



BHM
BLACK HEALTH
MATTERS.COM

Partnership Opportunities for ANA AIMM

Programs Rooted in the Black Community



IMPROVE HEALTH LITERACY FOR BETTER OUTCOMES

Mission

Be the leading evidence-based, chronic disease management and wellness resource that creates a culture of health where Black Americans can achieve their best quality of life possible

Purpose

We exist to radically redefine health and wellness for Black Americans by empowering them to demand the best in healthcare utilizing our multi-platform approach.

“When you know better, you do better.”

- Maya Angelou

BHM Ecosystem



Website

More than 3.0K pages speak to chronic conditions and wellness through evidence-based



Content Curation

Build original written and video content about your initiative and share socially



Community Engagement

Engaging community partnerships and stakeholders



Educational Events

Live, Virtual and Hybrid experience



Newsletters

National, Regional, Local delivered weekly & bi-weekly



Social Media

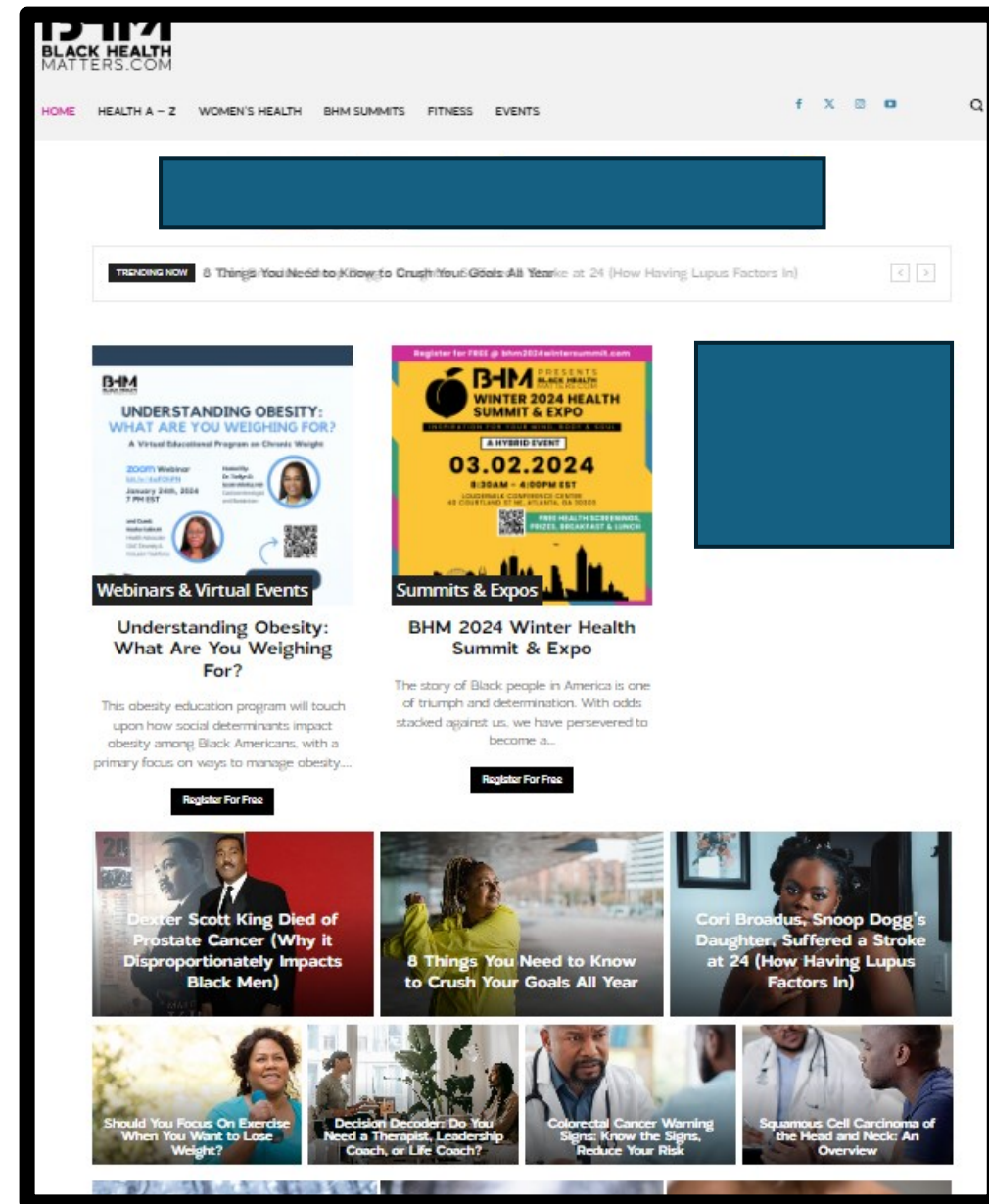
Facebook, Instagram, and Twitter with 9M+ Reach

