

BUILT ON OUR **TRUST**,  
BACKED BY **SCIENCE**,  
*Driven by You.*

**2025**

Annual Impact Report

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# A LETTER FROM LEADERSHIP



# TO OUR COMMUNITY, VALUED PARTNERS, AND INVESTORS,

Five years ago, we began a commitment rooted in a powerful truth: when research doesn't include us, health disparities grow. These inequities can only be fixed with the full participation and trust of our communities. The year 2025 has proven that we need to continue to grow our model, especially in an environment marked by challenges to equity.

In a year shaped by escalating attacks on diversity, equity, and inclusion (DEI), our mission has never been more vital. As we often say, "No one is coming to save us." This reality mandates that we, as partners, double down on what matters most: ensuring every person has an equal opportunity to take actions for their health, including participating in clinical research.

The voices of our nearly 200,000 community members highlight that leaning into inclusive, representative research, for example, is not a moral imperative; it is better for science, protects research timelines, and is essential for the future of health.

With the support of our partners and this community, we transitioned from establishing our presence to driving measurable action at scale. We proved that when we combine trust, authentic communication, and integrity, we accelerate positive health outcomes.

Thank you for being the foundation of this movement. Our work is not done, but with your continued partnership, we are building the future of an equitable infrastructure where everyone's voices are heard and our experiences seen, in research and healthcare.

The best way to predict the future is to create it.

Sincerely,

A handwritten signature in white ink that reads "Del & Tiffany". The signature is fluid and cursive, with the ampersand being a simple cross.

DEL SMITH & TIFFANY WHITLOW, CO-FOUNDERS



# OUR COMMUNITY FIRST APPROACH



# Why This Community Exists and **Why It Works**

NOWINCLUDED exists because too many of us were asked to trust systems that were never truly created for us.

Healthcare wasn't built with our lived experiences, our questions, or our realities in mind. So we built something different: a community where trust is earned through action, not words, and where your voice isn't an afterthought; it's the starting point.

This year, as outside forces questioned the value of equity and inclusion, our community did what it has always done: kept moving forward, together. You showed up. You shared your stories. You asked hard questions. You took steps toward better health, not just for yourself, but for those you love and everyone coming after you.

This report reflects that shared momentum. It's organized around five focus areas that capture how your participation turns connection into action, and how those actions lead to better health outcomes, stronger trust, and science that reflects real people.

**This is what happens when community leads.**



# How We Measure What We're Building, Together

We don't measure success *about* our community. **We measure it *with* our community.**

Five years in, our "Top 5" framework helps us understand where your engagement created the most meaningful change and where it opened doors that were previously closed. It looks at impact across five areas:



## ACTION

What real steps did you take toward better health because you were part of this community?



## PROBLEM-SOLVING

Which barriers, including access, information, and trust, did we uncover together?



## NARRATIVE

Which shared stories moved people to listen, care, and act?



## LEADERSHIP & VOICE

How did community leaders and members use their platforms to amplify voices that are too often overlooked?



## TRUST & INTEGRITY

How did we show up consistently, transparently, and respectfully, to earn trust that lasts?

Together, these measures tell a fuller story. Not just numbers on a page, but proof that when communities are trusted and supported, they lead change.





# TOP ACTIONS

TAKEN BY COMMUNITY

# Converting Trust Into Measurable Health Outcomes

Our mission is realized only when trust translates into action. In 2025, we intentionally prioritized measuring the highest-value actions that reflect agency, engagement, and readiness to participate in systems that have historically excluded us.

The volume and consistency of these top actions demonstrate the strength of our trust-based engagement model and its ability to convert awareness into measurable health outcomes.

## CLINICAL RESEARCH PRE-SCREENER COMPLETIONS

### HEALTH RESOURCES CONSUMED

### IN-APP ACTIONS TAKEN

### HEALTH CIRCLE PARTICIPATION

### EVENT PARTICIPATION

## CLINICAL RESEARCH PRE-SCREENER COMPLETIONS

This remains our most critical indicator of community trust and activation.

