



2023 CAPABILITIES OVERVIEW

Multi-Platform Educational Programs
Rooted in the Black Community

JOIN THE BLACK HEALTH MATTERS MOVEMENT!



JOIN THE BLACK HEALTH MATTERS MOVEMENT!



Why=Our Purpose

To create a world where Black Americans can achieve the best quality of life possible.

How=The Process

By creating partnerships and providing resources that inspire actions that foster the overall health and well-being of Black Americans.

What=The Result

Provide a digital and experiential wellness platform that connects pharma companies, advocacy organizations, civic organizations, religious groups and historically Black fraternities and sororities that creates a culture of health for Black Americans.





IMPROVE HEALTH LITERACY FOR BETTER OUTCOMES

Mission

Be the leading evidence-based, chronic disease management and wellness resource that creates a culture of health where Black Americans can achieve their best quality of life possible

Purpose

We exist to radically redefine health and wellness for Black Americans by empowering them to demand the best in healthcare utilizing our multi-platform approach.

“When you know better, you do better.”

- Maya Angelou



BHM
BLACK HEALTH
MATTERS.COM

Black Health Matters (BHM)

The nation's largest, award-winning, multi-platform, health promotion and chronic disease management organization created for Black patients and caregivers

Launched in 2012 in support of the founding of the Affordable Care Act, improving access to healthcare for African Americans and all Americans (1 year prior to #BlackLivesMatter)

BHM

S U M M I T S



BHM
BLACK HEALTH
MATTERS.COM

Black Health Matters (BHM)

The nation's largest award-winning multi-platform health promotion and chronic disease management organization created for Black patients and caregivers

Launched in 2012 in support of the founding of the Affordable Care Act in which African Americans and all Americans would have improved access to healthcare. (1 year prior to #BlackLivesMatter)

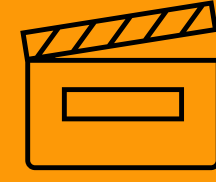
BHM Ecosystem

NEW FOR 2023



Website

More than 2.5K pages speak to chronic conditions and wellness through evidence-based



Audience Extension

Advanced targeting with scale with a CTV/OTT focus. Condition specific targeting on a limited basis.



Content Curation

Build original written and video content about your initiative and share socially



