

2020 Annual Report

HEALTHTREE.ORG



In 2020, more than ever, we needed new tools to support a greater number of patients in new ways. During this unprecedented year, we built 7 new platforms of support with patients at the center of every decision.

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Our mission:

To provide education, support, & data to accelerate cures for terminal diseases using innovative technology.



Spring Akosta



Founder's Message

The year 2020 was arguably one of the most confusing and stressful years in recent history. A coronavirus entered our world early in the year and changed just about everything in our lives.

Instead of live meetings, we became experts at virtual technologies. Instead of in-clinic doctor visits, we used telemedicine platforms. We worked from home while simultaneously homeschooling. We tried to stay safe. We tried to keep our loved ones safe. We really did the impossible.

The year 2020 is one many of us may wish to forget, but as patients with terminal diseases, we are well aware that life is what you make of it.

In 2020, we resolved to make it one of our best years. And so it was.

With over 8 years experience and the successful growth of our flagship HealthTree software, we determined that a name change was in order. **The CrowdCare Foundation has been renamed the HealthTree Foundation** and each new disease we tackle will have associated HealthTree related programs with simplified HealthTree names.

Because we weren't traveling in 2020, we decided to utilize the talents of our own in-house software development team to build over 7 patient-centric software platforms: coaching, university, directory, news, events, data and forums.

The year provided challenges but also forced us to think differently, creating new opportunities. We were able to lean into an unprecedented year and quickly provide new methods of virtual and needed support to patients. We hope the coming year is one of healing, light and new growth for us all.

Expanding HealthTree

New tools for new times to support all types of patients.

It's hard to navigate multiple myeloma, a currently incurable blood cancer. Over the last 10 years, we've been busy noticing and filling gaps we believe exist for patients.

For example, because we didn't understand myeloma clinical trials ourselves, we created Myeloma Crowd Radio. When we visited over 50 cities and met with 860 patients in 2018, we realized there was a need for the one-on-one Myeloma Coach program.

In 2020 we realized that we needed new ways to meet patients where they are because we could not meet with them in person.

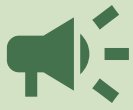
We spent the entire year developing new tools to bring support and education to patients virtually. At the end of the year, we began tying it all together to make the patient experience a seamless one.

Because of our rapid response to a global crisis, patients were able to get the information and help they needed even in the midst of the pandemic. It opened our eyes to new opportunities and helped patients understand their treatment options and expert recommendations, even when they were removed from their typical myeloma care during COVID.

Adversity brought change, growth and new possibilities. We're looking forward to expanding what we've built for patients in 2021. ■



Our latest tools:



NEWS

A new www.myelomacrowd.org website with expanded content for myeloma news, life with myeloma, clinical trials and more.



EVENTS

A brand new Myeloma Crowd Community with Chapters and Events based on myeloma areas of interest.



SPECIALIST DIRECTORY

New development on a new specialist directory, so diagnosed patients can find an expert to direct care.



FORUMS

Allowing you to search discussion topics or questions created by yourself or other myeloma patients for additional collective support.



HEALTHTREE UNIVERSITY

Providing you with a comprehensive online myeloma curriculum that includes lessons, quizzes and course discussions all from leading experts.



MYELOMA COACH

Our coaching program helps you find the guidance and support you need to treat your myeloma so you can live a better and longer life.



CURE HUB

Navigate your myeloma while participating in research that can help accelerate a cure.

“Well done! I just wanted to send a quick email to say how impressed I am with everything you have created with Healthtree University. What an amazing resource – I know I am not overstating it when I say YOUR WORK IS SAVING LIVES! THANK YOU.”

- Diane K., California

“I really cannot begin to thank you enough for what you do - your webcasts are brilliant, the support is unbelievable. I have learned so much and this has made an enormous difference to us. After receiving the diagnosis we felt as if it was a death sentence but being fortified by information from you and from Myeloma UK our perspective has changed to one of planning for survival. I could not be more grateful.”

- Stephen P, Newbury, United Kingdom

“Myeloma Crowd has become like a family to me, and been such a huge blessing to my life. They connect me with the most up to date resources and provide me encouragement to ‘live’ my life! Thank you for all that everyone at Myeloma Crowd does for all of us.”

-Angela P, San Diego, CA

“I feel so blessed to be involved with this wonderful program. I can’t thank Dr Fonseca and all his supporters who developed this fantastic resource which keeps us so well informed with up to the minute medical news. I’m blown away by the care each of us can procure if we avail ourselves of this resource. This is an example of the very best in American ingenuity and ‘patient first’ mind set. Thank you all so much from the bottom of my heart.”