Through an accessible, non-intimidating pre-screening experience, you submitted **973 clinical study pre-screeners** in 2025 for **over 18 different health conditions**. Each submission represents an informed decision to engage with research, directly contributing to more inclusive science and data that validates our community's needs.



# 973

prescreeners over

# 18

different therapeutic areas.

## CLINICAL RESEARCH PRE-SCREENER COMPLETIONS

This remains our most critical indicator of community trust and activation.

In parallel, these submissions generated meaningful insights into community perceptions of clinical research participation:



64%

of you were never asked to participate in a clinical study.



40%

of you said you'd be willing to participate in a clinical study, if you were offered the opportunity.



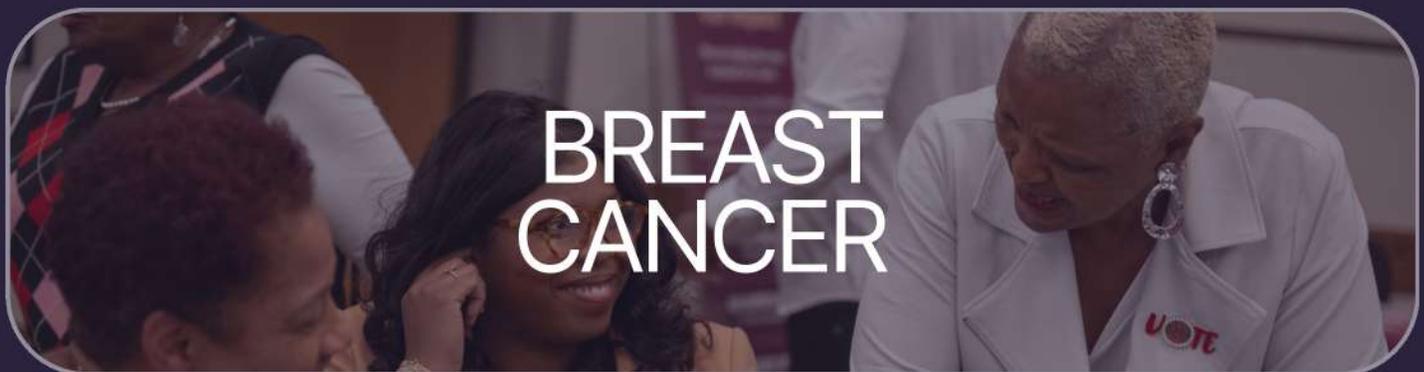
48%

of you would be willing to travel up to **25 minutes** for proper healthcare.

# CLINICAL RESEARCH PRE- SCREENER COMPLETIONS

This remains our most critical indicator of community trust and activation.

YOU ARE MOST INTERESTED IN STUDIES FOR...



These insights continue to inform how research can be designed to earn participation, not demand it.

## HEALTH RESOURCES CONSUMED |

# 251,670

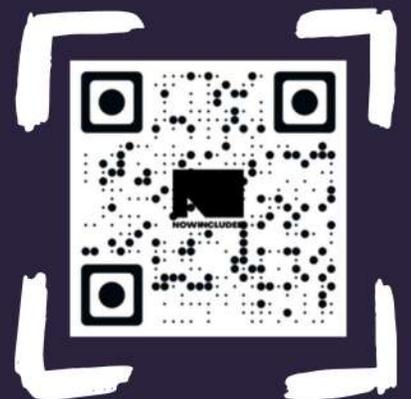
of you accessed **unique educational resources** across NOWINCLUDED health circles, including articles, toolkits, and condition-specific guides.

This sustained engagement confirms that our content is not only relevant and culturally responsive, but trusted enough to support informed health decision-making.