Educational Events

Live, Virtual and Hybrid experience



Newsletters

National, Regional, Local delivered weekly & bi-weekly



Social Media

Facebook, Instagram, and Twitter with 9M+ Reach



Community Engagement

Engaging community partnerships and stakeholders

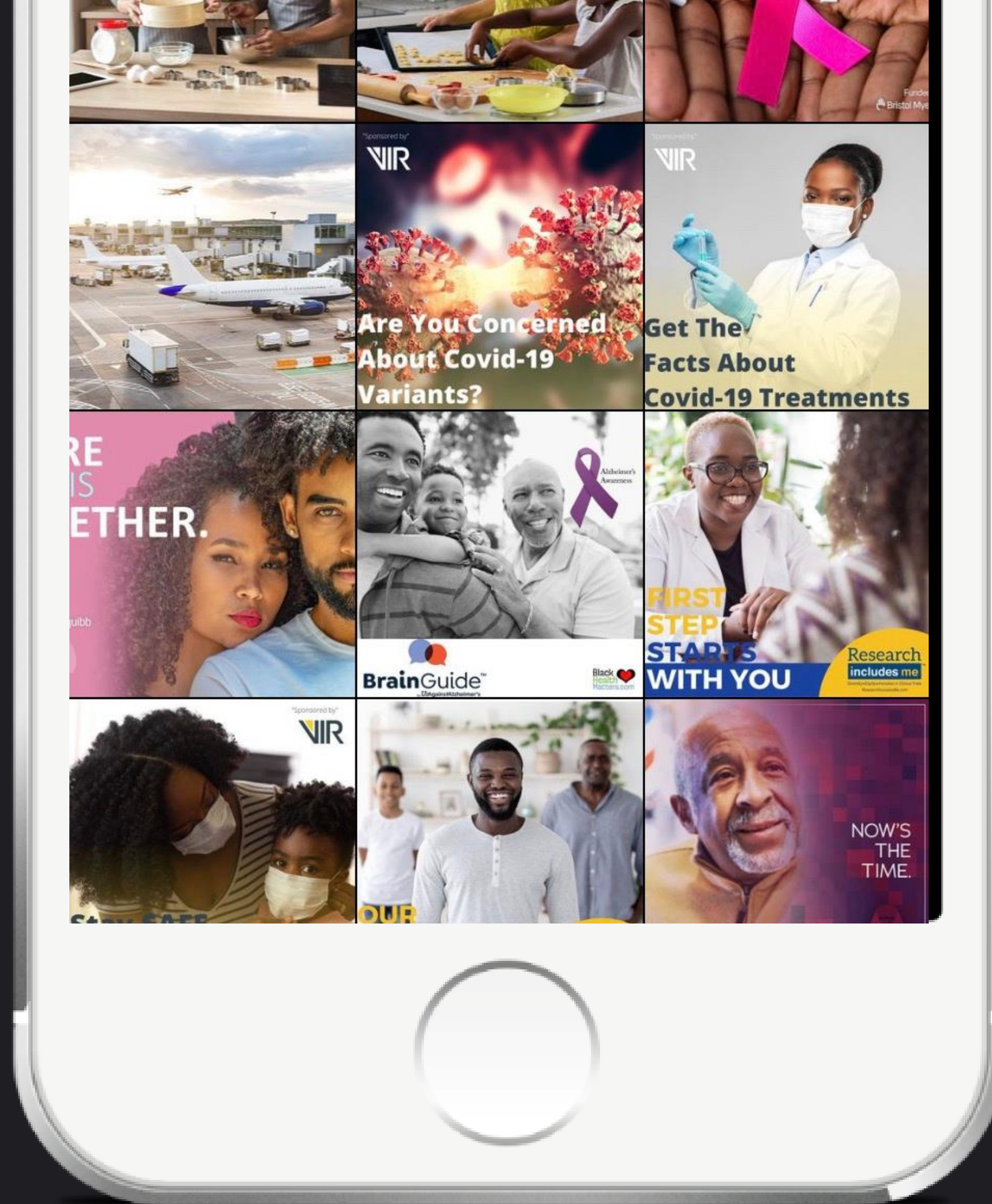
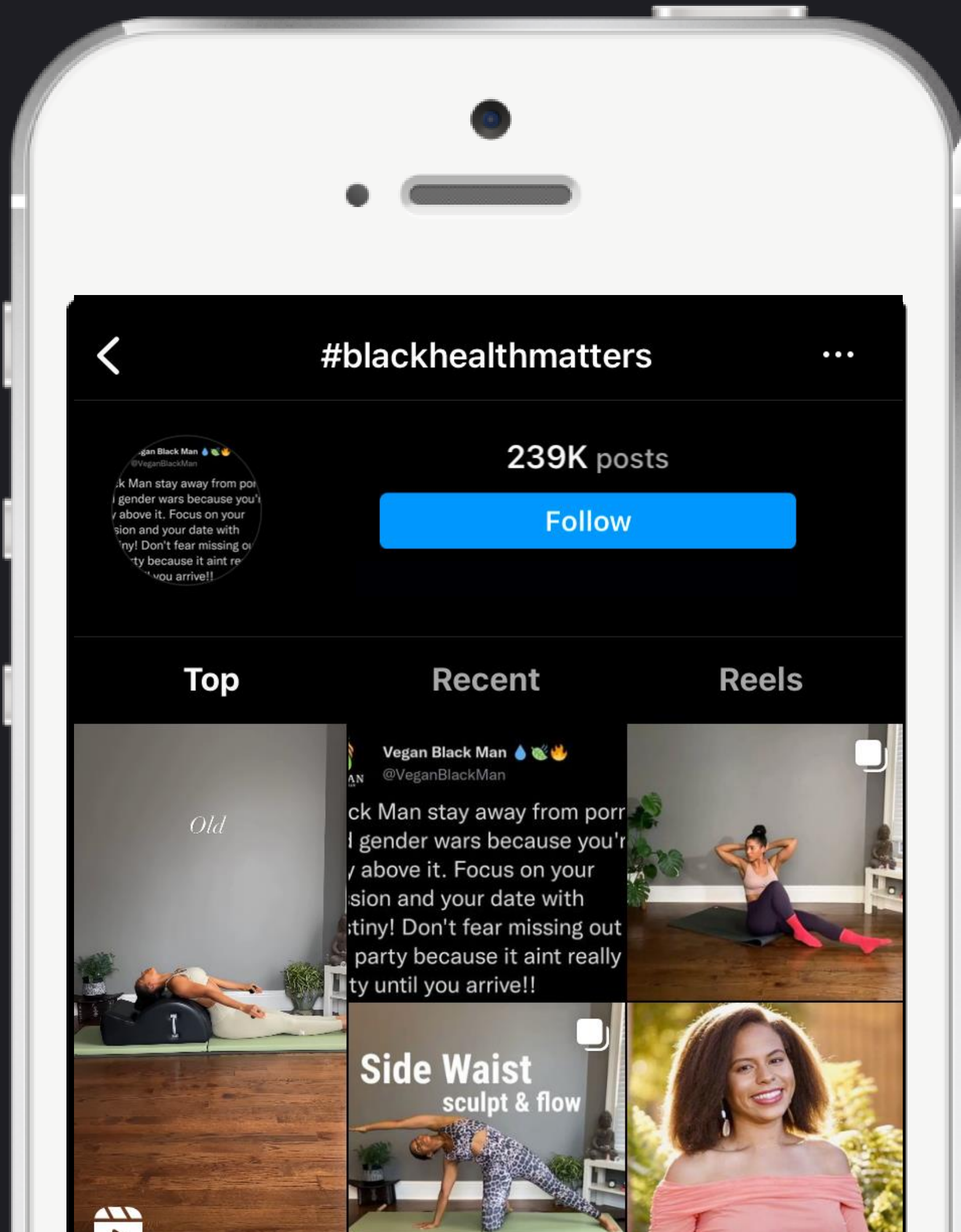
BHM

