Engaging Awardees to Educate Patients

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MRA Awardees & Patient Engagement

- ENews
- Annual Patient Forum
- RARE Melanoma Patient Registry
- Ask the Expert Segments for Melanoma > Exchange online community
MRA Awardees & Patient Engagement

Ask The Expert
June 28 - July 2, 2021
Health-Related Quality of Life and Melanoma

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- Melanoma > Exchange is an online support community for anyone touched by melanoma
- Led by patients & caregivers who’ve been personally touched by melanoma & MRA staff
- Currently has ~4800 members
MRA Awardees & Patient Engagement

Goals

1) Make awardees/researchers accessible to patients

2) Underscore the importance of research

3) Support patients & caregivers

4) Promote the community to non-members
Ask the Expert: Segments

- Offer segments quarterly
- Segments held over 1 week, M-F
- Most sessions get 6-10 questions – usually at most 15 min/day of awardee’s time
- Relatively light staff lift, scheduling can be flexible
  - Create branded images & promote on social media
  - Prep call with speaker
  - Monitor questions
- See 15-25% membership bump during the week of the segment
Future Plans

- Distribute survey to solicit additional feedback about the Ask the Expert segments
- Generalize segment topics to expand interested parties
- Evaluate impact of quick videos
- Expand to every-other-month