

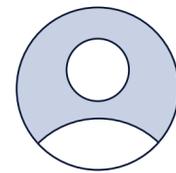
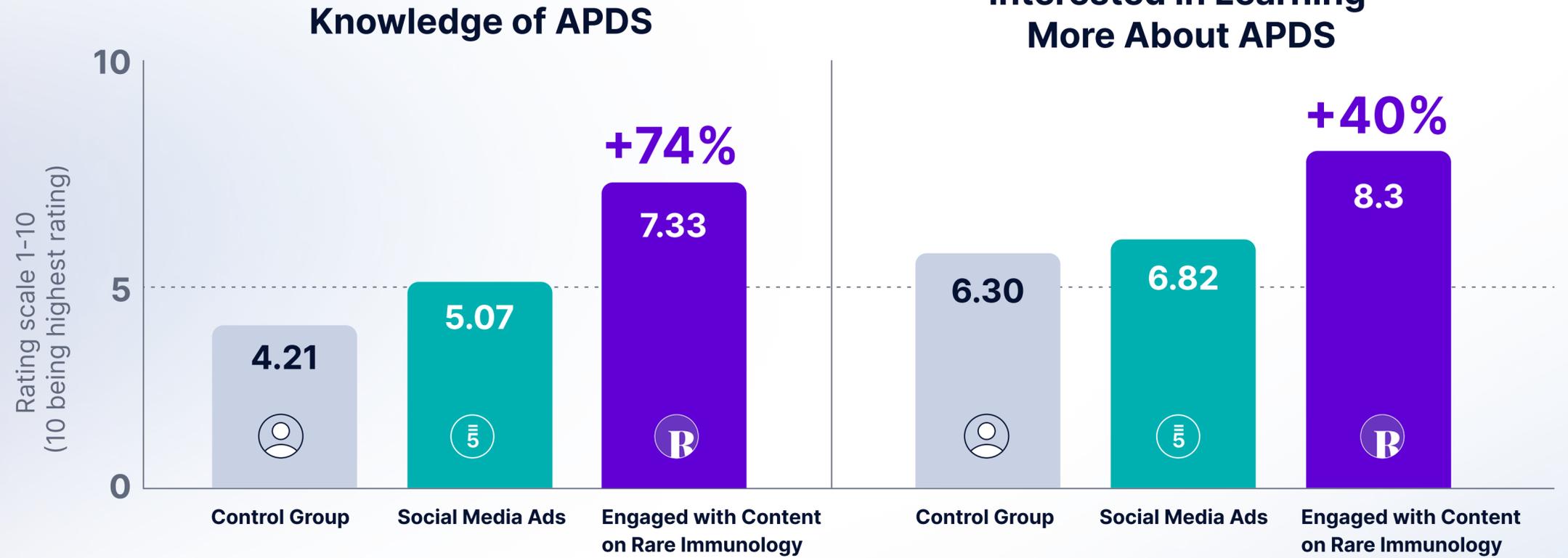
## Primary Research Study

# HCPs that engaged with the Rare Medical Network had significantly higher reported disease knowledge and interest

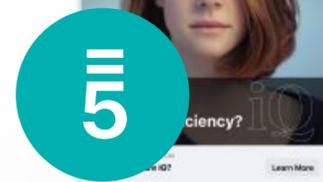
**Background:** APDS is a rare primary immunodeficiency (PI) that was first identified in 2013, so it is not widely known by most healthcare professionals. Rare Medical Network (educational content) and Equals 5 (HCP targeted via social media and beyond) have an integrated content marketing solution to identify and educate HCPs about rare diseases

**Study Objective:** Evaluate the impact of content engagement on the knowledge and interest in learning more about APDS, an ultra-rare disease

**Study Results:** HCPs that engaged with the Rare Medical Network program had a higher reported knowledge of APDS by 74% and interest in learning more about APDS by 40.1% vs. HCPs who did not participate.



**Control Group**  
Immunologists who did not participate in the program



**Exposed to Social Media Ads on APDS**  
Ads were designed to convey critical messages and encourage interaction with the educational content



**Engaged with APDS Content on Rare Immunology Website**  
Rare Medical Network content is designed to engage HCPs and provide them with a base of information about rare diseases that they may encounter in clinical practice

