

# Leveraging Culture, Content and Technology to Improve Patient Outcomes



# About BDO

## Where Wellness & Culture Connect

BDO is the leading health and wellness destination for people of color. We leverage culture, content and technology to transform people's lives for the better. Editorially, BDO shares culturally relevant tips and strategies on health, wellness, lifestyle and longevity.

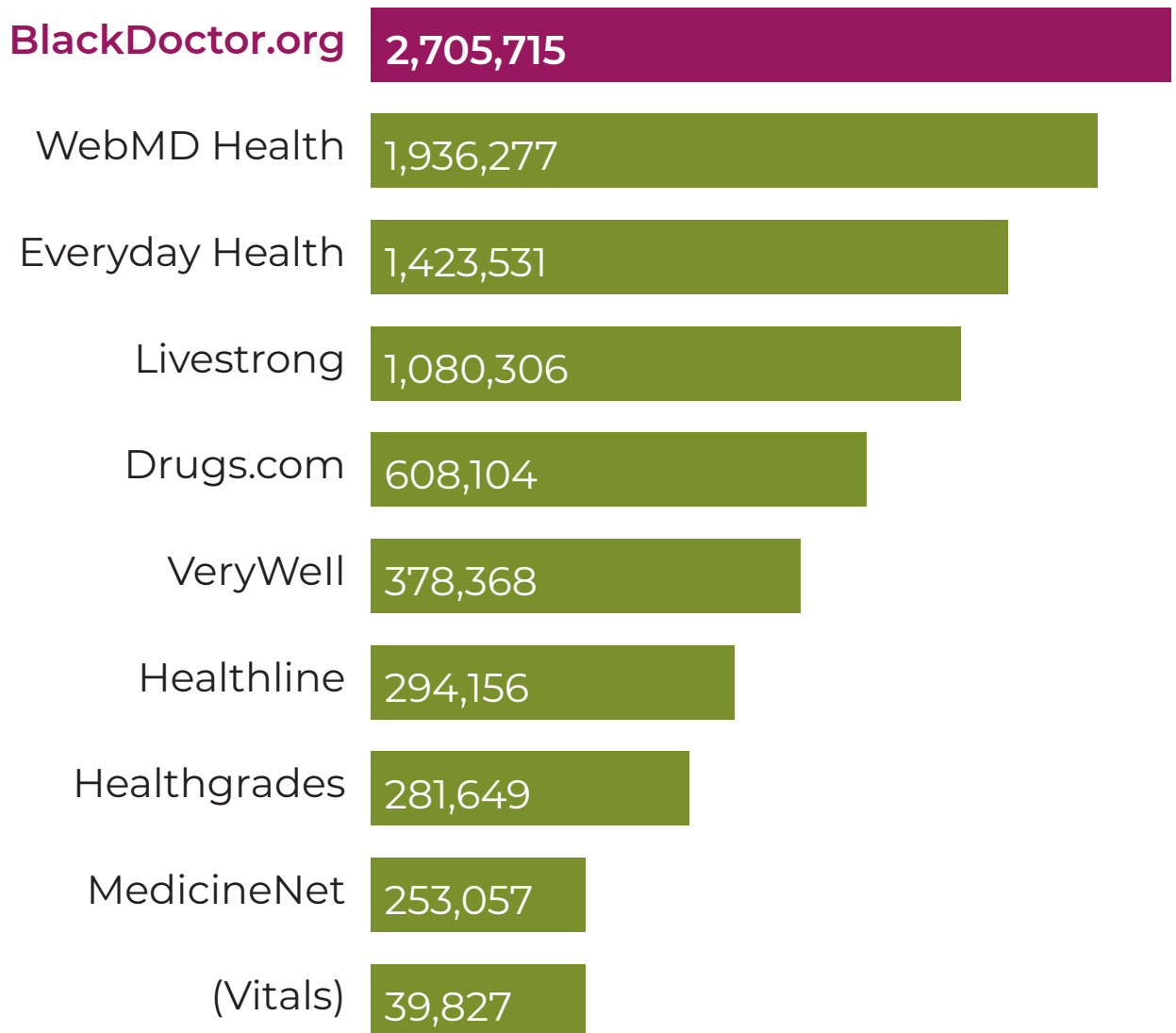
Culture describes the 'way of life' for a specific group of people — the outlook, attitudes, values and customs shared by a society.

Wellness is the state of being in good health, especially as an actively pursued goal.

All of this is combined to create the ideal platform that speaks to our audience in a way that inspires, motivates and informs them every day. With a heavy emphasis on "how to do it, you can do it" content, BDO has earned the trust of Black consumers everywhere who were simply waiting for someone to speak to them with a voice they can trust and a language they can understand.

