



HHP Annual Update April 2021

MISSION Human Health Project (HHP) has a three- pronged foundation: Peer-to-Peer Information, Education and Support. Our objective is to empower people to manage their own health.

INTRODUCTION

In the last year, we expanded our work on delivering HHP's mission and in doing so sustainably.

HIGHLIGHTS

- Signed a Joint Venture licensing agreement between HHP(US) and HHP(NI) including:
 - a) Patient Advocacy Training course
 - b) Patient Education courses
 - c) Case Management System
 - d) Real World Data survey
- Launched our first Peer to Peer Online Event
- Set up the HHP Privacy and Security Council
- Commenced work on our own Real World Data infrastructure
- Commenced work on HHP Mobile apps in IOS and Android
- Created the HHP Learning Academy to deliver a start of the art, video based Patient Education Curriculum and Patient Advocacy Courses initially for US and UK/Ireland audiences
- Commenced work on a Digital Literacy Educational Program
- Received a lifetime grant of [Edcast](#) an interactive LXP platform
- Received a grant of \$25k from the Cole Family Foundation our longstanding grantor
- Achieved a crowdfunding campaign [Help 250k+ People Help Each Other with HHP](#) target of \$25k which was matched by our longstanding donor, ChildLife Essentials
- Created a new Membership team and strategy
- Created a Business Development team to develop and share the programs we have licensed to HHP(NI)/MindWise with other non profit health care organizations
- Created a Donor Relations Team which is working on major gift donor recruitment
- Created a draft [10 year Forecast](#) for discussion
- Appointed a new CMO, Amy Carter (who had been out Analytics Director for 18 months)
- Team: Our [team](#) increased to over 95 volunteers with an estimated volunteer donated time over \$3 million

IMPACT

Impact Statement #1: To date, almost 1.3 million people from over 230 countries have visited the HHP website and received significant information on their health issues.

Impact Statement #2: HHP's Migraine Survey has had over 13,000 respondents, and this real-world data is available to the public to help people improve their knowledge of migraine, including almost 60 different treatment options.

Impact Statement #3: Migraine Data Outcomes

- a) After viewing the migraine survey data, respondents who reported their understanding of migraine headaches as excellent, very good, or good increased by almost 20%.
- b) An increase of over 23% was observed in respondents who reported their understanding of migraine treatments as excellent, very good, or good.
- c) Respondents who reported their understanding of migraine causes and triggers as excellent, very good, or good increased by 14%.



- d) Over 80% of Migraine survey respondents reporting the data was easy to navigate and well organized.
- e) More than 70% reported that they would recommend the data to friends or family who are experiencing migraines. More than half of survey respondents said they would use the migraine data to help themselves or someone they care for.

Impact Statement #4: Provided peer advocacy training to seven volunteers through a new partnership program launched in 2020.

HHP STRATEGY

- Deliver integrated, personalized and localized delivery of all our programs, to give people the maximum benefit from them
- Deliver our programs to people directly online and in partnership with non profit healthcare organizations
- Deliver our programs via mobile and online with maximum use of off-the-shelf applications and minimum coding
- Fund the delivery of programs and services through a sustainable combination of fee for service, grants and donations
- Grow a core paid team to complement HHP volunteers

BUSINESS PLAN 2021/2022 & FUTURE PLANS

a) LEARNING ACADEMY

HHP's Learning Academy courses are generally made up of 3 to 4 modules which will be delivered commencing Q2 2021 on the Edcast Platform in a mobile and web friendly format, in a state of the art format (similar to LinkedIn Learning, Coursera, Udemy). Each module includes the following elements:

- Video
- Text based course
- Key Takeaways PDF
- Quiz

Our goal is to deliver one course per quarter in US and UK/Ireland versions. Our curriculum includes:

Course 1 - Patient-Driven Data & Diagnosis: The New Trailblazers in Health Research

- What's Wrong With Me: Diagnosis
- How Real-World Data is Transforming Healthcare
- Finding credible information online

Course 2 - Peer Advocacy

- HHP's Philosophy
- Understanding the Role of a Patient Advocate
- Models of Patient Advocacy
- Patient Bill of Rights
- Patient Empowerment and the ePatient Movement
- Health Literacy and Disparities
- Finding Credible Information Online
- Real World Data