## TOP ARTICLES INCLUDED:

- 5 Apple Watch Alternatives to Consider
- Is Popcorn Causing Your Gut Issues?
- Low Sodium Burger King Swaps You Didn't Know Existed
- Cholesterol-Friendly Taco Bell Hacks for Better Heart Health
- Your Head Feels Like It's Underwater? This Could Be The Surprising Cause

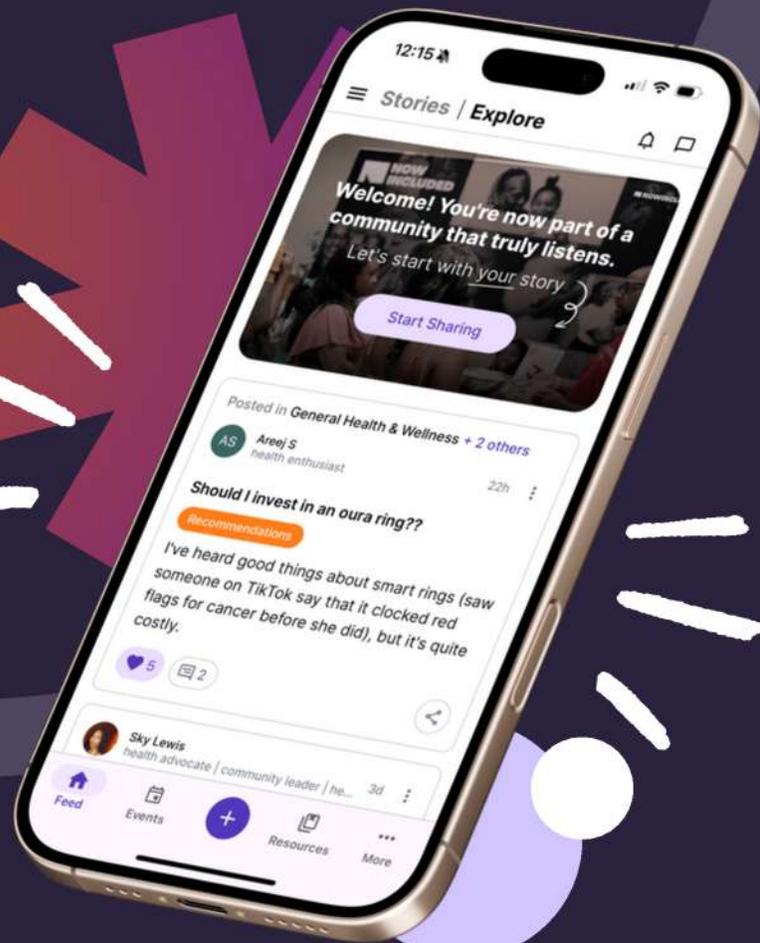
Check it out!



## IN-APP ACTIONS TAKEN

In 2025, we debuted our NOWINCLUDED app. We saw an increase of **56% over 3 months** after our soft launch. **4326** high-intent actions were taken by you within the app, including sharing your story, creating discussion posts, participating in wellness challenges, completing quizzes, and engaging with your community of peers. These behaviors reinforce the platform's role in supporting continuous health engagement and building healthier communities.

NOWINCLUDED continues to function as an active engagement platform, meeting you where you trust us to be.



# 56%

increase in users.

# 4326

high-intent in-app actions taken.



# HEALTH CIRCLE PARTICIPATION

Growth across condition-specific health circles reflects your demand for peer connection and shared learning.

In 2025, **6,000**

of you joined health circles, with the highest participation across:



Cancer Support & Awareness



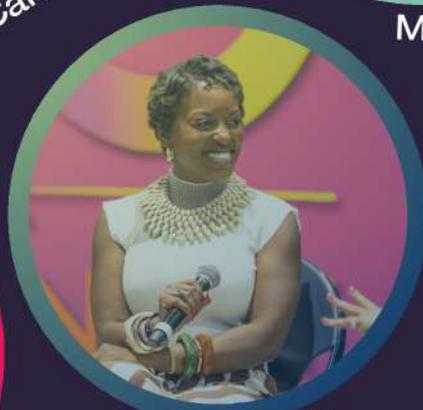
Mental Health



Heart Health



Hair & Skin Health



Gut Health

These spaces continue to strengthen peer-to-peer support while reducing isolation at every step of the health journey.