BLACK HEALTH MATTERS.COM

Digital Impact

#BlackHealthMatters has been used over 230K times across social platforms—that number will increase to 300K+ through the end of 2022.

www.blackhealthmatters.com



BHM
BLACK HEALTH
MATTERS.COM

#BlackHealthMatters
As the entity owning the trademark #blackhealthmatters, we possess a powerful tool to elevate a dialogue on health, wellness, chronic disease management, and clinical trial participation.

BHM: Harnessing the Power of Social

Reach African Americans Interested In Health On The Largest Single Site Destination For Black America

 **2.8B+**

December 2021 Monthly Avg

 **17.3M+**

2021 African American Projection

- 56% of FB Users Are Male.
- Findings from a 2019 Pew Research survey reveal that 69% of U.S. adults in the lowest income households use Facebook.
- Except for YouTube, no other social network comes close.
- Facebook is the most popular social network among seniors.
- Seniors are the smallest, but fastest growing Facebook age demographic.

WHY OUR PATIENT EDUCATION AND CLINICAL TRIAL RECRUITMENT AD CAMPAIGNS WORK:

- Fish where the fish are as FB is the largest platform delivering the African American demo.
- Facebook no longer allows marketers to check ethnicity leaving many with a void to effectively target and engage this demographic.
- Our creative development team delivers engaging creative and content that shatter industry averages.
- The African American media landscape is comprised of over 95% entertainment or lifestyle content. BHM allows you to effectively reach African Americans interested in health.

