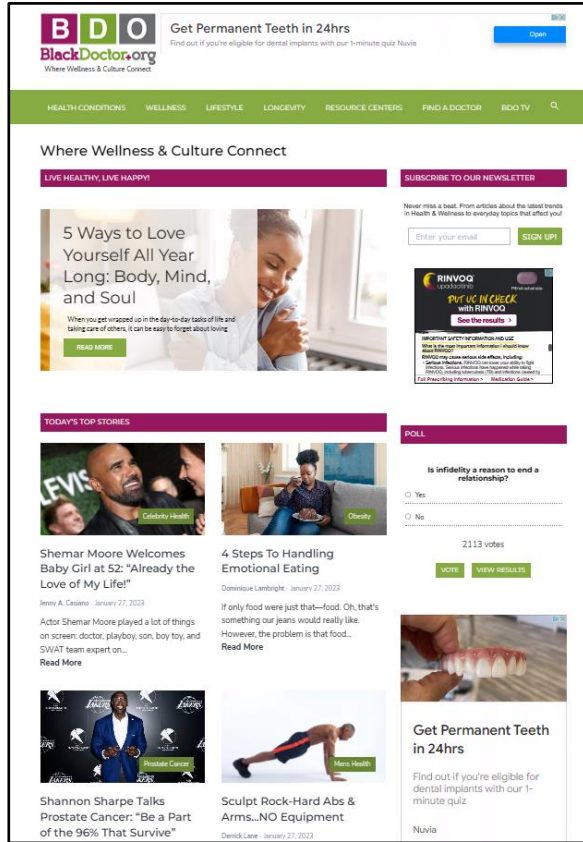
FB Live Series Planned Throughout 2023



- BDO will conduct Facebook Live series throughout the year designed to talk candidly with Black America about a variety of topics.
- Clients can participate as panelists with experts, patients and KOLs.
- Questions will be answered, concerns will be addressed, patients will share testimonials.
- Minimum reach 40K per program.

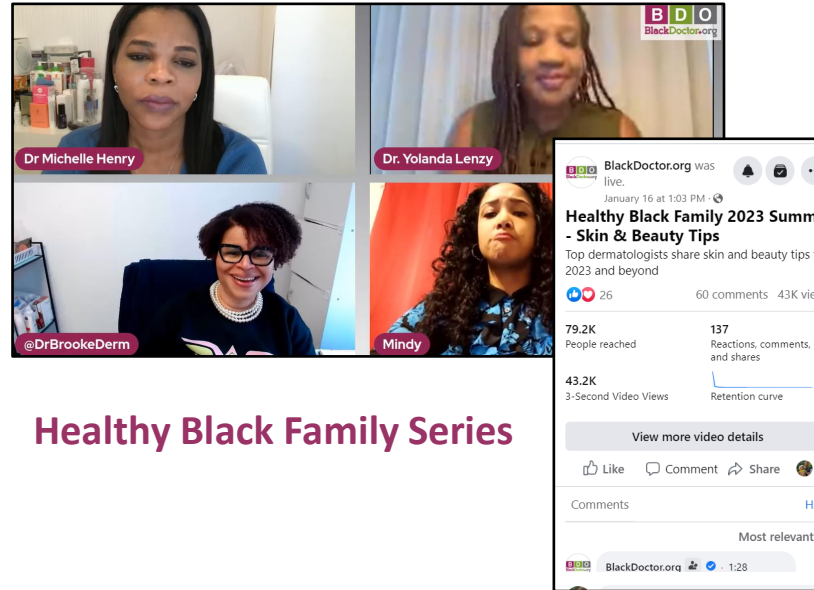
More Tools Leveraged to Gain User Engagement

Channel Sponsorship



- Over 200 Channels Available
- Max Avail 3 million impressions

FB Live Events



Healthy Black Family Series

- FB Live Events featuring client executives, KOLs, medical experts, patient advocates and more driving hand-raisers to online properties.

Sponsored Article & Text Link

Scientific Miracle! New Drug Sends 100% of Patients Into Remission



You May Also Like



Do You Qualify to participate in a clinical trial?

Example of Text Link

- Relevant article with accompanying text link can lead hand-raisers to CRM

Don't Take Our Word For It..Black Doctors Speak

BDO
BlackDoctor.org

Ellis Dean, BDO

Corey Robertson, MD, MPH, FACP

La Vonja Cannon, RPh, MBA, Walgreens

Dr. William A. Cooper

Dr. Samira L. Brown

Dr. Sheldon D. Fields, PhD, RN, FNP

Bio

To schedule a vaccine appointment: Visit Walgreens.com/schedulevaccine



THANK YOU!

Cliff Ward
Senior Eastern Sales Director
Cliff@BlackDoctor.org
917-613-7214 (cell)