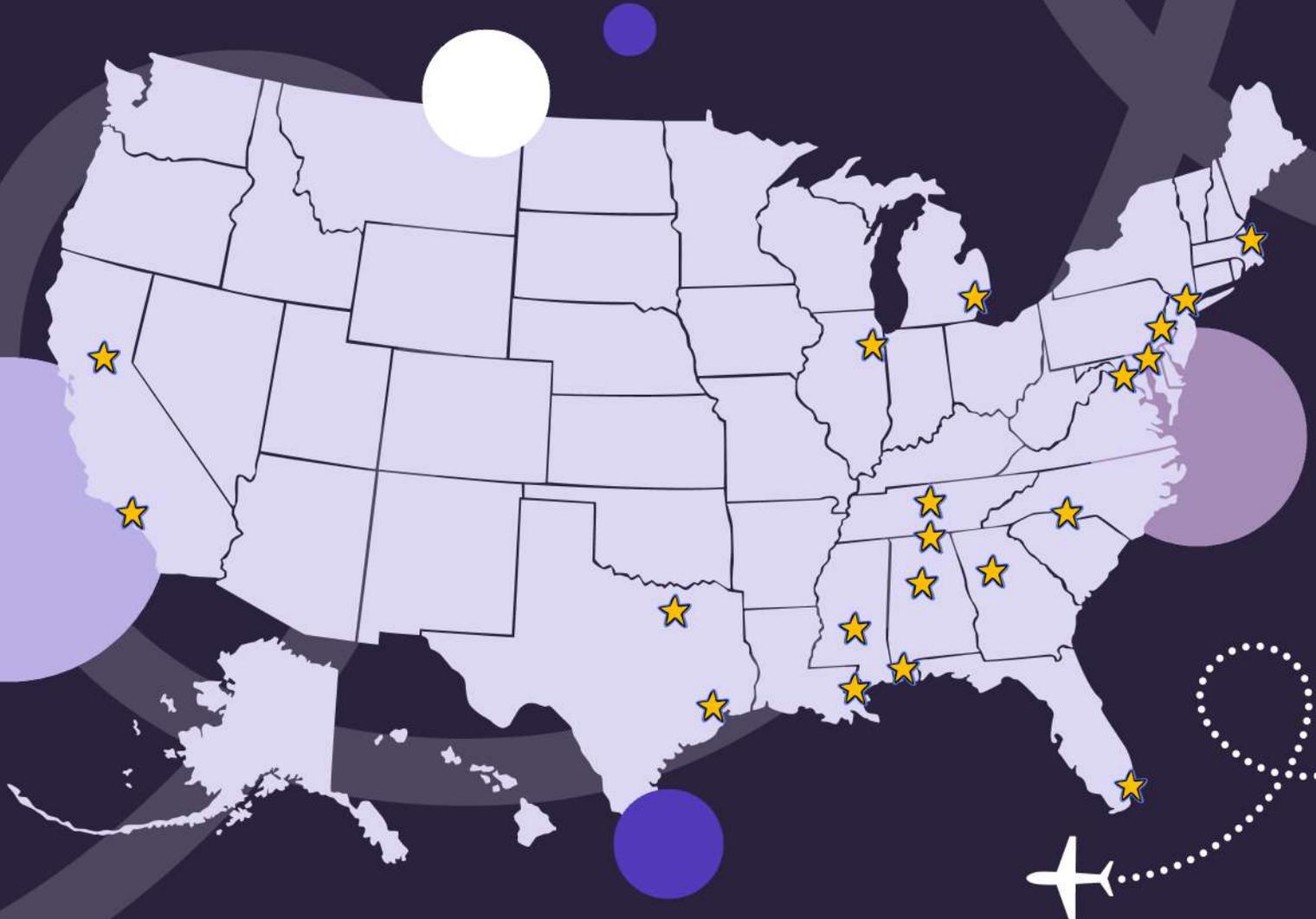
# EVENT PARTICIPATION



You attended

**91** events across **19**

metro areas in 2025.