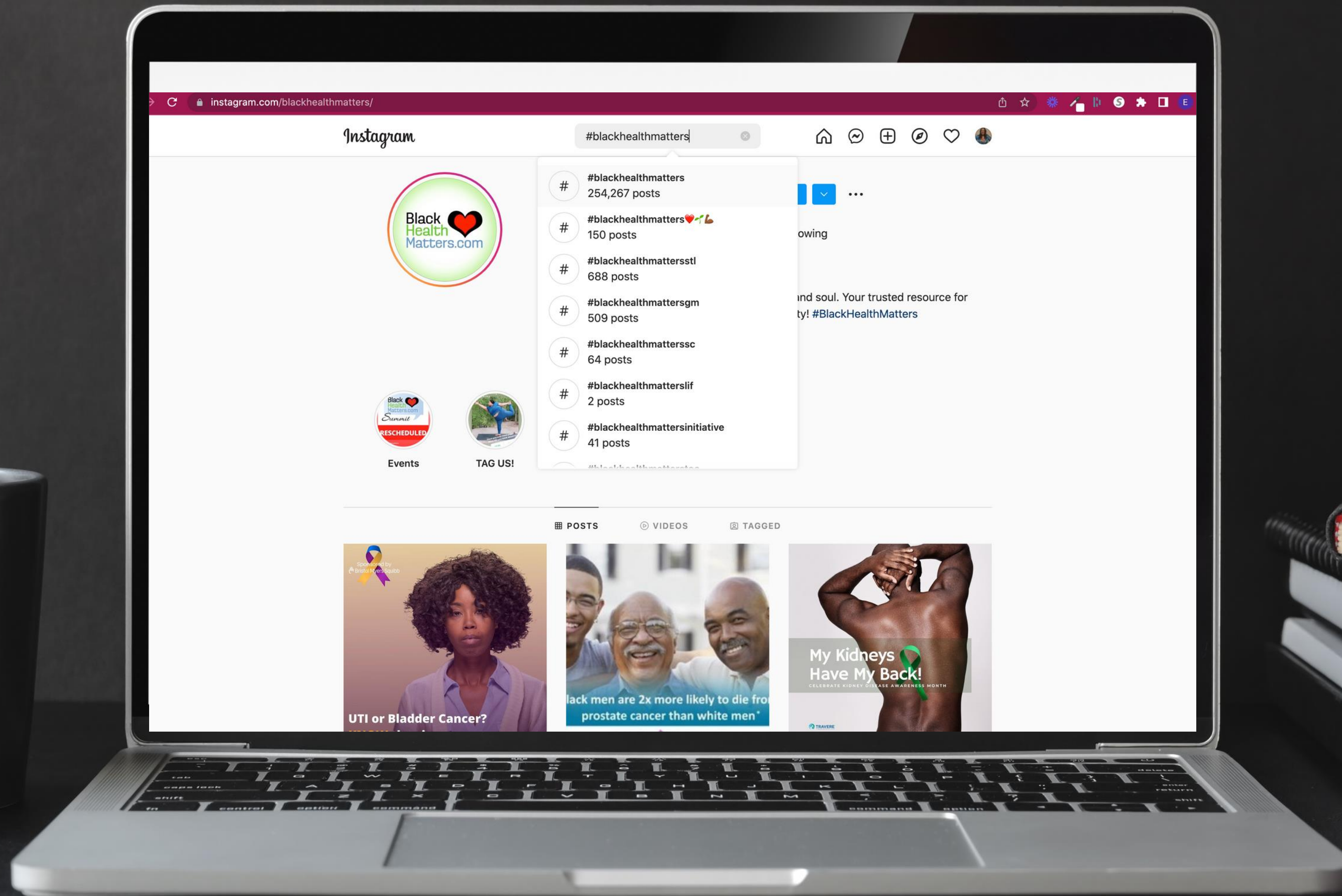
Social Influence



BHM S U M M I T S

Digital Impact

#BlackHealthMatters



BHM2021 social media metrics at a glance*

We develop campaigns that ignite response

37
total ad campaigns

22,371,069
total impressions

6,691,388
total reach

1.5%
CTR

1183
total comments

40,823
total reactions and likes

3982
total shares

340,786
link clicks

*In aggregate across channels.



2022 SOCIAL MEDIA METRICS AT A GLANCE*

We develop campaigns that ignite response

44	38,213,267	17,682,026	340,786	1.8%
total ad campaigns	total impressions	total reach	link clicks	CTR

8,707	473	1,257	400	675,660
total reactions and like	total comments	total shares	shares	link clicks

*in aggregate across channels

BHM NEWSLETTERS

Our readers want to hear from us.
Our open rate is 30% vs an average 17-28%*

Performance

Total Contacts + Add	Email Open Rate
32.4K	36%

Source: Campaign Monitor
*Depending on the industry

Rev. Edition: Apr 9 2024

Omega Psi Phi Fraternity, Inc.
Phi Kappa Kappa Chapter
EST. 1999

Black Health Matters.com

Phi Kappa Kappa Health News
In Partnership with Black Health Matters

A comprehensive health newsletter created for the Phi Kappa Kappa Chapter of Omega Psi Phi Fraternity, Inc.

Check Out These Articles


Hypertension and Heart Disease: Everything You Need to Know
Hypertension is known as "the silent killer" as it frequently shows no signs or symptoms. Unfortunately, African Americans are more likely than White Americans to have high blood pressure, develop it when younger, and have worse outcomes.
[READ MORE](#)

Health Risks of Weighing Too Much
Weighing too much raises your risk for several health problems and may be linked to some emotional and mental problems.
[READ MORE](#)

Poor Sleep Linked With Higher Blood Sugar
People with diabetes have high levels of blood sugar (or blood glucose). When blood sugar levels are too high, it causes harmful effects.
[READ MORE](#)

The Neighborhood: Heart Health Connection
Tension, isolation, isolation isn't just an emotional state. It's also a major health concern because it can lead to heart disease, according to an evidence-based article published in the American Heart Association Journal Circulation.
[READ MORE](#)

Build a Better Diabetes Diet
It's a diet that means eating the healthiest foods in moderation and avoiding too many calories. It's a diet that's rich in healthy fats, protein, fiber, and whole grains, fruits, vegetables and whole grains.
[READ MORE](#)



Train For Your Body Type
Are you long, lean and wiry with a fast metabolism? Do you have a larger bone structure, store fat easily and struggle with weight loss? Or is it easy to gain and lose weight from your muscular frame?
[READ MORE](#)

BMI Is Only Part of the Story
Several studies have suggested a link between BMI and health issues, such as heart disease, diabetes, and cancer risk.
[READ MORE](#)


First Heart Attacks Are More Deadly for Black Patients
Black men have a 25% higher risk of dying from heart disease than white men. For women, the risk is 15% higher. Research shows that Black patients are more likely to die from heart disease.
[READ MORE](#)

WEEKLY NEWSLETTER


BHM
BLACK HEALTH MATTERS.COM

Colon Cancer Clinical Trial

Now enrolling clinical trials for people with multiple types of colorectal cancer.




Merck Oncology
Clinical Trials [LEARN MORE](#)




MULTIPLE MYELOMA: WHAT HAPPENS IF IT BACKS

Read the article [here](#).