- Janice F., Flagstaff, AZ

“Thank you for all your work keeping all of us informed and teaching the findings of the research being accomplished. You are very much appreciated by this guy.”

- Steven T.



Myeloma Crowd BY HEALTHTREE

In 2020, the Myeloma Crowd patient-centric website at myelomacrowd.org was visited by over 720,000 unique visitors.

The site is a place to learn all about multiple myeloma. The site shares information about the basics and articles on the latest advances of multiple myeloma. All articles are written in easy-to-understand language.

Topics on the Myeloma Crowd by HealthTree website feature news articles, patient stories, myeloma basics articles, and clinical trial updates with new content every week. The site also features a myeloma specialist directory so you can find an expert in your area.

In 2020 we developed a new Myeloma Crowd Community program, building speciality myeloma patient and caregiver groups and events. These chapters usually meet monthly in a virtual format.

Chapters connect, inform and support myeloma patients and caregivers in unique areas of interest such as: African Americans, Nutrition and Fitness, Newly Diagnosed, Precursor conditions, etc. and geographic-based groups.

The Myeloma Crowd Community Chapters host events that are a mix of expert speakers and support-group conversations, allowing you to learn, connect, and share in a more casual environment. ■



HealthTree Coach FOR MULTIPLE MYELOMA

In 2020, the Myeloma Coach program was utilized by more myeloma patients than ever, satisfying a deep need for patients to connect with others for support and answers during a time of isolation.

The Myeloma Coaches responded enthusiastically, connecting by phone, video chat and text.

Working with a Myeloma Coach will teach you how to become your own best advocate. You will learn where to access the best information, how to find a myeloma specialist, how to find a support group, and how to use key tools to obtain better outcomes and longer life. ■

Myeloma Coaches have valuable experience to share about:

- Financial resources
- Online resources like myeloma websites, online support groups and digital tools that help you understand treatment options and clinical trials.
- Live resources like educational patient meetings and support groups.
- Experience with treatment medications, stem cell transplant, clinical trials, CAR T treatment or Minimal Residual Disease (MRD) testing.



MYELOMA CROWD Round Tables

The year 2020 turned our Myeloma Crowd Round Tables (MCRTs) program on its head and forced us to learn quickly. Typically, the Myeloma Crowd Round Tables are live meetings in major cities that feature 4-6 myeloma experts. After hosting our first Round Table in March in San Diego, we moved quickly to an all-virtual format.

Instead of 8 Round Tables, we hosted 14 webcasts, covering a variety of topics from top experts. The programs were attended by over 200,000 individual users, far surpassing what could have been done in person.

We learned new online tools (sometimes kicking and screaming) that will benefit patients in every way in every future year. The 2020 program brought experts into your living room with credible, high quality information. ■



MYELOMA CROWD Radio

Myeloma Crowd Radio continued in 2020 to inform and motivate patient participation in clinical trials. The program has given over 1.5 million listeners and readers access to experts performing cutting-edge myeloma care.

Hosted by myeloma patient Jenny Ahlstrom the programs are a deep dive into a single topic about myeloma and help patients understand the latest in research and ongoing clinical trials.

Each 60-minute broadcast has time for audience questions and is available in podcasts and transcriptions on the Myeloma Crowd website.

It was the first Myeloma Crowd program to conduct over 150 interviews since 2013. ■



Muscles for Myeloma BY HEALTHTREE FOUNDATION

We stayed moving even when isolated during 2020. The shared activity kept our spirits up while keeping us physically active. Because physically fit myeloma patients obtain the best possible outcomes, it was critical that we kept going, even if the direction was around the block.

VIRTUAL COLUMBUS MUSCLES FOR MYELOMA 5K AND 1MILE

With “Together We’re Stronger” shirts, over 350 patients joined in our virtual Columbus Muscles for Myeloma 5k and 1 Mile Walk/Run. They had a wonderful time and shared photos of family walks, small group runs outside and new vistas. We loved that COVID didn’t slow anyone down or prevent us from participating in this beloved annual program.

MUSCLES FOR MYELOMA MARCH AND SEPTEMBER 2020 ONLINE CAMPAIGN

During Myeloma Awareness Month (March) and Blood Cancer Awareness Month (September), the HealthTree Foundation hosted two online community 30-day fitness challenges.

We had over 1500 participants who exercised for 30 days straight hiking, swimming, biking, walking, running or whatever kept them moving.