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BlackHealthMatters.com

with digital advertising opportunities

- Chronic and general health, diet, exercise, skin and haircare content published regularly on BlackHealthMatters.com.
- Health Conditions A to Z navigation and hubs available for sponsorship.
- Unique solutions for Black hair and skin.
- Exercise and fitness articles and videos.
- New content published daily and featured in the weekly BlackHealthMatters newsletter.
- Completely turn-key display advertising.
- Branded display ads run adjacent to general health and wellness content engaging Black patients and those invested in looking and feeling great.



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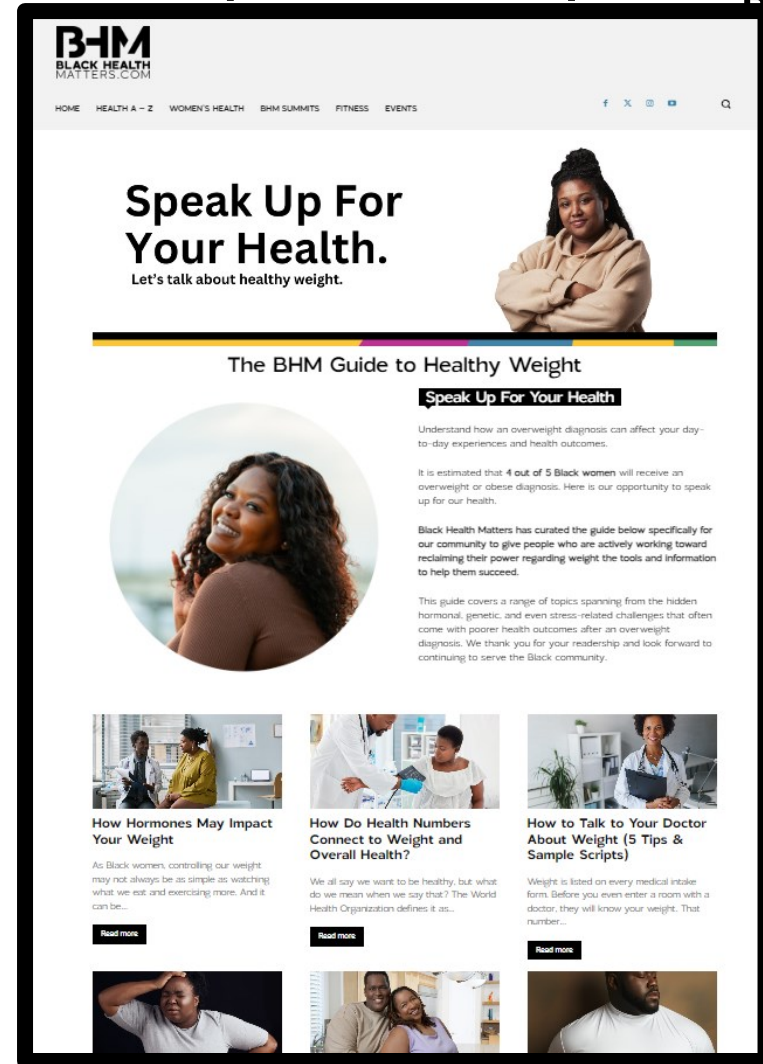
BlackHealthMatters.com Content Hubs for Sponsorship



Speak Up Content Hub (minimum spend \$250,000)

- Original BlackHealthMatters.com sponsor inspired content
- Articles (4-7) will be themed within BHM's "Speak Up!" campaign, fostering productive dialogues for people with health or wellness challenges or goals.
- All content inspired by people of color navigating the agreed upon topic and published on www.blackhealthmatters.com.
- All content promoted socially and via BHM newsletters.
- Completely turn-key addressing practical and emotional challenges.
- Articles or tools to specifically address speaking to experts, your doctor and/or working with specialists.
- Branded (or unbranded) display ads run adjacent to content.