MUST-READ STORIES



"FAME" ACTRESS AND SINGER IRENE CARA PASSES AWAY AT 63



STUDIES SHOW PANDemic STRESS AFFECTED WOMEN'S MENSTRUAL CYCLES



BHM
BLACK HEALTH
MATTERS.COM

BHM
SOCIAL MEDIA
CREATIVE
GALLERY

BMS COLORECTAL CAMPAIGN GRAPHICS

Objective: Raise awareness of BMS clinical trial.



Impressions	Link Clicks	CTR
1,099,135	7,912	0.7%

FSGS Fridays Creative – Chronic Kidney Disease

CAMPAIGN METRICS		
Posts	Impressions	Link Clicks
GOAL:	1,000,000	4,000
TOTAL:	1,601,716	26,742
% Complete:	160%	669%

FOAMY BEER? NO PROBLEM
FOAMY URINE? PROBLEM

Learn more about the signs of FSGS kidney disease.

TRAVERE THERAPEUTICS | BHM BLACK HEALTH MATTERS 60YEARS.COM

4x
 MORE LIKELY THAN NON-AFRICAN AMERICAN POPULATIONS

Learn more about the signs of FSGS kidney disease.

TRAVERE THERAPEUTICS | BHM BLACK HEALTH MATTERS 60YEARS.COM

Black Health Matters
 Published by October Social Media · March 16 ·

Did you know? Black Americans account for 32% of all kidney failure in the US. Let's make a change! Learn more about kidney disease and celebrate Kidney Disease Awareness Month!
<https://bit.ly/3tAyZae>

My Kidneys Have My Back!
 CELEBRATE KIDNEY DISEASE AWARENESS MONTH


TRAVERE

Black Health Matters
 Medical & Health

Learn more

BHM FORUMS/WEBINARS

In collaboration with our community partners, we produced 4 virtual webinars titled, "A Community Guide to Blood Cancers". We completed 3 virtual webinars during Blood Cancer Awareness Month in September 2022. The 4th webinar was held on December 8th for the New Orleans, LA market.

 **Online and In-Person**
 To join via Zoom: <https://bit.ly/BloodCancersPFHN>

A Community Guide to *Blood* CANCERS
Lunch & Learn (In-Person only)

 **ROSIE BERNARD, BSN, RN, MSN, MPH**
 Clinical Expert
Advocate Trinity Hospital Bi-Room
 Partners of Faith & Health Network
 2320 E. 93rd Street | Chicago, IL 60617

Special Guest | Patient Ambassador
LEYA ELIJAH

Wednesday, September 28, 2022 @ 1pm CST | Chicago

Sponsored by: *Lilly* Hosted by:   

 **zoom**
 Join via Zoom: bit.ly/nc100bwnolabloodcancer


A Community Guide to *Blood* CANCERS

  **DAPHANIE TAYLOR, MD**
 Hematologist/Oncologist


According to NIH, African American patients with blood cancers like CLL/SLL are almost twice as likely to die from complications compared to white patients in the first 5 years after diagnosis.

with special guest
LEYA
 Patient Ambassador


Thursday, December 8, 2022 @ 6pm CST/ 7pm EST | New Orleans

Sponsored by: *Lilly* Hosted by:  

Greater New Orleans

 **zoom**
 Join via Zoom: <https://bit.ly/3wWed7z>




A Community Guide to *Blood* CANCERS


  **OLIVE ECKSTEIN, MD**
 Assistant Professor
Baylor College of Medicine

According to NIH, African American patients with blood cancers like CLL/SLL are almost twice as likely to die from complications compared to white patients in the first 5 years after diagnosis.



with special guest
LEYA
 Patient Ambassador

Tuesday, September 27, 2022 @ 7pm CST/ 8pm EST | Houston

Sponsored by: *Lilly* Hosted by:   

 **zoom**
 Join via Zoom: <https://bit.ly/ncbwbhmbloodcancer>



A Community Guide to *Blood* CANCERS

  **DR. ASHLEY WOODS, MD**
 Hematologist/Oncologist

According to NIH, African American patients with blood cancers like CLL/SLL are almost twice as likely to die from complications compared to white patients in the first 5 years after diagnosis.