# EVENT PARTICIPATION

Strong participation across both digital and in-person formats reinforces the value of trusted, community-centered education delivered in environments designed for engagement and dialogue.

We engaged with

# 10,197

of you throughout the year with more than

# 3,886

of you sharing your insights via surveys and video stories.



Continue the conversation in your circle!



# EVENT HIGHLIGHTS

Reinforcing **Digital Trust** Through **Real-World Connection**



**NOW INCLUDED's** digital engagement is intentionally reinforced through in-person education, dialogue, and feedback loops. In 2025, our event strategy, executed in collaboration with trusted partners, prioritized relevance, cultural safety, and meaningful learning.

# EssenceFest & Black Women's Expo



These high-visibility activations enabled the collection of **1,113 community surveys**, providing real-time insights that directly informed content development and programming priorities throughout the year.

These moments also strengthened **NOWINCLUDED's** presence at key cultural intersections where trust is already established.



# MG Brunch & Learn Series

Hosted across seven cities, this focused educational series raised awareness of myasthenia gravis (MG), a condition that remains under- and mis-diagnosed within our community.

With **387** attendees across four states, outcomes included:

**212.8%** increase in confidence recognizing MG symptoms.

**80.7%** of attendees reporting intent to take specific health actions following the event.

“This event was beautiful. So many people came up to me and were so appreciative of the information. Everything was just so amazing. Thank you so much for the beautiful event.”

**- Betty S., Houston  
Brunch & Learn Host**

# MMRF Community Connect Series

With **464** attendees, this series expanded rare disease education into four new metro areas, connecting community members with multiple myeloma specialists and resources.



**71.3%** increase in confidence recognizing multiple myeloma symptoms

**87.8%** of attendees reporting intent to take specific health actions following the event

**35.1%** increase in willingness to participate in a clinical study

"These events are great to hear from the doctors, to hear from professionals, and to hear from patients. You get both perspectives. So I'm really appreciative of any events like this."

