



2025 | Mid-Year

IMPACT REPORT

 **NOW INCLUDED**
POWERED BY ACCLIMATE

Your Health. Your Story. *Your Power.*

How You're Inspiring a Healthier Future in Your Community.

At NOWINCLUDED, we believe in **healthcare for people like us**. We're breaking the silence in healthcare by offering underrepresented communities a space for our voices to be heard, and then, most importantly, acted upon. This mid-year, we want to show you how your stories, your insights, and your trust have empowered us to move healthcare in the right direction.

You spoke. We listened.
Here's what changed...

What We Heard From

You

Our community is at the heart of everything we do. Through your participation in surveys, quizzes, events, focus groups, and sharing powerful stories, we've gained invaluable insights into the unique needs and challenges faced by our communities.



PRIORITIZING HEALTH ISSUES

UNPACKING HEALTHCARE TRUST

BARRIERS TO CLINICAL RESEARCH

**RAISING AWARENESS FOR
OVERLOOKED CONDITIONS**

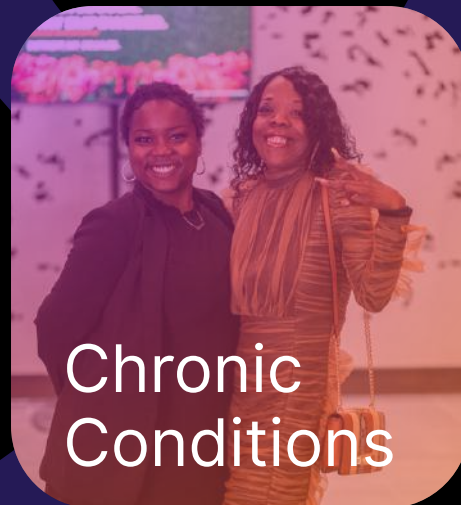
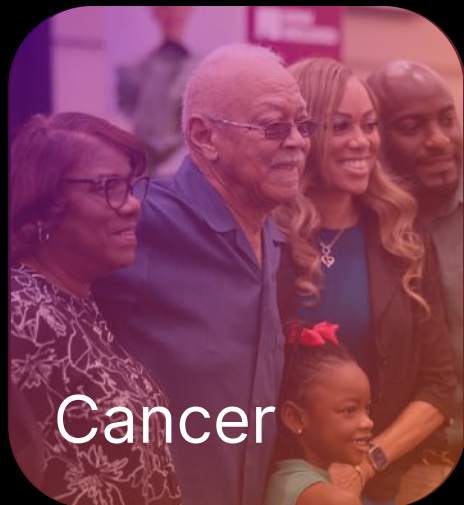
Prioritizing Health Issues

When you join one of our health circles, you send a clear message to healthcare companies. Here's what conditions matter most to you and where resources are truly needed:



Hair & Skin Conditions
were your top health topics of interest.

The circles you engaged with the most:



Unpacking Healthcare Trust

Your candid feedback at community events revealed your top 3 barriers to equitable healthcare:

Finding the right doctor or healthcare team

34%

Feeling unheard or symptoms dismissed by my doctor

19%

Insurance issues

16%

Barriers⁺ to Clinical Research

Our "**Voices of Community**" campaign, in partnership with Labcorp, surveyed **over 1,000** of you in Philadelphia and found:



Over 50% of you had never been invited to participate in clinical research, despite expressing interest.

31% of you cited transportation issues as the main barrier to clinical research participation.



30% of you don't trust clinical studies and are discouraged after previously being disqualified.



Raising Awareness for Overlooked Conditions

Your participation in our online quizzes and pre-event surveys also shed light on conditions often undiagnosed or misunderstood in our communities:

77% of you didn't know how to spot symptoms of **myasthenia gravis (MG)**, a condition that disproportionately affects our communities.

85% of you didn't know what **multiple myeloma** is, despite the condition affecting underserved communities the most.

You also voiced continued concerns about **vaccines**, **the bird flu**, and **clinical research**, emphasizing the need for **trustworthy and reliable information**.

How We're *Acting* On It

Your insights aren't just data points; they're calls to action. We've been busy translating your feedback into tangible initiatives that directly address your concerns and create meaningful change.



**CONNECTING YOU WITH
RESOURCES AND RESEARCH**

**EMPOWERING HEALTHCARE
PROVIDERS**

**INCREASING AWARENESS AND
EDUCATION**



Connecting You

with Resources and Research

We engaged over

61K
community
members



with health resource hubs
and articles tailored to
your specific interests.