- Guide to Accessing Medical Records
- Health Insurance Overview

Course 3- Patient Empowerment 101

- Patient empowerment and the 'epatient' movement
- Health Literacy
- Patient Rights

Course 4 - Healthcare Basics for Patients & Caregivers

- Building your Healthcare Team
- Guide to accessing medical records
- Preventing medical errors: How to protect yourself and your loved ones
- Managing and protecting opioids and other controlled substances in your care

Course 5 - Global Health

- Clinical Trials
- HHP's philosophy: integrative, peer-to-peer health, our mission & values
- Health Disparities

Course 6 - Bereavement

- Bereavement and Grief (the stages of grief)
- Making Arrangements After a Death (types of ceremonies, rituals, funeral planning, costs, options)
- What to Do When a Loved One Dies (life insurance, closing accounts, avoiding scams)
- Talking to Children About Death

Course 7 - Bridging the Digital Divide

- Getting Started
 - Introduction
 - Technical Definitions
- The Internet / The World Wide Web
 - How it Began
- Navigating the Internet
 - Browsers
 - Search Engines
- Email
 - Email providers
 - Security
 - Applications
- Privacy & Security
 - Privacy Settings
 - Bullying & Intimidation
 - Viruses & Malware
 - Internet Scams
- Healthcare
 - Finding Credible Information Online
 - Telehealth & Health Services
- Communicating Online
 - Social Media, Zoom, Chat, Whatsapp
- Financial
 - Shopping, Banking, Credit, Investments, Taxes
- Mobile Devices
 - Smartphones, Tablets, PCs & Macs



- Legal
 - Terms of Service
 - Copyright Law

B. REAL WORLD DATA

In 2020, we commenced working on a software solution to replace our third-party data collection and reporting tool. While working on the new system rollout, we continue to offer our Real World Data (RWD) [reports](#) to our visitors and members and will continue to improve the user experience based on feedback we have received in our outcomes study in 2020 (see IMPACT above).

New RWD Proprietary Saas solution roll out strategy:

Our goal is to be able to deliver an initial HHP proprietary Real World Data Saas service to non profit healthcare partners and individuals offering a free and paid service in the first half of 2022.

Roll out strategy:

1. Use easy out of box visualizations using Google DataStudio: These are pre-built visualizations, generated, plugged into HHP Web Pages.
2. Build Portals or UI to provide access to the “subset of data” for partners and other stakeholders to slice and dice survey data using [ElasticSearch](#)
3. Build and publish APIs to access and integrate with HHP Data.

Our RoadMap is as follows:

Short-Term: Integrate “Mental Health Survey” and an additional survey and create “data mash-up” data visuals, by linking the user data.

Timeline: End of May 2021

Medium-Term: Collect and import the HHP existing data into data storage and provide access via ElasticSearch. Also build a pipeline to feed any new “survey” data collection to feed into HHP Data Storage and funnel to ElasticSearch.

Timeline: End of July 2021

Long Term: Create and Publish HHP RWD Data Access APIs.

Timeline: End of Dec 2021

Health Conditions:

Our initial goal, once the system is built is to launch a new condition every quarter, drawing from invisible and mental health conditions. Our long term goal in our [10 year Forecast](#) is to launch all 600+ main health conditions.



C. SUPPORT

a) Peer- Led Patient Advocacy Course

Our goal is to create and release online and to potential partners, our Peer-Led Patient Advocacy Course in US and UK/Ireland versions in the second half of 2021. See more info on the Peer-Led Patient Advocacy Course in the section A. LEARNING ACADEMY above.

b) Peer to Peer Online events

The Online Events team has successfully hosted two online peer-to-peer events to-date. If you weren't able to join the webinars, you can view the recordings below:

- [What's Wrong With Me with a special focus on Lupus \(Oct. 2020\)](#)
- [How Real World Data is Transforming Healthcare: A live panel with a special emphasis on Migraine \(March 2021\)](#)

