

# RESPNSUM HEALTH APP USER METRICS REPORT



**DATE RANGE:**  
January 1 to Dec 31, 2021



**PREPARED FOR:**  
Commercial Supporters



**PROJECT LEADERS:**  
Responsum Health

## Milestones

- Our community now has **19K+ members** and counting! 16K new members joined Responsum Health in 2021 alone.
- Retention and engagement rates surpassed expectations for 2021. We closed the year with an **avg. 30-day retention rate of 63.5%**, and a **DAU/MAU ratio of 13.5%** (members come back to the app 3-4 times each month).
- **Sharing patient stories** via articles and video interviews has been an important part of our strategy this year.
- As our community grows so does **our impact!** Preliminary self-reported data shows a significant increase in members' confidence about their understanding of their disease, treatment options, and emotional state, among others.

## Overall Impact

Traffic to marketing website and platform



**852K**

**All users**  
(new and returning -  
members and visitors)



**1.6M**

**All sessions**



**5.6M**

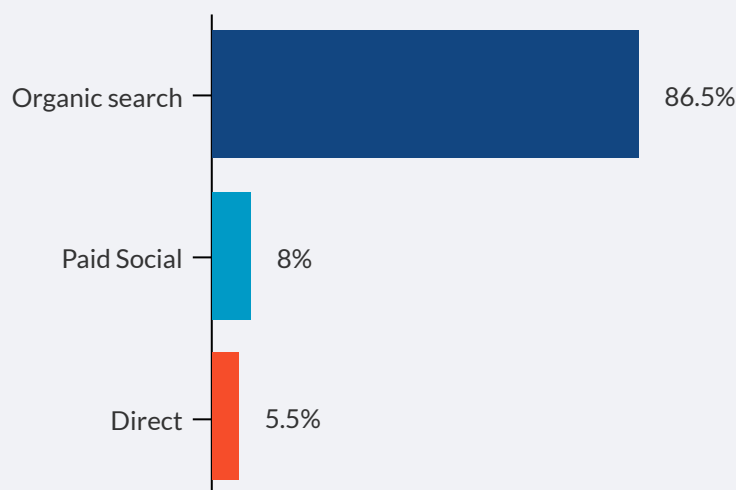
**All pageviews**  
(including SEO articles)