# Health Platform With The Largest FB Followers

## PEOPLE FOLLOWING THIS PAGE



\*Google Analytics  
January 2022



# The Most Trusted Health Resource for Blacks

**90%**

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

**24%**

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

**93%**

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

**BDO**  
BlackDoctor.org

**5%**

have purchased an Rx after seeing an ad banner on BDO

# With Excellent Reach and Impressive Engagement

**BLACKDOCTOR.ORG**  
Engaging Over 20 Million Users!



UNIQUE VISITORS\*

**5,093,859**



REACH\*\*

**20,627,330**



ENGAGEMENT\*\*

**3,795,095**



VIDEOS\*\*

**11,071,637**

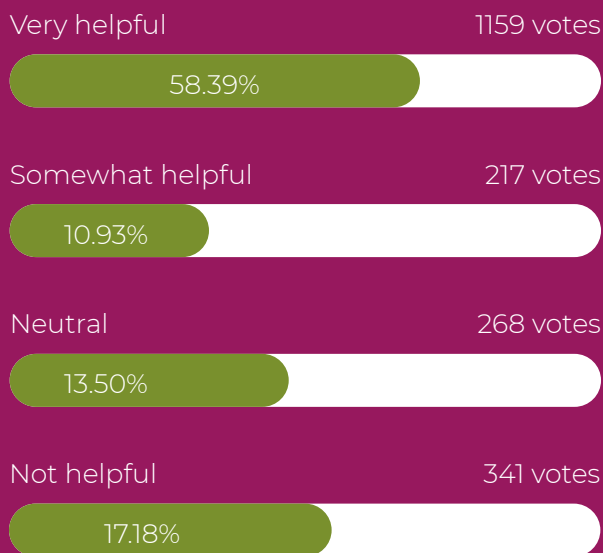


\*Alexa Analytics \*\*Facebook Insights

# We Help Our Audience Make Important Health Decisions

## POLL MAY 2021

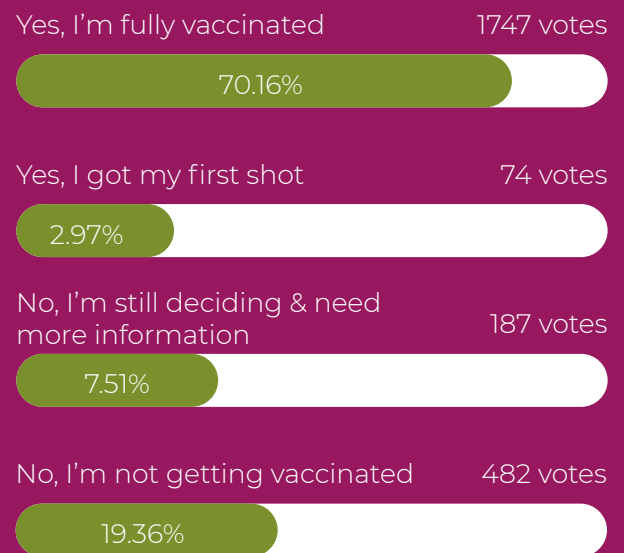
How helpful was BlackDoctor.org with your decision to get vaccinated?



Total: 1985 Votes

## POLL JULY 2021

Have you taken the COVID-19 vaccine?



Total: 2490 Votes

# Reaching Key Influencers



**95.0%**



FAMILY

**49.9%**



FRIENDS

**20.2%**



COLLEAGUES

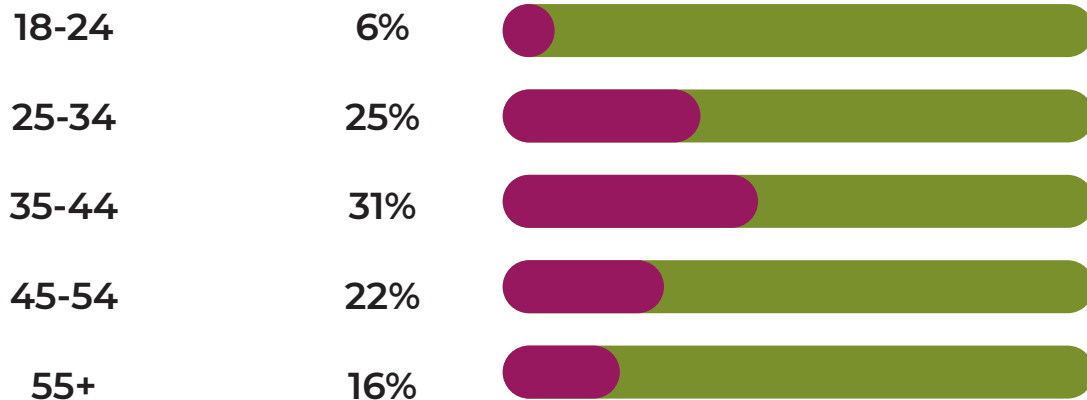
## BDO's Audience Has Significant Influence Beyond Self

Do you have an impact on the health care decisions of any of the following?

# BlackDoctor.org

## Demographics

### Age



### Gender

Women  
70%



Men  
30%



### Education

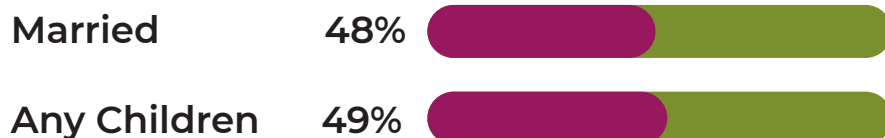
62%  
College Educated



### Median/HHI

\$50k

### Marital Status/ Children





## Patient Journey Roadmap Centers Around 5 Key Patient Journey Stops



### Awareness

- Condition Education
- Provides Preventative Measures
- Tools to Living Your Best Life With Condition



### Fulfillment

- Questions to Ask Doctor
- Equips Patient to Have More Productive Conversations with HCPs
- How to Advocate for Self & Family



### Access

- Understanding Unconscious Bias
- Dealing with Stress Related to Drug Affordability
- Providing tools to Navigate the Healthcare System



### Onboarding

- Getting Comfortable with the Process
- What to Expect from the Treatment
- Understanding and Enduring Side Effects



### Ongoing Adherence

- Sticking with the Treatment Plan
- Knowing When to Have Another Conversation with HCP
- In Position to Live Best Life Possible with Condition

# Relevant No Matter Where Patients Are in Their Journey