**- Marva, MMRF Charlotte Community Connect Attendee**



Watch the highlights from our last MMRF Community Connect



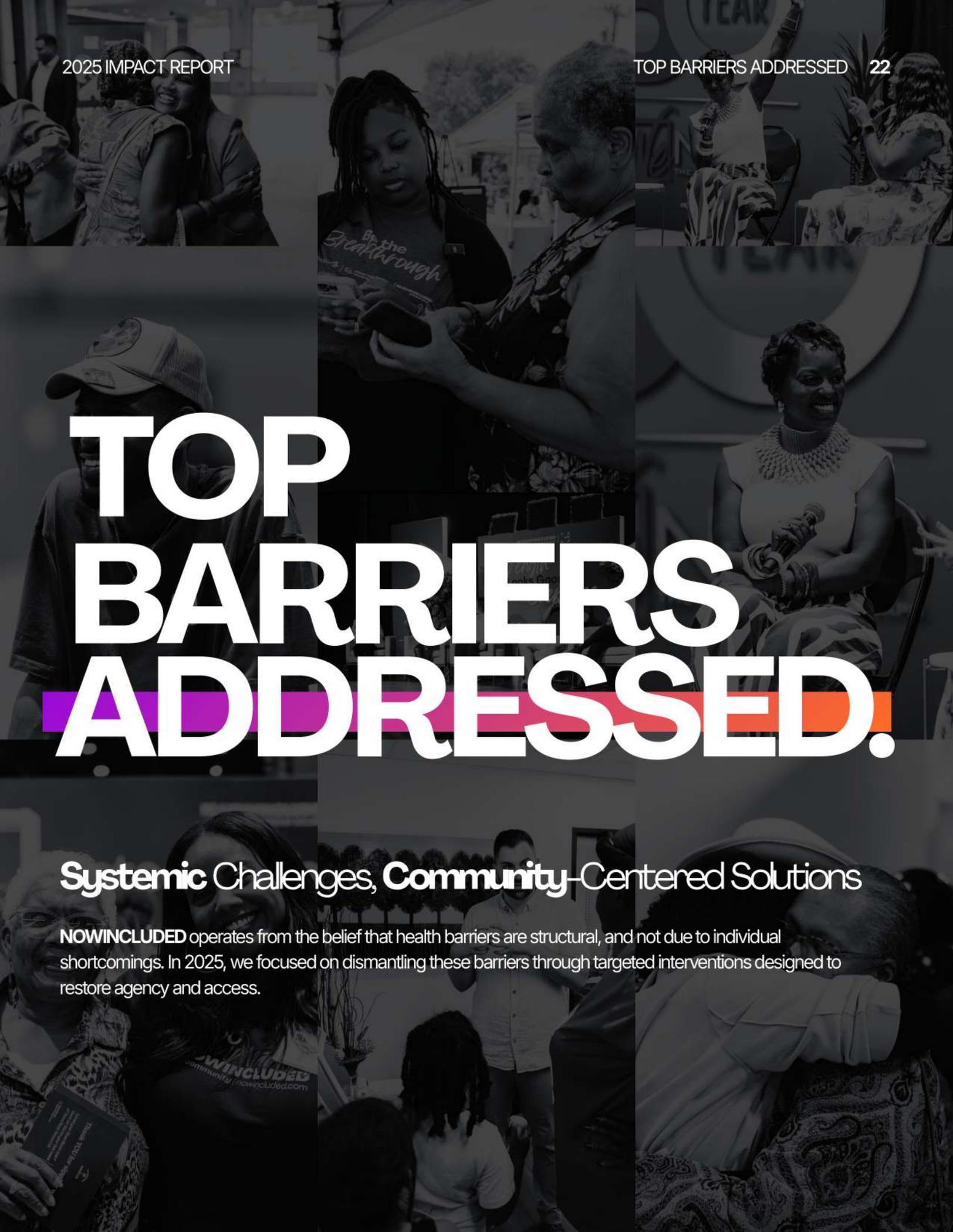
# SKY Brushes & Breakthroughs

Over **195** attendees signed up to receive clinical research opportunities from our partner research site, validating the community's need for accessible self-care and stress-management resources before committing to a clinical study.



These multi-city experiences with over **206 attendees** across Atlanta, GA and Jackson, MS, integrated creative expression with clinical research education, validating the community's need for accessible self-care and stress-management resources.





# TOP BARRIERS ADDRESSED.

## Systemic Challenges, Community-Centered Solutions

**NOWINCLUDED** operates from the belief that health barriers are structural, and not due to individual shortcomings. In 2025, we focused on dismantling these barriers through targeted interventions designed to restore agency and access.

# Insurance and Financial Barriers

# 28.7%

of you identified cost or insurance limitations as a primary barrier to care.



## To address this, we:

- **Integrated GoFundMe** fundraising directly into the NOWINCLUDED platform
- Distributed **\$210,830 in targeted financial relief** through community giveaways, educational events, and partnerships

# Access to Trusted Care Teams

## To address this, we:

- Released **67 educational short-form videos** featuring trusted professionals and educators, reaching **625,559** accounts and supporting informed patient-provider communication.

# 32%

of you reported difficulty finding providers aligned with your needs.



# Feeling Unheard or Dismissed

# 21.1%

of you reported feeling dismissed within clinical settings.



## To address this, we:

- Enhanced our platform so your voice could be heard, resulting in **120 narratives amplified** across our health circles, creating validation, reducing isolation, and reinforcing shared experience.

