RESPONSUM 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



All users (new and returning members and visitors)



All sessions



All pageviews (including SEO articles)



Ad impressions

Membership growth



Main traffic sources



Responsum Health web & mobile app performance

(members and visitors)







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 **Email engagement** (stickiness) Average 2021 30-day retention rate 25.38% 0.53% Weekly digest Onboarding 7.3% 30.5% Mobile app Web app campaign 63.5% 25.2% 13.5% 4.7% Other 27.7% (Active members come back to the CTR app 3-4 days out of the 30 days of a 🔵 Open rate month)

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 <u>IgA Nephropathy</u> <u>Guide</u>, 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)

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

1. Sea

1.8K Search queries

Most popular topics

Research

2 Disease Management

Living with CKD

Top read articles

About Chronic Kidney Disease
 The Five Stages of Chronic Kidney Disease
 Treating Chronic Kidney Disease
 If You Have CKD, Here's How to Find Support
 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!

	Responsem Health Column and One Kidney, Nine Lives: An Interview with Kidney Health Advocate, Bodybuilder, and Cancer	reacted to this article		
Other New Articles For Me:	Survivor Annamarya Scaccia	Lorette found it to be	Q	
Can CKD Worsen Radical Cystectomy Outcomes?	Topics Patient experience Dialysis See 2 More V	Johnny Davis is entertained	6	
Now findings Living with CKD		Dick is encouraged	0	
	Read kidney cancer survivor and kidney health advocate Annamarya Scaccia's story and	•	-	
Are Biotic Supplements Beneficial for CKD Patients?	learn how she's using her experience and her work as a fitness and health professional to inspire others.	C Linda C is encouraged	0	
New findings	Published on 06/09/2021 Last reviewed on 06/17/2021	Jae56 is encouraged	0	
Experimental treatments		Brich Ditschman is encouraged	C	
Is a Ketogenic Diet Safe for CKD Patients?	If there's one thing Annamarya Scaccia knows about, it's strength. Whether it's the strength to leg-	ecouraged	C	
Living with CKD	press over 500 pounds, the strength to thrive through a rare form of kidney cancer, the strength of knowing it's OK to NOT be OK all the time, or the strength to help others take control of their health	Arlana B is encouraged	9	
Disease management	and wellness, she's got it covered.	Widget Darby is encouraged	e	
	The mother, writer, kidney health advocate, and competitive bodybuilder has used the adversity	W · · · ·	0	
	that life has thrown at her as fuel to help herself and others realize their full potential through her work with her adaptive health education organization Stillwell Fitness.	A View commentari		
	work with her adaptive neuron education organization Soliwell Fitness.	React ** Comment	1 16	



Responsum for CKD in SPARK 2021

This annual events 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 selfcentered 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
S	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
2	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
ćų	RESPONSUM 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