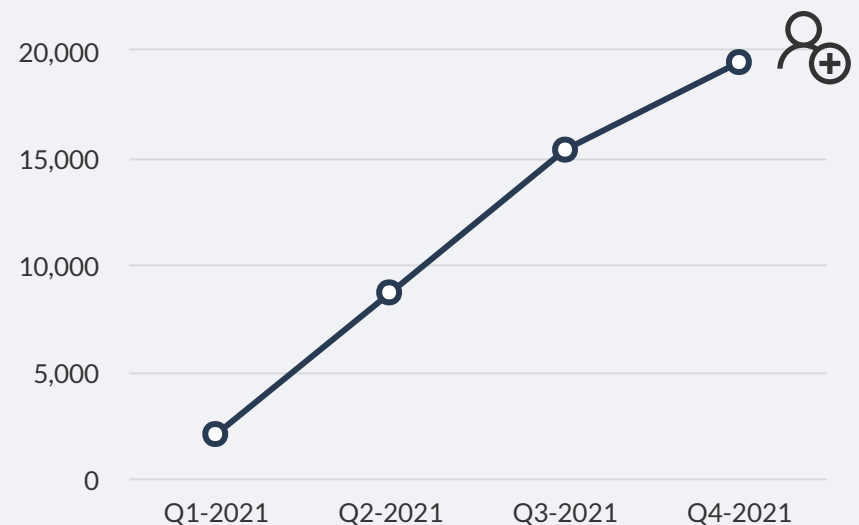
**12M**

**Ad impressions**

## Main traffic sources

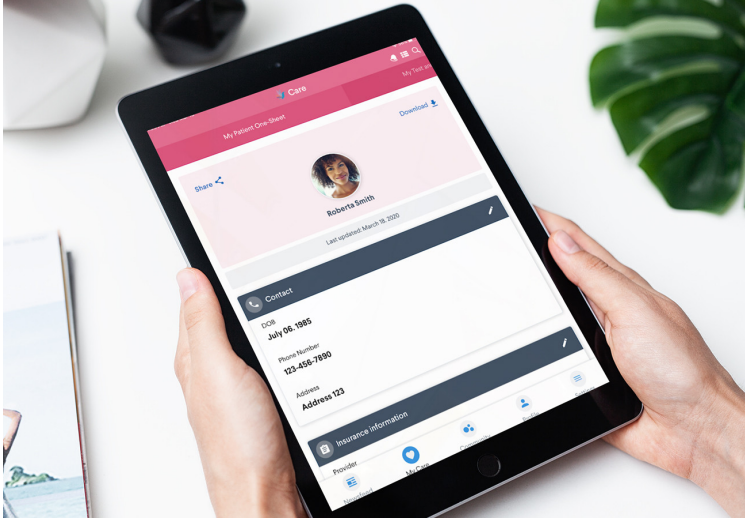


## Membership growth



# Responsum Health web & mobile app performance

(members and visitors)



15,713

New members



10,537

Mobile app  
downloads



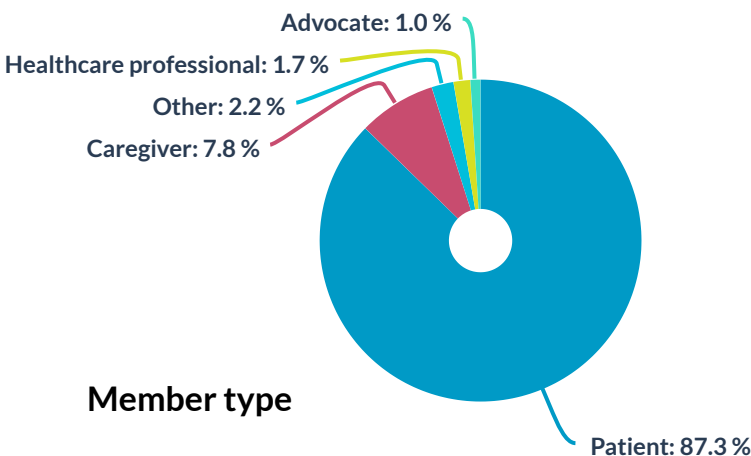
5.38

Pages per session



00:03:11

Average session  
duration

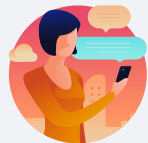


## Overview analysis

Recent updates to our content algorithm and adding new features to our community chat have proven to be helpful for engagement and retention rates.

## Retention and engagement rates

DAU/MAU ratio  
(stickiness)



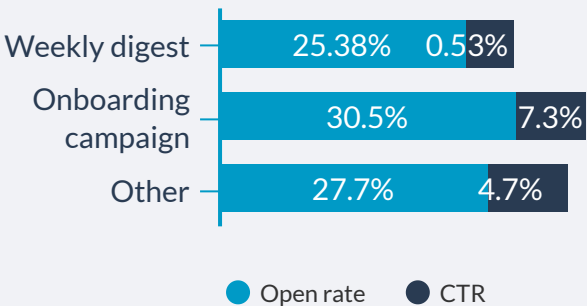
13.5%

(Active members come back to the app 3-4 days out of the 30 days of a month)

Average 2021  
30-day retention rate

Mobile app	Web app
63.5%	25.2%

Email engagement



# Member engagement with content



We saw high search volume for the standard frequently asked questions that patients ask. In addition to FAQs, we saw a large increase in searches for patient education resources and patient experiences.

A prominent resource we shared amongst the community was the [IgA Nephropathy Guide](#), created by the IgAN Foundation.



## Top search trends

Infertility with kidney disease

Stages of CKD

Kidney friendly recipes

How to lower GFR

What can cause CKD?

Kidney transplant    Coping with dialysis

Can [X] cause kidney damage?

## Content stats in 2021



157  
Newsfeed articles posted



200+  
Verified URLs published in Library



260K  
Article pageviews (including SEO articles)



1.5K  
Actions on articles (react, share, comment)