# STORIES THAT CATALYZED ACTION

## Narrative as Infrastructure for Trust.

The power of **NOWINCLUDED** resides in the stories shared between us. These narratives are not just content; they are lifelines, translating complex health struggles into relatable moments of courage and inspiration.

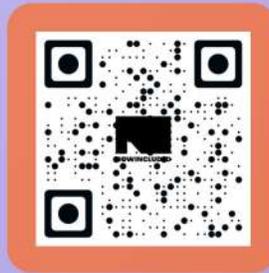
These stories provide the motivation needed for action that clinical data alone cannot achieve. Here are the five most powerful stories of 2025





# Christopher's Heart Attack Story

This raw account of survival and recovery became a beacon for men's heart health advocacy. With **376** people interacting with the content and a watch time of **3 hours and 52 minutes**, this story inspires hope in your heart health circle.



# Victoria's Ulcerative Colitis Story

Her candid chronic condition narrative focused on managing flares and the mental health toll, becoming a pillar of support for the gut health circle while generating **1,079** comments and interactions offering mutual support.





# Britney's

## Hidradenitis Suppurativa Story

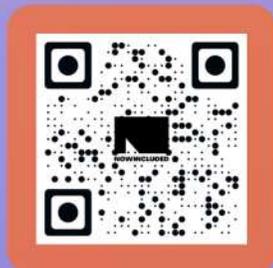
Reaching **811 people**, this deliberate visibility for a rarely discussed but highly impactful condition provided essential validation and resources to thousands of those struggling in silence, affirming that no condition is too marginal for your support.



# Dr. Eddie's

## Prostate Cancer Story

As a trusted healthcare professional, his personal struggle helped dismantle the stigma around men's preventative screening. With a reach of **9,828 accounts** and a watch time of **38 minutes and 25 seconds**, this story continues to engage our cancer circle.



EXPANDING  
ACCESS  
THROUGH  
**THOUGHT  
LEADERSHIP**



**EXECUTIVE  
VOICE**

# UNFILTERED

HOSTED BY TIFFANY WHITLOW

We launched Unfiltered, a podcast hosted by Co-Founder Tiffany Whitlow, to elevate conversations around health ownership, economic mobility, and leadership.

Through interviews with entrepreneurs, advocates, and innovators, the podcast reinforces two central truths:

1. **Our toughest health challenges often spark the best, most needed solutions.**
2. **The solutions we need are already being built by us, for us - they just need the right support to grow.**

*The podcast translated thought leadership into measurable engagement, as it was:*

Shared  
more than

**83%**

of comparable Spotify shows

Rated

**75%**

higher than comparable  
Spotify shows

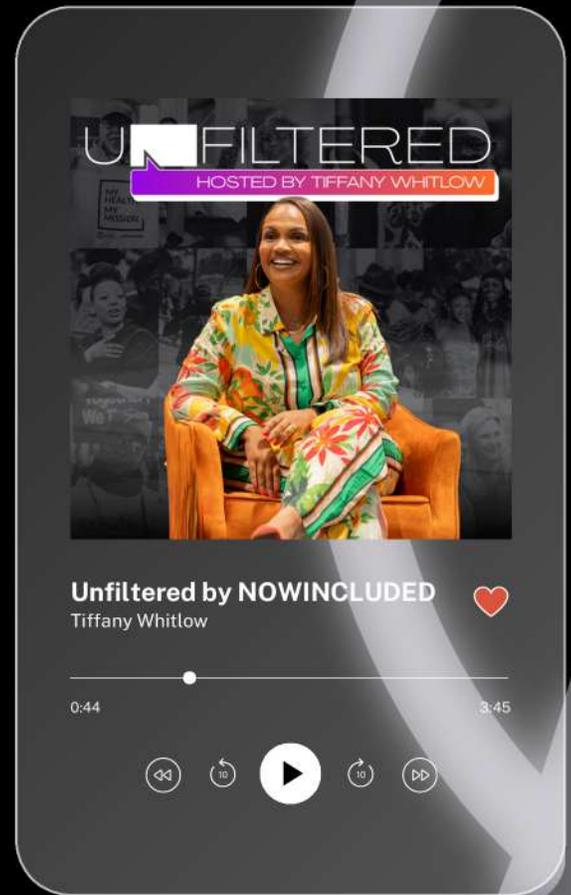
Given more comments than

**89%** of other  
shows

Played by

**25%**

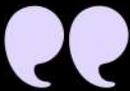
of listeners within 24 hours  
of an episode drop





