

TREATO: UNDERSTANDING THE ONLINE VOICE OF THE PATIENT ABOUT HIV

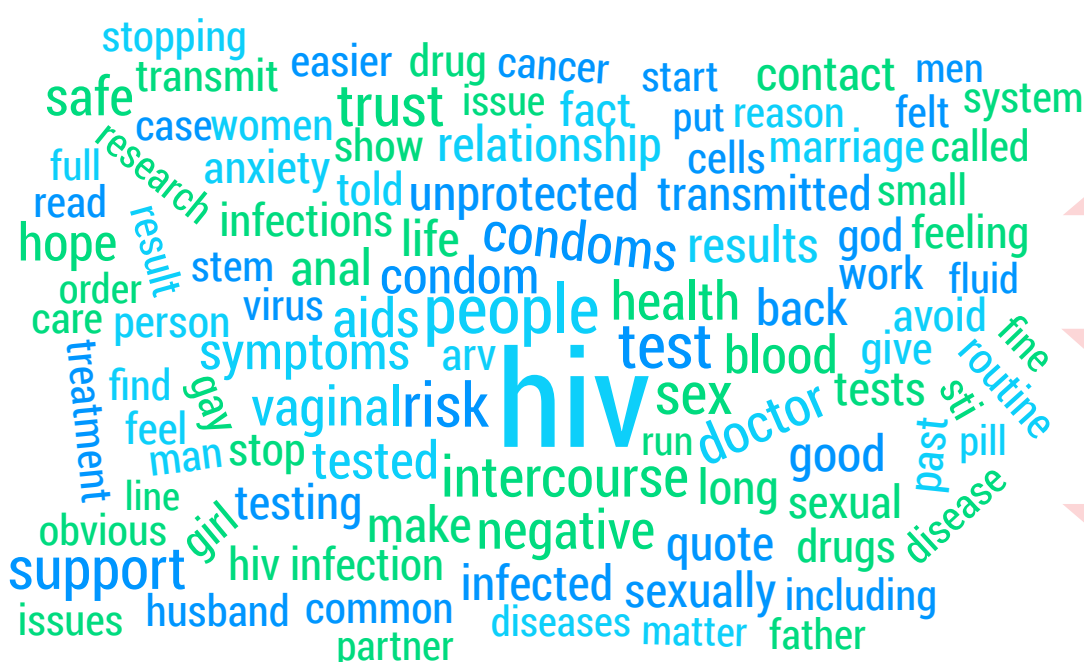
December 1st marks the 27th annual World AIDS Day. Since the disease was first clinically diagnosed in 1981, more than 36 million people have died of HIV/AIDS globally. Fortunately, there have been significant advances in treatment along with a huge shift in public perceptions and awareness about HIV. 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.



WHO'S TALKING?



WHAT ARE THEY DISCUSSING?