FDA Oncology Center of Excellence
 with Special Guest
LEYA
 Patient Ambassador

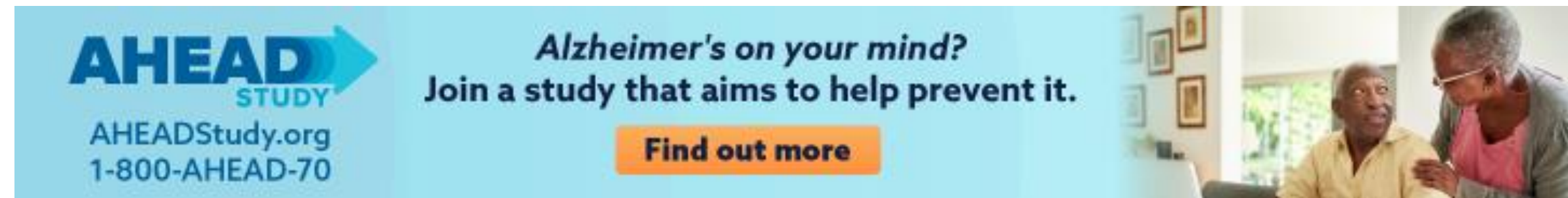
Thursday, September 29, 2022 @ 7pm EST | Atlanta

Sponsored by: *Lilly* Hosted by:  

Campaign Objectives

Raise awareness of known Alzheimer's disease disparities and risk factors in the Black community

BANNER AD

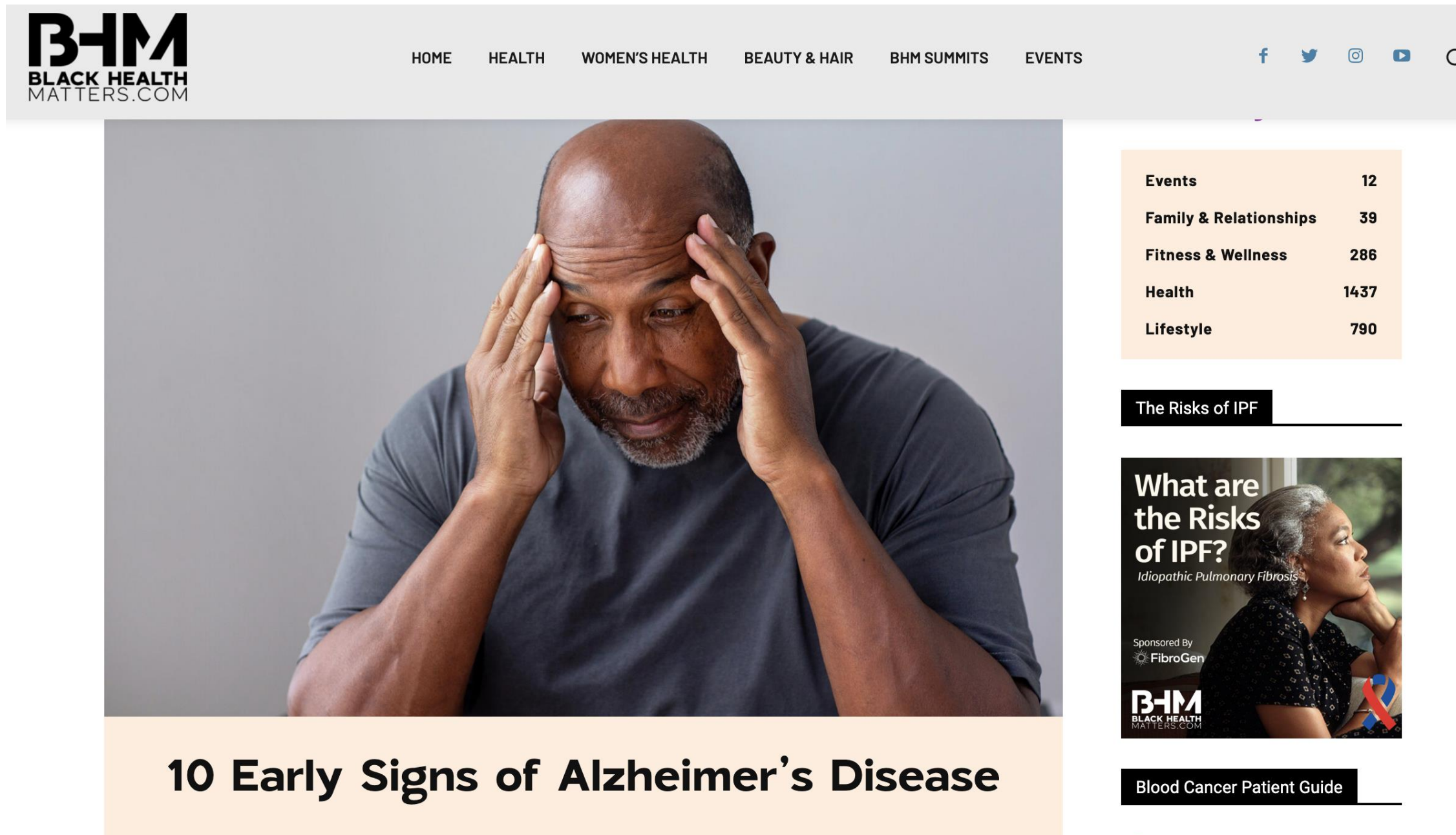


AHEAD STUDY
AHEADStudy.org
1-800-AHEAD-70

Alzheimer's on your mind?
Join a study that aims to help prevent it.