1.8K  
Search queries

## Most popular topics

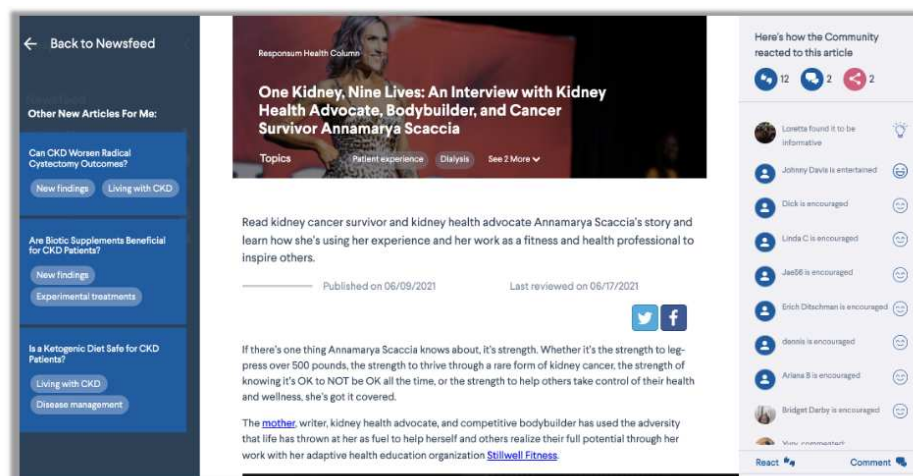
- 1 Research
- 2 Disease Management
- 3 Living with CKD

## Top read articles

- 1 About Chronic Kidney Disease
- 2 The Five Stages of Chronic Kidney Disease
- 3 Treating Chronic Kidney Disease
- 4 If You Have CKD, Here's How to Find Support
- 5 How to Manage Three Common Symptoms of Late Stage Kidney Disease

## Patient Experience & Advocacy

Our Newsfeed showcased a variety of columns featuring patient experiences and testimonials - all unique to the Responsum for CKD platform. All of which showed high levels of engagement, and received great feedback and commentary from the community!



## Responsum for CKD in SPARK 2021

This annual event brings together hundreds of IgA Nephropathy patients and this year we had the opportunity to show them our work in Responsum for CKD. More than 80 patients visited our booth, some of which are now members of our community.



## Member Testimonials

"I am having an exceptional experience so far!"

"A lot of good information. Very helpful."

"the information provided here is for me is exceptionally helpful! Thank you!"

"I am so excited about your app"

"You are the guide I trust to help me through this journey that I never knew I'd had to take. Your expertise, which concentrates on CKD, is the most valuable tool for self-centered care. I'm a RN and now a patient. Much appreciated because it's always been easier to care for someone else than for me. My Dr gives me little info, just looks at labs and answers no and yes when I ask questions. You give me the opportunity to learn how to live!"



"Excellent source of information on all ranges of CKD. Written in English, easy-to-understand. This is my favorite site."

-Google Play Store Review





# Measuring progress

We are a goal-oriented / data-driven team that works towards clear objectives using an Objectives and Key Results (OKRs) methodology to ensure alignment and better prioritization. Below are the main areas of focus for 2021 and results.

	Metric	2020	Objective for 2021	Results	
	REGISTRATIONS	1,149 new members acquired in 2020	Register 2,300+ new members by end of 2021 (overall members target: 3,500+)	2,713 new members acquired in 2021 Surpassed 2021 goal by 18%	ACHIEVED
	RETENTION RATES	- DAU/MAU ratio: 15% - 30-day retention rate: Web: 11.2% Mobile: 65.9%	Maintain healthy engagement rates as follows: - DAU/MAU ratio 12%+ - 30-day retention rates are at: Web: 10%+ Mobile: 55%+	DAU/MAU ratio: 13.5% 30-day retention rate: Web: 10.2% Mobile: 63.5% (Surpassed by 8.5% points)	ACHIEVED
	ENGAGEMENT RATES (Content and user participation in the Community Chat)	Content engagement rates: 12% CC engagement rate: 11.3%	Maintain healthy engagement rates: - Content at 15%+ - Community Chat engagement at 10%+	Content engagement rates: 27% • Surpassed by 13% points! CC engagement rate: 15.4% • Surpassed by 5.4% points!	ACHIEVED
	DISEASE AWARENESS	Launched the Responsum for CKD app in May 2020 and started strategies to build trust and support from other kidney communities, such as: IgAN Foundation, AKF and others.	Participate or promote at least 2 events per quarter	Responsum for CKD promoted/participated in more than 6 events throughout the year, including: • National Kidney Month • Spark 2021	ACHIEVED
	RESPNSUM IMPACT	Built a robust content strategy and established meaningful partnerships to better support the kidney community	Launch data collection strategy to measure increase in knowledge and confidence in understanding CKD after using the Responsum for CKD app	Data collection is ongoing and the results so far are outstanding! See attachment for latest data.	ACHIEVED