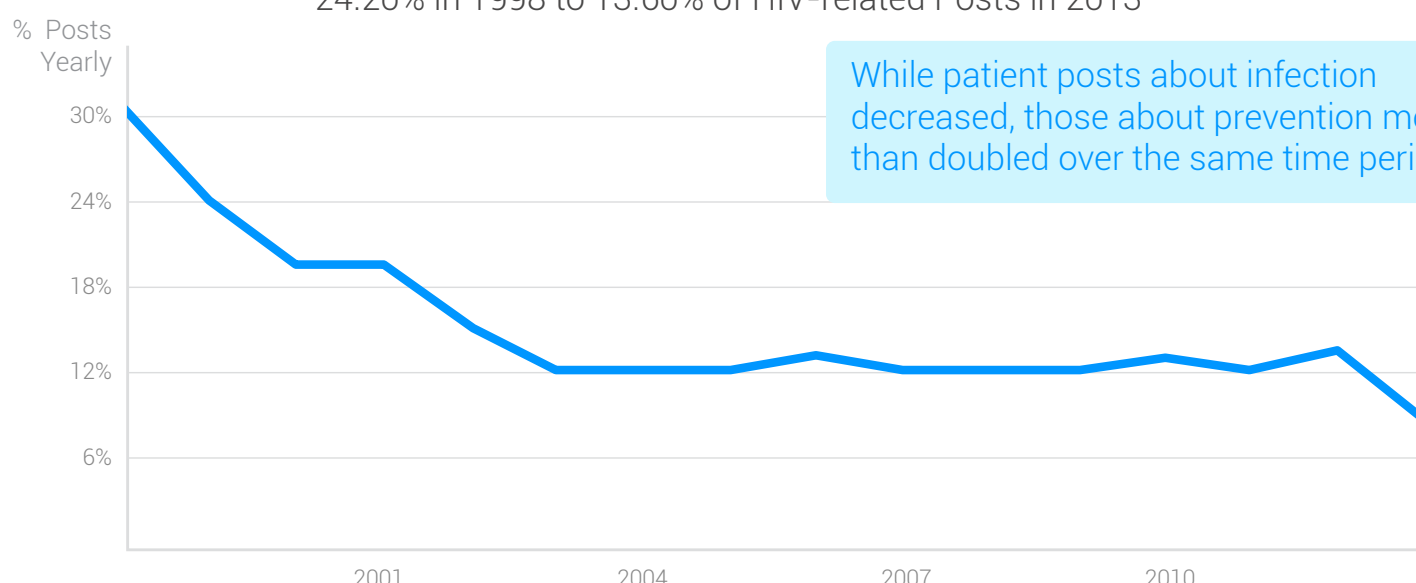


"The worst part of HIV treatment should have to be having to **remember to take your meds** or figuring out **how to pay for it** and not how it makes you feel."

"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?"

Online Patient Discussions about Infection Decreased from 24.20% in 1998 to 13.60% of HIV-related Posts in 2013

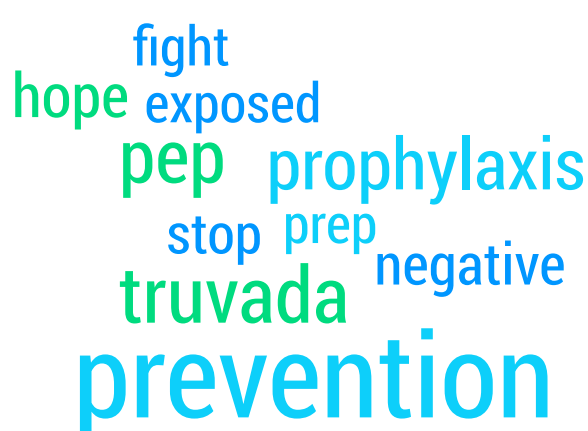


TOP CONDITIONS DISCUSSED WITH HIV



PEP AND PREP ARE AMONG THE KEY TOPICS BEING DISCUSSED

18,850 HIV-related posts are focused on prevention

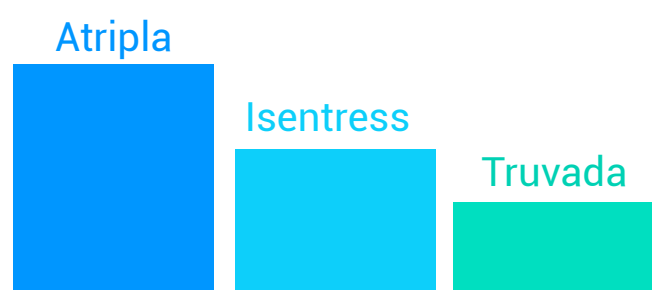


"Every sexually active person on PrEP **will be seen by a doctor far many more times** than those who do not take the drug"

3 times as many conversations are about PEP than about PrEP among HIV-related discussions online

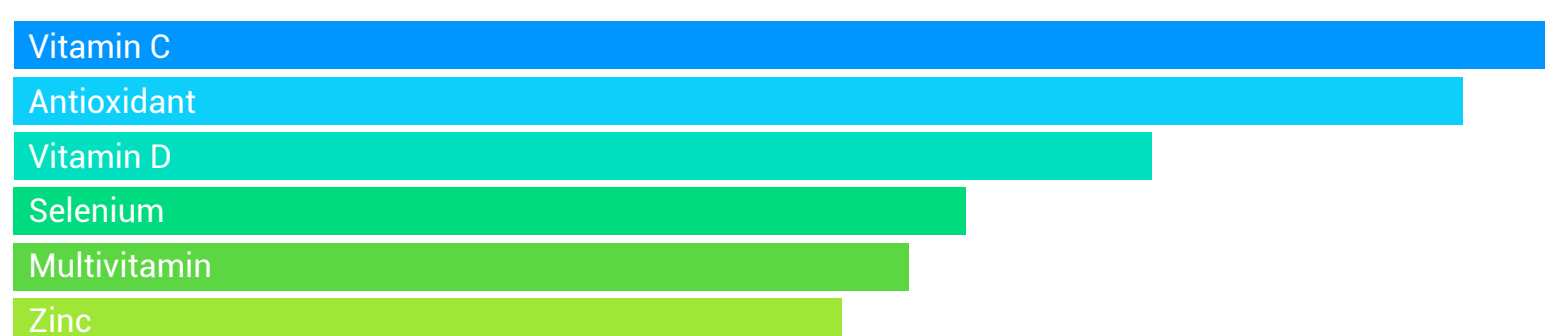
SATISFACTION WITH THERAPY

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



THE PATIENT JOURNEY

People are discussing their personal experiences with HIV/AIDS and HIV treatment online. These discussions are relatively scaled based on volume.