With shared photos and messages of inspiration, we cheered each other on virtually. We had many patients express their gratitude and tell us that they stayed moving because of the Muscles for Myeloma 30-day challenge. ■

HealthTree Cure Hub Successes

Providing support to more myeloma patients



12 Academic Studies Run

In 2020, one of the biggest changes was a name change from HealthTree to HealthTree Cure Hub. HealthTree Cure Hub was created to provide better tools to manage every step of your myeloma journey while contributing to research that can accelerate a cure. The number of patients using this innovative tool grew from 4,500 to over 8,100 with a growing number of patients having a validated record.



115 Side Effect Solutions

A major addition to the HealthTree Cure Hub was a new feature called Side Effect Solutions. Patients who experience side effects can now find crowdsourced solutions to the most common side effects in a data-driven way. Users can now see the top solutions for common side effects like fatigue or neuropathy, and see a list of community-ranked solutions by level of effectiveness.



143 Forum Comments

During the year we also added Community Forums to make conversations with other myeloma patients or caregivers more topic-driven and more accessible.



333 Classes in HTU

Because our survey and study tool was a robust feature of the HealthTree Cure Hub, patients contributed to 12 academic research studies in 2020, helping us answer researcher questions. Key to the year was our COVID-19/myeloma study which was joined by over 1300 patients to help us better understand the impact of COVID-19 on myeloma patients.



66,315 Views in HTU

HealthTree University, a critical part of the HealthTree Cure Hub, was our most popular program in 2020, educating both newly diagnosed and relapsed/refractory patients throughout the year.

Our work on the HealthTree Cure Hub will continue to make each myeloma patient's journey an easier one. Our focus on extracting valuable evidence will continue in 2021. ■

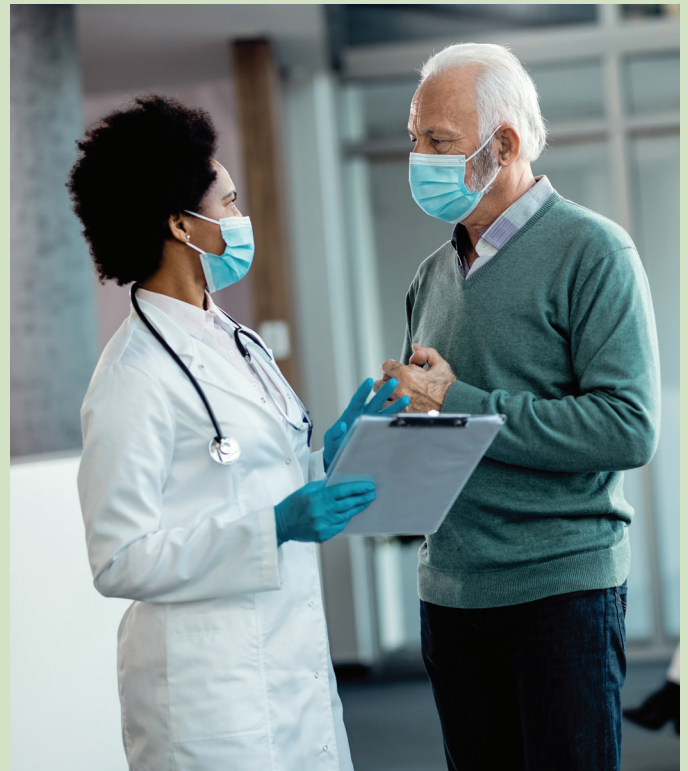
HealthTree Covid Myeloma Study

Leading a COVID/Myeloma study to understand the impact on patients

In 2020, we all wanted to know how COVID-19 was affecting myeloma patients. Because we had a way to survey myeloma patients, we launched our COVID study in April of 2020, inviting MGUS, smoldering myeloma and multiple myeloma patients to contribute their responses. We had over 1,300 patients answer Part 1 of the study questions during April-May of 2020.

We were able to gather information about treatment changes, access to telemedicine and incidence of COVID in the myeloma patient population. It was a practical way we quickly provided real-world evidence about the myeloma patient experience back to researchers and patients for free.

With HealthTree Cure Hub, patients can contribute to studies like this so the research community can come to faster conclusions. We will continue to use this valuable tool to learn from real-world data to identify new insights and develop new hypotheses for a cure.



The ALS Crowd division is moving into its own non-profit foundation in 2021

With mutual agreement by our ALS Crowd division, HealthTree Foundation made a decision in 2020 to expand into other blood cancers.