[Find out more](#)

ARTICLE



BHM BLACK HEALTH MATTERS.COM

HOME HEALTH WOMEN'S HEALTH BEAUTY & HAIR BHM SUMMITS EVENTS

Events 12
Family & Relationships 39
Fitness & Wellness 286
Health 1437
Lifestyle 790

The Risks of IPF

What are the Risks of IPF?
Idiopathic Pulmonary Fibrosis

Sponsored By FibroGen

BHM BLACK HEALTH MATTERS.COM

Blood Cancer Patient Guide

Join via Zoom: bit.ly/nc100bwnolabloodcancer

A Community Guide to **Blood** CANCERS

According to NIH, African American patients with blood cancers like CLL/SLL are almost twice as likely to die from complications compared to white patients in the first 5 years.

DAPHANIE TAYLOR, MD
Hematologist/Oncologist

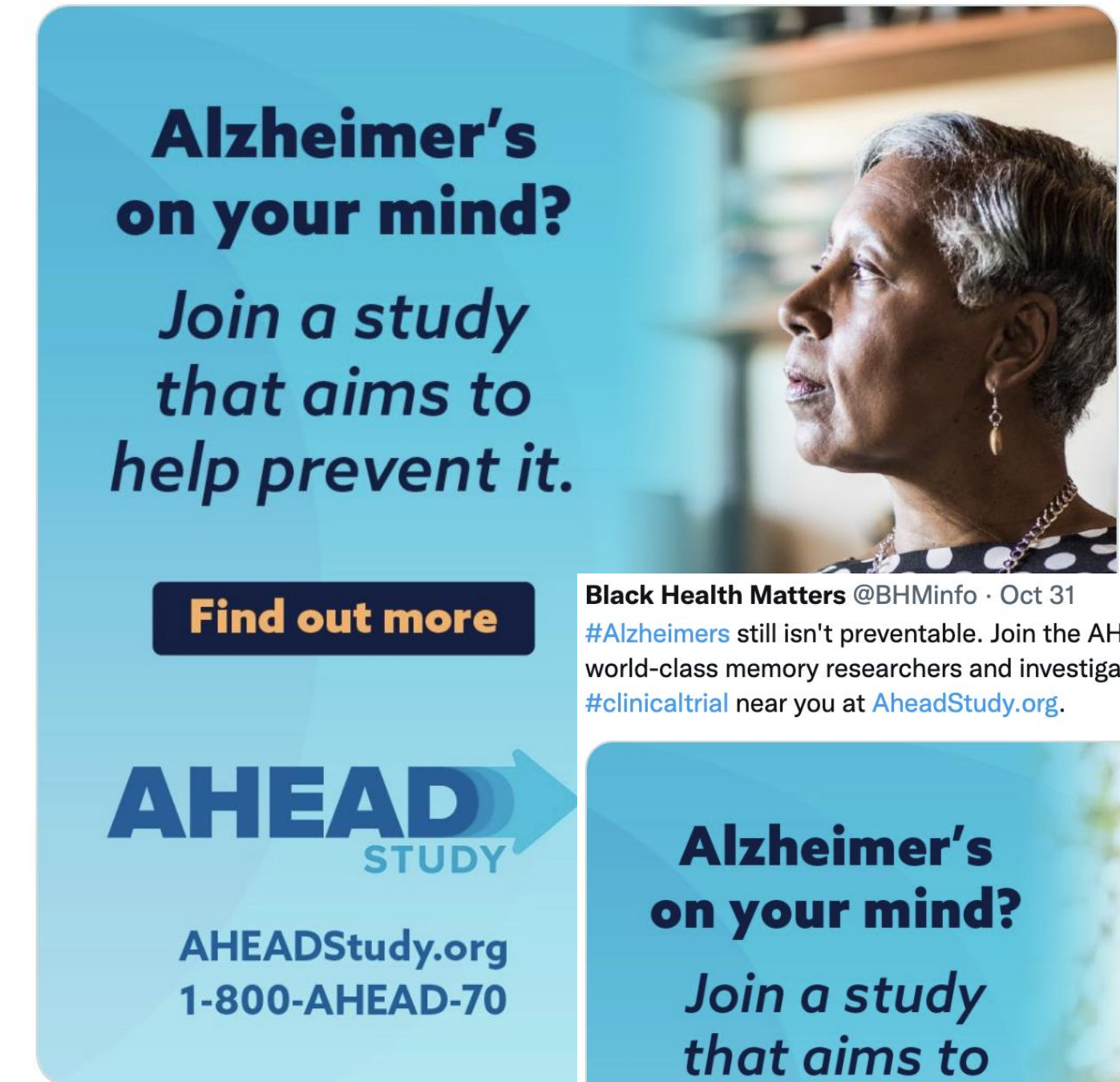
with special guest
LEYLA
Patient Ambassador

10 Early Signs of Alzheimer's Disease

While there's no cure for Alzheimer's disease, knowing one's risk can help with early detection and treatment which may lead to a better quality of life.