Our goal is to hold an online event every two months in 2021 and to tie the events to the Learning Academy, Real World Data and other programs including discussion groups and workshops.

c) Case Management System (CMS)

HHP CMS delivered to HHP(NI)/MindWise is configured using Google Forms. We are currently working on configuring our CMS in Zoho which will deliver a more robust and scalable product. Our goal is to deliver our CMS to non profit healthcare organizations in free and paid versions. Offering a free of charge CMS will allow non profit healthcare organizations to better manage their work with their members and at the same time allow them to collect better evidence which they can use to lobby to local and national state health bodies and foundations. Our goal is to be able to start delivery of our CMS by the end of 2021.

d) Peer to Peer Support - COVID 19

We are working on launching 1on1 and group online peer to peer support and aiming to commence activity in Q3/4 this year. As with our other programs, we will work to tie this program to other HHP programs, the Learning Academy, Real World Data, Online Peer to Peer events, etc.

MARKETING

The Marketing team currently has 7 volunteers under the leadership of our new CMO Amy Carter and they have been busy building a comprehensive marketing plan for 2021. The plan includes 4 overarching goals for HHP:

1. Increase HHP visibility and awareness
2. Increase donations
3. Grow the membership program
4. Increase engagement in programs

Some of the initiatives the team has planned include the development of more engaging social media content, a series of blog posts focused on RWD data, and monthly features highlighting HHP volunteers.



They're also excited to launch this HHP volunteer newsletter series to help volunteers stay connected throughout the year, as well as start promoting the various HHP programs that will be launching soon.

BUSINESS DEVELOPMENT

The Business development team is currently working on US and in tandem with HHP(NI), marketplace research in the US and UK/Ireland, with the goal of positioning HHP's partner programs and services and to identify opportunities to partner with healthcare organizations.

In the case of partner programs, HHP(US) and HHP(NI) will typically apply for grant funding to fund the project. In the case of partner services, partners will pay for services out of their own funded budgets.

a) HHP's Partner Programs include:

- Peer-led Patient Advocacy
- Digital Literacy

b) HHP Partner Services include

- Patient Advocacy Training course
- Patient Education courses
- Digital Literacy course
- Case Management System
- Real World Data proprietary saas

FUNDING

HHP's goal is to derive funding from a sustainable mix of fee for service, grants and donations.

a. Fee for service

- Program partners: This includes services provided by HHP(US) to HHP(NI) and other partner licensees
- Partner services: This includes provision of services outlined in BUSINESS DEVELOPMENT above.
- Online Services: This includes fees for Learning Academy courses and Real World Data Saas. We will offer a liberal financial aid program with the goal to ensure that everyone has access to our programs regardless of financial status.

b. Grants

- Our partners and grants team will work to secure grants tied to partnerships as well as applying for other grant opportunities to develop our programs.

c. Donations - Crowdfunding

As well as continuing with our lead campaign on Global Giving, we plan to launch two to three smaller crowdfunding campaigns in 2021 including for:

- Learning Academy
- Real World Data
- Online Events



- Case Management System
- Online Support

d. Donations - Major Gifts: We will launch our first major gifts donor recruitment strategy in Q2 2021. It includes:

- Engagement with past donors
- Donor recruitment using services such as donorsearch, email lists and social media
- Donor engagement with focus groups and online and offline events
- Donor recognition

SUMMARY

2020 was a significant year in progress made on HHP's mission of promoting peer-to-peer health both directly to our community online as well as through partnerships. We licensed our patient advocate training course, patient education courses, case management system and real world data to HHP(NI) and through it, to MindWise. Our challenge and opportunity in 2021, is to develop and provide these programs directly by HHP(US) as well as by HHP(NI) and other partners and to also offer them online to the HHP community. We have been greatly helped in developing these programs through the help of our board members, team, partners, grantors and donors. Our team members are working on the delivery of our programs through mobile apps as well as working on a new real world data infrastructure. We are very grateful for the ongoing support from our longstanding funders, the Cole-Crone Family Foundation, ChildLife Essentials and donors and to all of our volunteers, board members and partners for their amazing dedication and generosity in the fulfilment of our mission of helping people to help each other with their health.