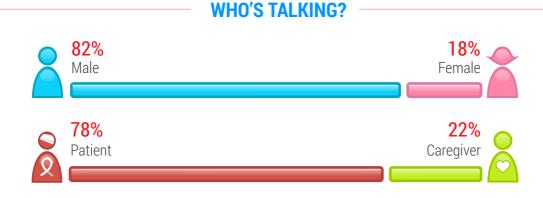
TREATO: UNDERSTANDING THE ONLINE VOICE OF THE PATIENT ABOUT HIV

December 1st marks the 27th annual World AIDS Day. Since the disease was first clinically diagnosed in 1981, more than 36 million people have died of HIV/AIDS globally. Fortunately, there have been significant advances in treatment along with a huge shift in public perceptions and awareness about HIV. A Treato analysis of 1,051,688 patient and caregiver discussions about HIV/AIDS online reveals these insights about the ongoing fight against the disease.





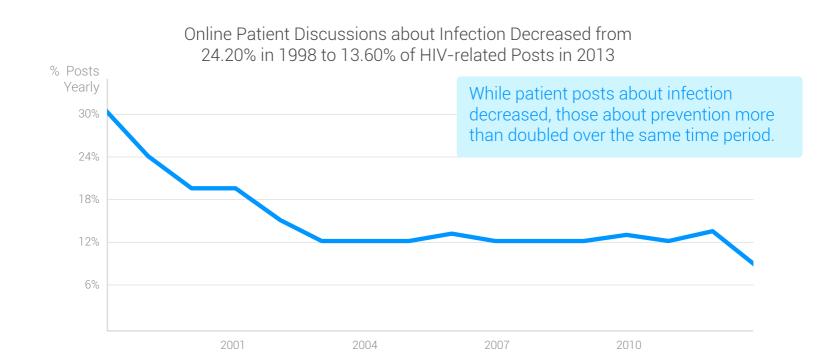
WHAT ARE THEY DISCUSSING?

stopping transmit easier drug cancer start put reason felt system trust issue fact cells marriage called show relationship told unprotected transmitted small read hope 🕏 life Condoms results god feeling stem anal condom e health order = back virus aids DeoD care person test blood give arv course long sexual ake negative guote drugs & obvious_is hiv intection infected sexually including issues husband common diseases matter 'father partner

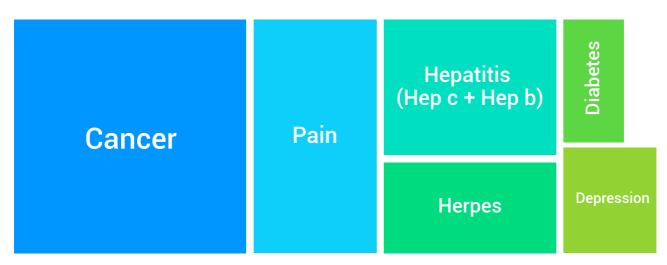
"The worst part of HIV treatment should have to be having to remember to take your meds or figuring out how to pay for it and not how it makes you feel."

"Do you think its **difficult to lose** weight when you are on HIV meds or it makes no difference?"

"Hey everyone how's it going? **Any thoughts on Kaiser?** Are they a good provider for people infected with HIV?"



TOP CONDITIONS DISCUSSED WITH HIV



PEP AND PREP ARE AMONG THE KEY TOPICS BEING DISCUSSED

18,850 HIV-related posts are focused on prevention

fight
hope exposed
pep prophylaxis
stop prep
truvada
negative
prevention

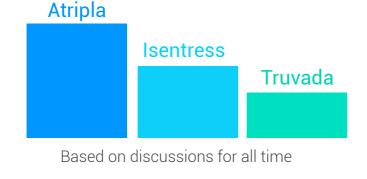
"Every sexually active person on PrEP will be seen by a doctor far many more times than those who do not take the drug"

as many conversations are about

PEP than about PrEP among
HIV-related discussions online

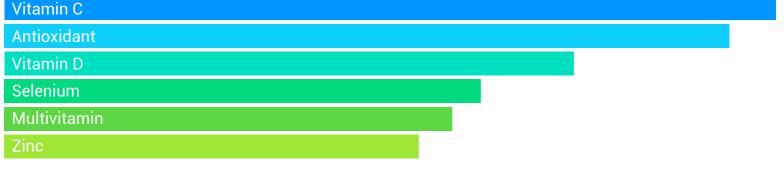
SATISFACTION WITH THERAPY

Of the 30 or so drugs approved to treat people with HIV/AIDS, these are among the ones most widely and most favorably discussed online.



Atripla leads the pack, followed by Isentress and Truvada in an all time analysis of patient posts. However, an analysis of the past year alone shows **Stribald** and **Complera** joining Atripla in 1st place and Truvada moving up to 2nd.

MOST DISCUSSED SUPPLEMENTS Vitamin C



People are discussing their personal experiences with HIV/AIDS and HIV treatment online. These discussions are

THE PATIENT JOURNEY

relatively scaled based on volume.





Treato offers a range of solutions for understanding the voice of the patient online about all brands, treatments and conditions. Please visit corp.treato.com or contact us at info@treato.com to learn more