We
presented

15
clinical research
opportunities to
you

through
partnerships with
pharmaceutical
companies,
resulting in

244
pre-screener
completions for 8
different health
conditions!

Over 45 community
health events held in

12 metro
areas



Empowering Healthcare Workers

**We recognized your frustrations over
feeling unheard.**

To address this, we created **5 material repositories** for
healthcare providers and clinical research sites in your
neighborhood, educating doctors and their staff on how
to communicate **more effectively** and **empathetically**
with our community.



Increasing Awareness & Education

In response to your feedback on **myasthenia gravis (MG)**, we partnered with a pharmaceutical company to raise awareness of the condition through a **Brunch & Learn** series across Michigan.

This initiative:

Brought over

181

of you to attend



Increased your confidence in spotting MG symptoms by

43.5%



Increased awareness of MG clinical research by

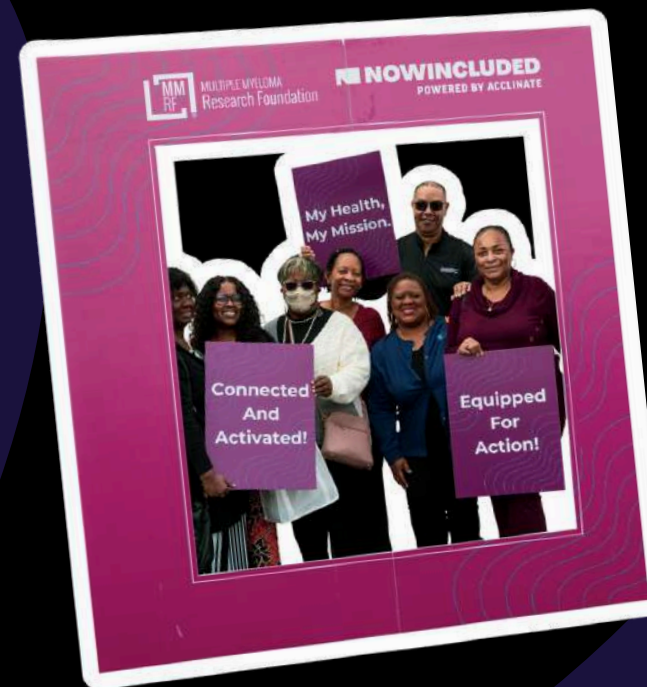
35.3%



To combat the lack of awareness around **multiple myeloma**, we partnered with a non-profit organization to host one of **four** Community Connects thus far, which:

Significantly increased your confidence in spotting multiple myeloma symptoms by

132.7%

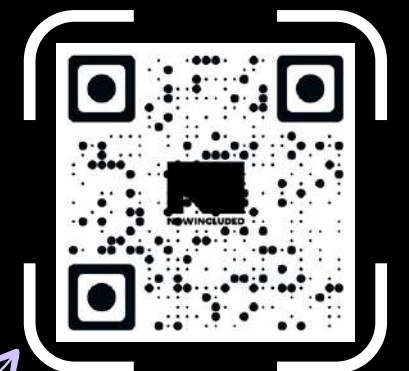


Increased awareness of multiple myeloma clinical research by

59.2%

We also created a hub featuring **vaccine and flu resources**, which educated **over 200** of you in 2025.

Check out the vaccine and flu resource hub:



Our Community *Health Impact* So Far

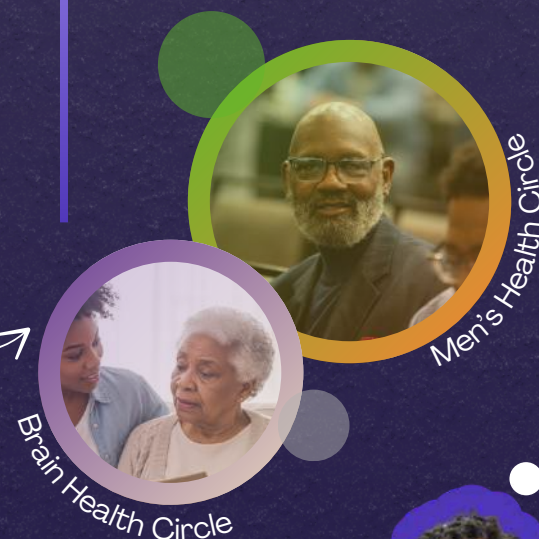
43,822

of you joined our NOWINCLUDED community, bringing us closer to our goal of **1 million members!**

Your voices prompted us to create **2 new health circles** and **8 new subcircles**, fostering more connections and shared experiences.