Optional "Follow Up!" content with 6-8 features focused on living with the health challenge and managing day-to-day issues. Hub to include video or infographics featuring real tips and experiences from people of color. Minimum spend \$500,000.



BlackHealthMatters.com

Decision Decoder Content Hub

Original BlackHealthMatters.com on sponsor inspired content

- Articles (1-3) will be provide specific structure and details for navigating a specific health or wellness topic
- All content inspired by people of color navigating the agreed upon topic and published on www.blackhealthmatters.com.
- All content promoted socially and via BHM newsletters.
- Completely turn-key addressing the step-by-step decision process and providing tools to ease decision making.
- Branded (or unbranded) display ads run adjacent to content.

Planned 2024 Topics

- Finding a new doctor
- Navigating Skincare/healthcare challenges

The screenshot shows the BlackHealthMatters.com website interface. At the top, there is a navigation menu with links for HOME, HEALTH A-Z, WOMEN'S HEALTH, BHM SUMMITS, FITNESS, and EVENTS. The main content area features an article titled "Decision Decoder: Do You Need a Therapist, Leadership Coach, or Life Coach?" by Christine Jean-Louis. The article includes a featured image of two women in a meeting and a quote from Taryn Crosby: "Crosby intentionally keeps her clients in the driver's seat by helping them work through their thoughts, decision-making, and processing versus the 'advice-giving' approach." To the right of the article is a sidebar with a "Categories" section listing various topics and their counts, and a "Latest Posts" section featuring a post about Dexter Scott King's death.

Category	Count
Beauty & Grooming	5
Diet & Nutrition	10
Events	20
Family & Relationships	52
Fitness & Wellness	350
Fitness Network	11

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BHM WEEKLY & CUSTOM NEWSLETTERS

Weekly newsletters feature hot topics of the week and new content published that week. Features discuss chronic health conditions, hair, skin, and people of color making health related news.

BHM custom newsletters allowed the opportunity to collaborate with community health organizations, fraternities, sororities, civic organizations, and other like-minded groups, to bring important health initiatives and information to new, highly-engaged audiences.

