

MMRF IMPACT REPORT 2024

Multiple Myeloma Community Summit
Atlanta, GA
April 5, 2024



Impact By Numbers



The Multiple Myeloma Research Foundation (MMRF) and Acclinate's NOWINCLUDED community joined forces to host a transformative day dedicated to enlightenment, empowerment, and community for individuals affected by multiple myeloma, a rare cancer that disproportionately impacts Black individuals.

A transformative experience that boosted confidence and inspired action.

28%

Of people came in feeling some level of confidence in recognizing MM.

~99%

Left feeling some level of confidence, with 43% feeling very/quite confident.

86%

Felt inspired by this event to take actions towards their health.

Nearly 100% of attendees would recommend a similar event.

Connections to multiple myeloma and clinical research varied.

29.6% agreed or strongly agreed with being familiar with MM

37.1% were "not familiar" or "not really familiar" with clinical trial research

21.6% of attendees were family/friend of a living patient

32.7% found it very easy to find healthcare information relevant to their personal health

202

Total event registrations

91%

Identified as Black or African American

23%

Were willing to participate in clinical research

SO WHAT'S NEXT?

Attendees seek continued engagement.

79%

wanted us to keep in touch and share updates from NOWINCLUDED & MMRF

78%

are likely or very likely to participate in focus groups related to MM within the black community

66%

interested in attending future MMRF sponsored programs

Hear What the Community Has To Say...

“

If only every weekend could be like this one....The #MMRF Community Summit in partnership with NOWINCLUDED was a complete SUCCESS. THANK YOU Huyen for inviting me to participate in bringing visibility and awareness to this blood cancer that impacts the black community at disproportionate levels. I'm always available and welcome the chance to do MORE. The audience was engaged and asked amazing questions!"



-Tamara, Multiple Myeloma Thriver

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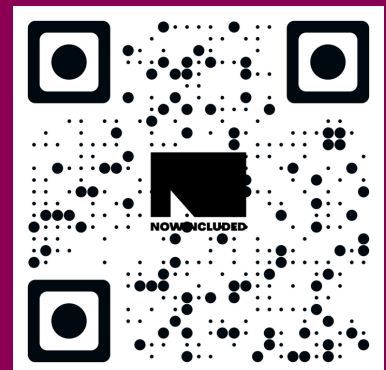
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"I had never known anyone healthy with this condition before today... now I know I'm not alone fighting this..."

- Alicia, Multiple Myeloma Thriver

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WATCH THE EVENT RECAP



Scan to view video

THANK YOU

to everyone involved

Our Partners

Multiple Myeloma Research Foundation
The Lou Walker Senior Center

Our Speakers

Dr. Ajay Nooka, Lloyd Williams, Jr., Tamara Mobley,
Dr. Hope Buchanan-Fields, Danielle Roberts,
Dr. Patricia Marsh, Quincy Washington, LaTrenda Washington,
Ola Banjo, Huyen Nguyen, DaShaun “Guru of Abs” Johnson,
Margaret (Guru of Abs Instructor), Anne Quinn Young

Our Community Partners

Urban League of Greater Atlanta, Alexander Dionne No. 9,
Village Medical, Sanofi, Pivotal Research Now, Gentiva Hospice,
Ezra’s Emerald’s, Tara Houston Realty, Lou Walker Senior
Center volunteers, Clark Atlanta University students and
NOWINCLUDED Ambassadors

For additional resources and event gallery, visit
nowincluded.com/mmrf-live.