The ALS program will be transitioning into its own foundation in 2021 led by Seth Christensen, director of the ALS Crowd.

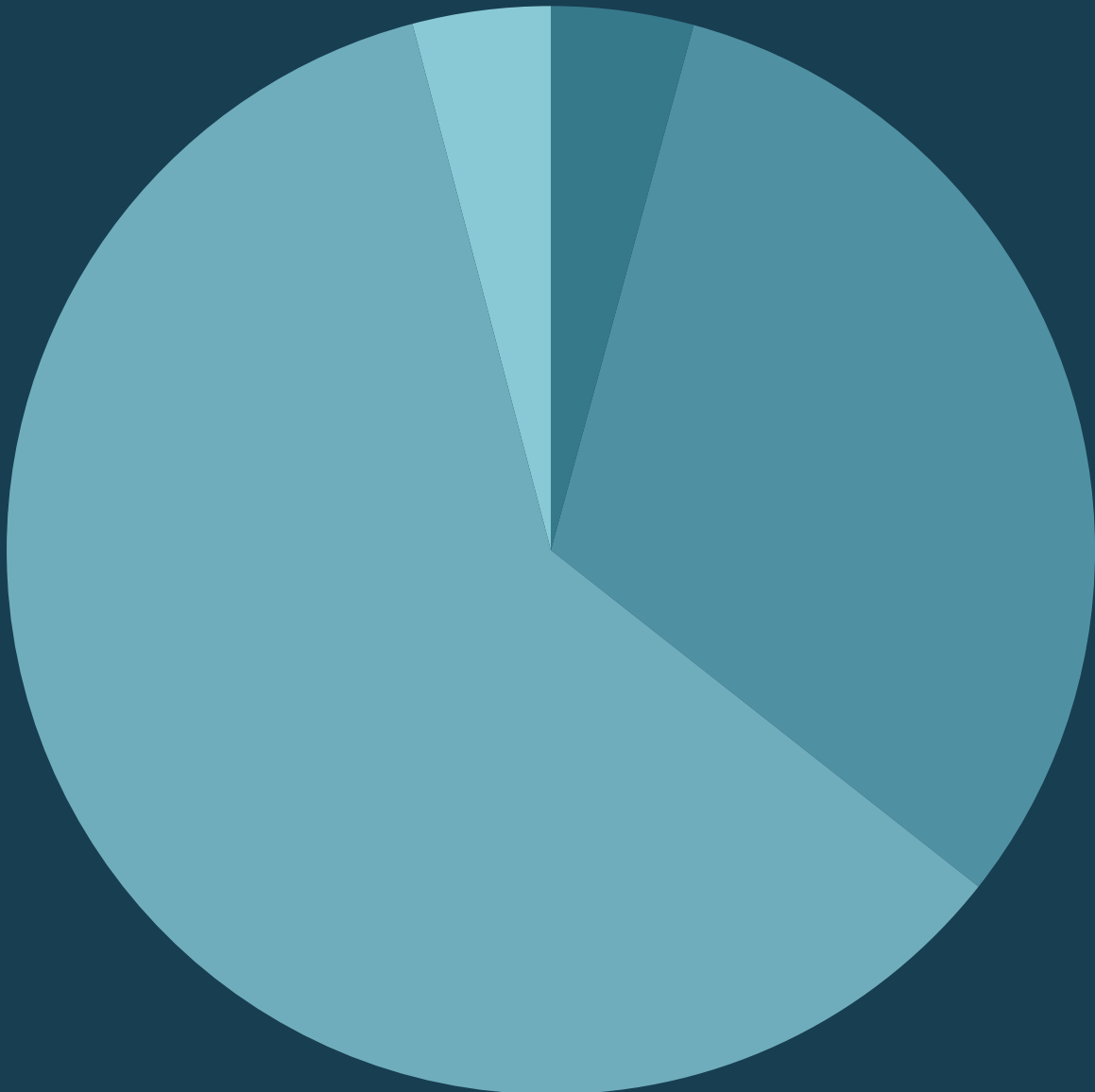
ALS Crowd will continue to be a patient-driven non-profit with the focus of helping patients through each step of their ALS journey from diagnosis, recovery, and on to a cure.