NEWSLETTERS SENT

RECIPIENTS

PARTNER ORGS



75

96,995

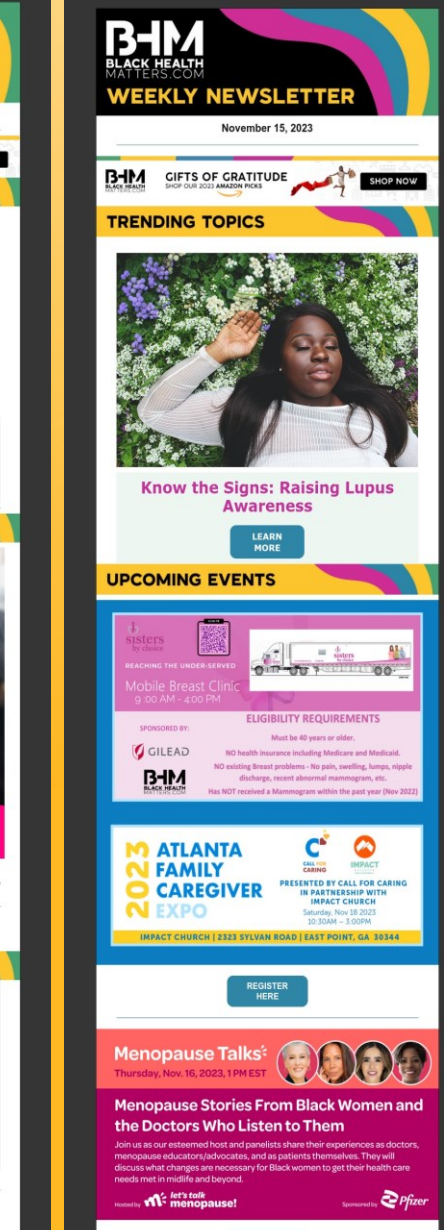
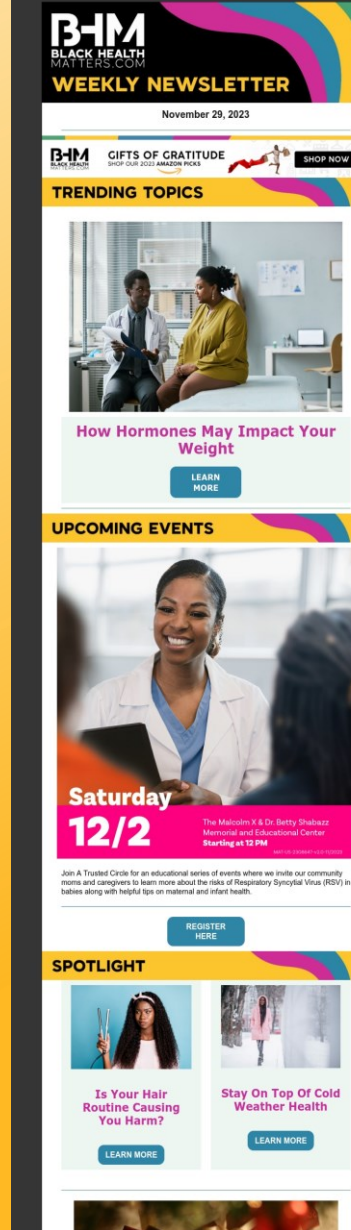
9

Email Open Rate

Avg. Ad Click Rate

37%

3%



2023 Newsletter Stats



100
BLACK MEN
OF AMERICA, INC.



Social Media Channels

Over 38,000 Followers and Growing.

@BlackHealthMatters



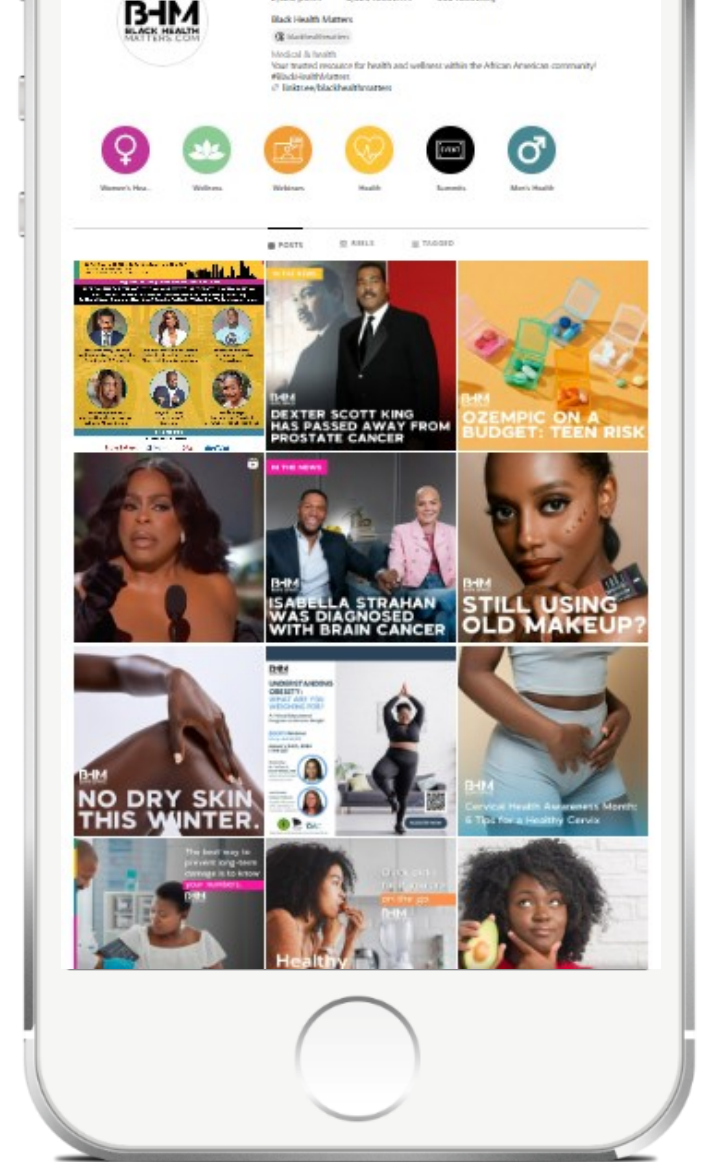
In 2023 alone BlackHealthMatters social media pages received a combined **52 million impressions**.