Now is the time for people to take control of their health, for them to be empowered and motivated to not just go for "standard of care"...because standard of care wasn't really developed for us. This is really about empowering people to be able to say, "actually you hold the keys to your journey, and you're in control."

– TIFFANY WHITLOW



The medical team works for you, and if there's not an alignment on your care, fire them. Interview another doctor. You've got to advocate for yourself because no one is gonna do it for us."

– VICTORIA TYLER



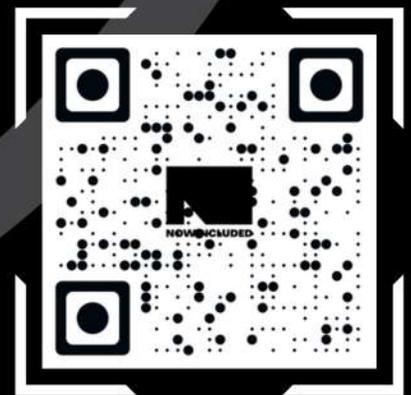
You're going to have to do it scared because there's never going to be a right time, and you're not going to have all the pieces together. You're going to have to figure it out as you go."

– ALMA AUSTIN



You've got to take accountability for your health as well, and you can't depend on the medical, you know, the doctors to do that for you. You want to get to a place where you know what you're putting in."

– MICHELLE BRANTLEY-SMITH



TUNE INTO UNFILTERED!



# INTEGRITY:

## TOUCH + TECH

# HUMAN CONNECTION AS COMPETITIVE ADVANTAGE

While much of the industry shifted focus toward automation, NOWINCLUDED doubled down on its core differentiator: human connection enabled by technology.

Our Touch + Tech model, powered by partnerships across biopharma, advocacy, government, and academia, ensured that research and resources reached communities where trust already exists.

This approach enabled:

● **29** health opportunities for you across **18** therapeutic areas

● Hyper-targeted engagement across the conditions that affect you the most, including **skin conditions, heart conditions, and cancers**

● New alliances with **57** partner organizations, content creators, and ambassadors who are dedicated to supporting you.

“I'm looking forward to expanding our partnership in 2026. With CMO endorsement, I want to deepen engagement across therapeutic areas and underserved communities - and I'm not going anywhere else.”

– PHARMA PARTNER 1

“We've found a good partner in Acclinate. You get what we're trying to do, and it didn't take an act of congress for you to get it.”

– GLOBAL LIFE SCIENCES PARTNER

“Nobody that we're working with is capturing data based on in-person engagement. You all stand out because everyone else is only focused on the digital side.”

– PHARMA PARTNER 2

# FUTURE OUTLOOK

The Path to Empowering  
**1M Community Members**  
to Take Actions for Better Health



We know community-centered engagement, grounded in trust and reinforced through real-world interaction, drives measurable health action.

The challenges of this year reinforced that inclusive research is not optional; it is essential. Equity strengthens science, accelerates participation, and improves outcomes.

Looking ahead, our strategy is clear. We will scale this proven model to accelerate clinical research participation, deepen trust, and empower one million community members to take actions for better health.

WE ARE NOT SIMPLY  
BUILDING A PLATFORM.

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WE ARE BUILDING THE  
INFRASTRUCTURE FOR  
EQUITABLE HEALTH,

*Together.*



**NOW INCLUDED**  
POWERED BY ACCLIMATE