This year so far we've invested over
\$220K

to support your participation in our health education initiatives, giveaways, and events.



6,494

of you found circles, stories, and connections within our platform.

31,585

of you visited a pre-screener page after being presented with a clinical research opportunity from us.

Your collective power is creating a ripple effect, and the numbers speak for themselves...



We interacted with

5,786

of you at a community events, where you expressed you loved it, and would recommend it to a friend.

Thanks to your engagement within our platform, **48 new partners and ambassadors** have joined us in this vital mission to make healthcare more accessible to you.



Your Health. Your Story. *Your Power.*

Your involvement with **NOWINCLUDED** is building a healthier future for all underrepresented communities. Every story shared, every circle joined, every person met – ***that's legacy***, and we are building our better futures together.

Keep shaping healthcare decisions!

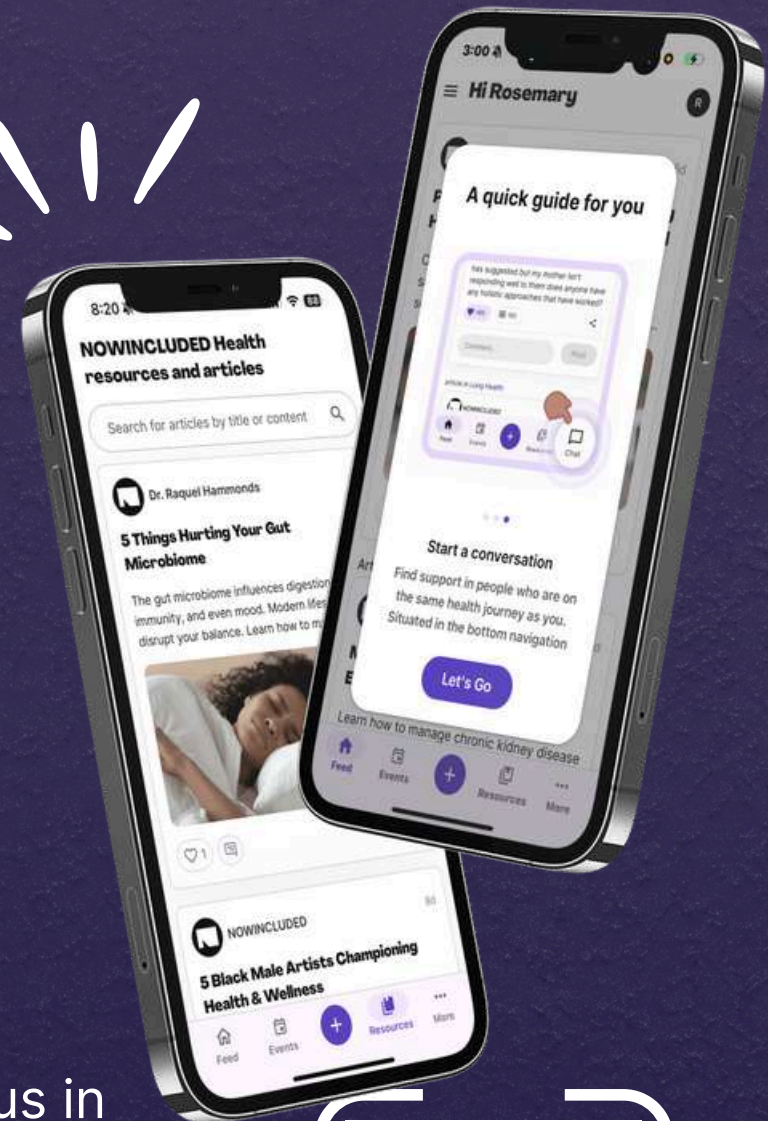
Join our **NOWINCLUDED** community of over **160K members** today.

Visit Us at nowincluded.com!

Your Community, Now in Your Pocket!

You asked for easier ways to connect. We launched **our new NOWINCLUDED app**!

Come build community with us in a safe, secure platform where your whole family can ask questions, share experiences, and find culturally relevant materials, making even tough health conversations a little easier.



**Scan to download
the app!**



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