ALS Crowd will continue its website at alscrowd.org ■

Income

2020 INCOME: \$4,184,512.18

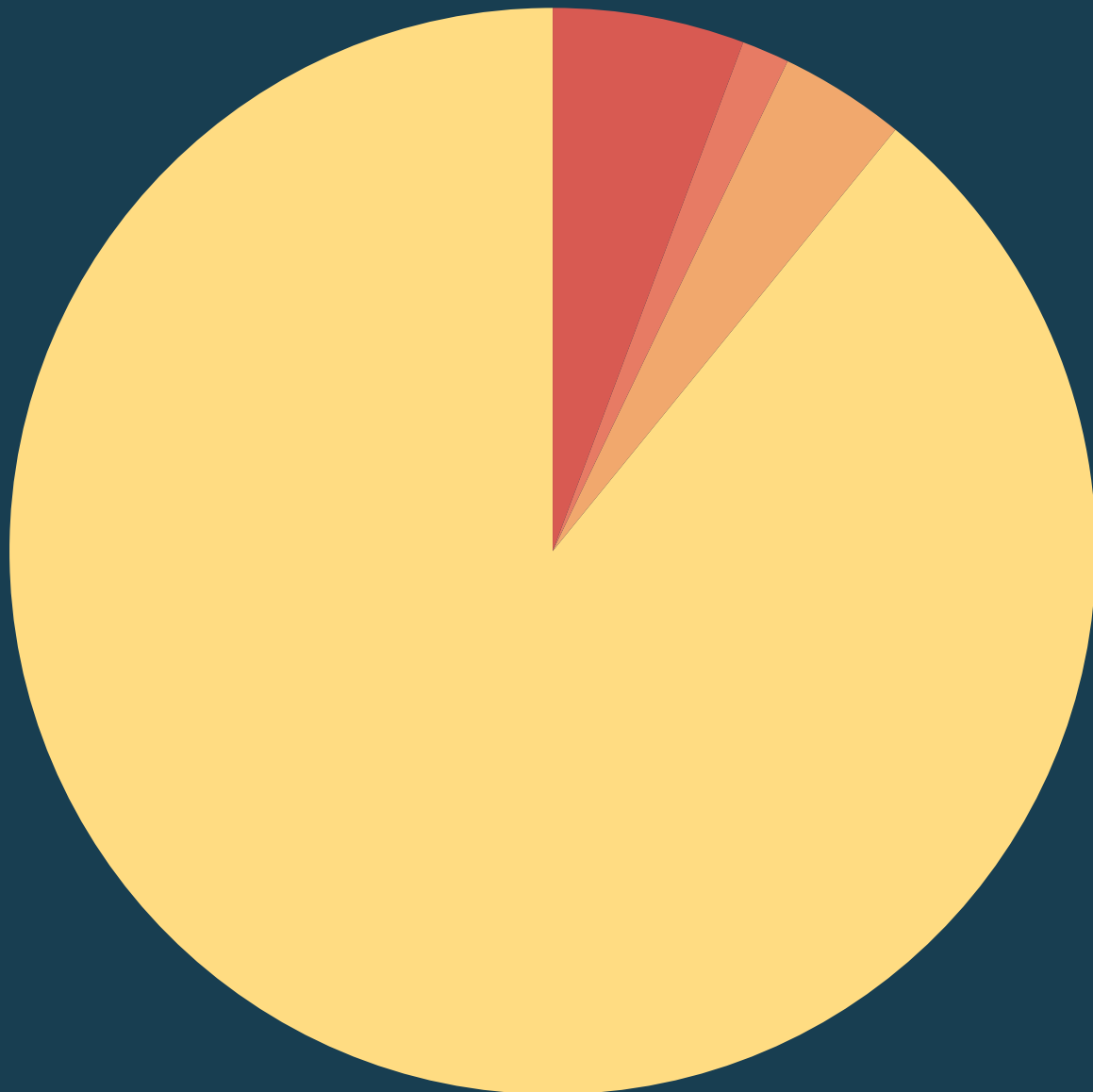
- ALS Crowd Programs and Donations:
\$181,815.89
- Myeloma Crowd Donations:
\$1,304,404.58
- Myeloma Crowd Programs:
\$2,531,530.00
- Other:
\$166,761.71



Expenses

2020 EXPENSES: \$3,308,674.42

- Operations:
\$188,309.84
- ALS Crowd Programs:
\$45,435.09
- Myeloma Research Donations:
\$124,147.00
- Myeloma Crowd Programs
\$2,950,755.49



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“These are programs that many other cancers should emulate. What a help it is to those of us who had not heard of this disease before diagnosis!”

JANICE WOODBURNE
MYELOMA PATIENT



“I’m proud to promote the cause and the messages that ‘We can’t wait for a cure,’ and that ‘We’re stronger together.’”

PAULA WALLER,
MYELOMA PATIENT