Gout

REAL-WORLD EVIDENCE ACCELERATOR

Kick-off — Input/Analysis — Workshop 2 — Input/Analysis — Workshop 3 — **Input/Analysis** — Workshop 4 — RWE

TREND Community harnesses machine learning and natural language processing techniques to capture the perspective and experiences of people living with rare and chronic conditions. In January 2022, we launched the Gout Real-World Evidence Accelerator to bring together sponsors, thought leaders, and online support groups to turn the gout community's conversations on social media into actionable insights.

> "Living with rare diseases can feel dark and lonely. It's an honor to join TREND Community's efforts bringing light and acceptance."
>
> — Dr. Christopher Parker
> Gout Support Group of America

REVIEWED DATA

RWE PRODUCED

8,771
POSTS
SHARED

111,446
COMMENTS
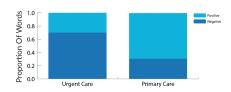ELICITED

NOV 2011 - MAR 2022
DATE RANGE

Facebook Group: **The Gout Support Group of America**
Subreddit: **r/Gout**
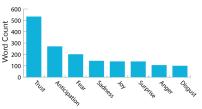
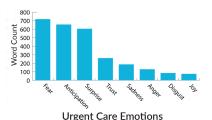**PATIENT MENTAL HEALTH OUTCOMES IN THE MANAGEMENT OF GOUT**

FOCUS SELECTED

MANAGEMENT STRATEGIES

STIGMA

MENTAL HEALTH

PAIN

THEMES EMERGED

REAL-WORLD EVIDENCE

Care Type Distributions
Proportion Of Words — Urgent Care — Primary Care
Legend: Positive / Negative

Primary Care Emotions
Word Count — Trust, Anticipation, Fear, Sadness, Joy, Surprise, Anger, Disgust

Urgent Care Emotions
Word Count — Fear, Anticipation, Surprise, Trust, Sadness, Anger, Disgust, Joy

Digital Strategy & Innovation for Medical Affairs Summit
Expand Patient Advocacy Through Peer-to-Peer Online Support Group Partnerships
Maria Picone, TREND & Josie Cooper, AFPA

Leveraging Social Media to Capture Real-World Patient Insights
Maria Picone, TREND, Dr. Bob Wassman, TREND, Gary Ho, GSGA, Dr. Christopher Parker, GSGA

Abstract Submitted to ACR Convergence 2022
RWE From Social Media Provides Insights Into Patient MH Outcomes in the Management of Gout
TREND, GHLF, Horizon Therapeutics

July 2022

TREND Community · HORIZON · GLOBAL HEALTHY LIVING FOUNDATION · ALLIANCE FOR Gout Awareness · GOUT SUPPORT GROUP of America