We reached over **37 million unique users** within the community.

Our social media posts including image media have had an **84% increase in engagement on Facebook**.



BHM regularly **crushes industry benchmarks**, outperforming the competition on impressions and post frequency.



Black Health Matters Events



Event speakers and attendees have included Dr. Ashwin Vasan, Commissioner of the New York City Department of Health and Mental Hygiene and Mandy K. Cohen, MD, MPH, Director, Centers for Disease Control and Prevention

Black Health Matters Events

The Goal of Black Health Matters Summits:

1. Feature informative yet dynamic presentations and conversations on relevant health conditions and diseases with world class healthcare professionals that focus specifically on the medical disparities that affect Black Americans.
2. Provide a safe space for medically-underserved individuals to voice their opinions, concerns, and experiences and act as a catalyst for radical change within health focused spaces.
3. Empower patients, advocates, and caregivers by providing them with the most up-to-date information on various chronic conditions—including treatment options and clinical trials—so they will better understand how to identify risk factors that directly impact them and their community.
4. Amplify the reach of this rich education information by providing access to the content (videos, articles, etc.) on all BHM platforms post-Summit.



BHM SUMMIT SERIES

Black Health Matters Summits provide transformative “live” patient education sessions to the Black patient population led by expert physicians, scientists and advocates who are passionate about Black health.

We integrate this valuable content through the Black Health Matters ecosystem so that it goes viral and is enduring.



ATLANTA | WASH D. C.
NEW YORK
2024



EDUCATIONAL INITIATIVES UTILIZE THE BHM ECOSYSTEM



BHM leverages its relationships with organizations and institutions within the Black community



BHM partners offer scale for focused educational activations



BHM creates content that is informational, compelling and self-reflective



Taps into the BHM mission of creating a culture of health



On-site plenaries & the BHM Clinical Trial lounge exposes and raise awareness of serious health conditions



Pre and Post event communication surround events with evidence-based information opinion leaders share



2023 YEAR-IN-REVIEW – SUMMITS

Throughout 2023, Black Health Matters (BHM) hosted a total of 4 Summits, held in Los Angeles, Atlanta, New Jersey, and Harlem. BHM Summits were successful in elevating personal well-being by enlisting the help of medical professionals and patient advocates to engage in constructive discussions, to raise awareness of various diseases and conditions that are prevalent among Black people, and help our community commit to a culture of health.



7,401
Registrants



3,345
Attendees



113+
Community
Partners



18+
Types
of Health
Screenings



467
Survey
Responses



2023 Local Community & Webinar Events

Black Health Matters curated and executed a total of 37 non-Summit related in-person, hybrid and virtual health education events in partnership with 12 pharma clients and 32 Black fraternities, sororities, churches, civic organizations, and a host of community partners.

5,852
Registrants

6,514*
Attendees

60+
Community
Partners

3
Types of
Health
Screenings

681
Attendees
Surveyed

*In-person attendees includes those not required to register The National Pan-Hellenic Council nine historically African American fraternities and sororities (referred to as the Divine Nine) or civic organizations. Registrations captured by host organization and not BHM.

FOR MORE INFORMATION

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