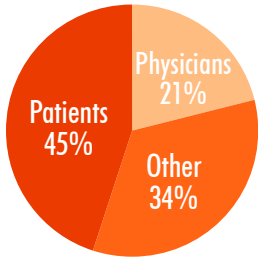


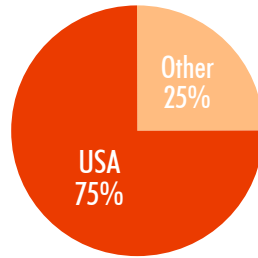
You and IBD™

An Animated Patient's Guide to Inflammatory Bowel Disease
Site Metrics Report • January 1, 2012 - August 8, 2018 • www.YouAndIBD.com

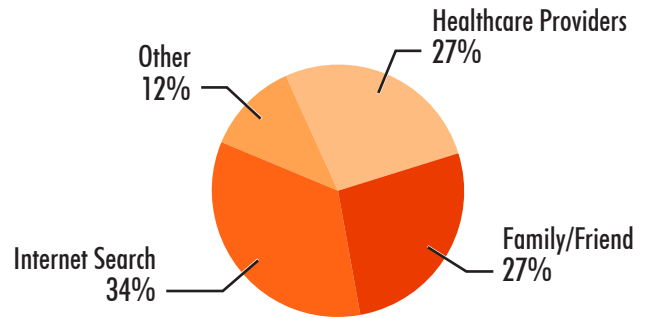
Audience Reach and Demographics



Audience



Geography

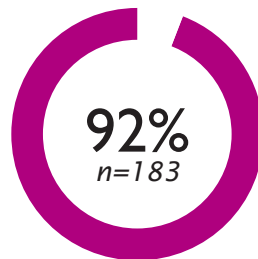


Discovery

Patients Who Learned New Information on IBD



90% learned new general information about IBD

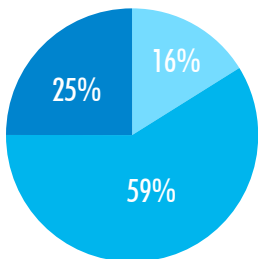


92% learned new treatment option information for IBD

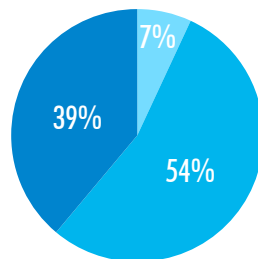
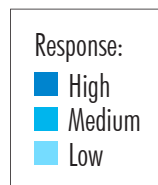


86% learned new surgery option information for IBD

Patient Knowledge Level Pre-/Post-Website Review

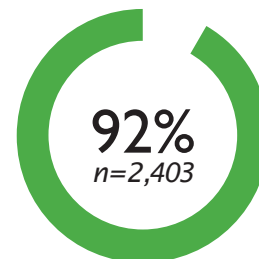


Pre-website
n=264



Post-website
n=217

Patients Who Reported Enhanced Ability to Manage Their IBD



92% report that the information presented will help them better manage their IBD