SOCIAL MEDIA POSTS

Black Health Matters @BHMinfo · Nov 7 ...
Join the AHEAD Study and learn more about an investigational treatment for [#Alzheimer's](#) disease. Find a clinical trial near you at [AheadStudy.org](#).

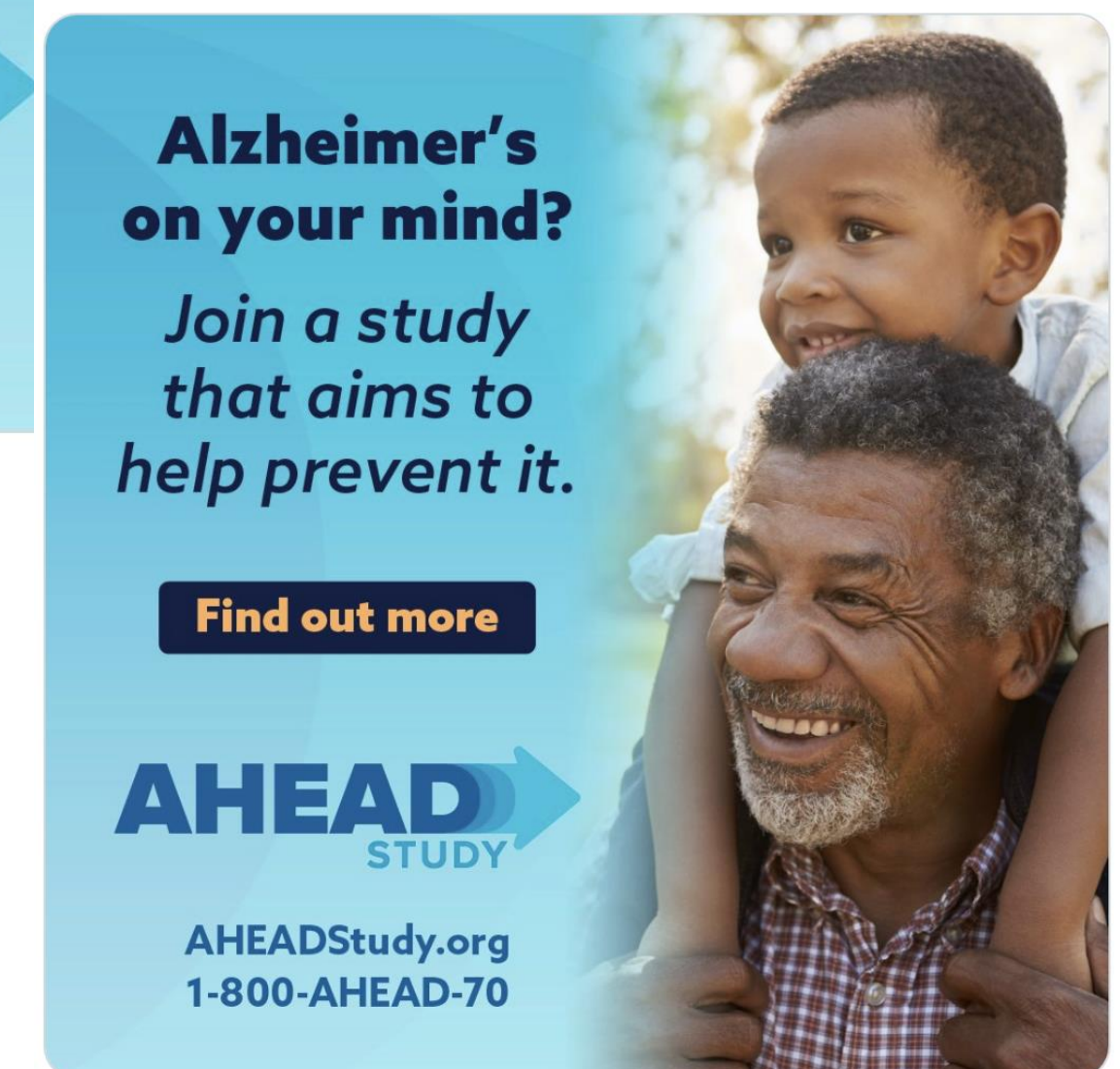


Alzheimer's on your mind?
Join a study that aims to help prevent it.

[Find out more](#)

AHEAD STUDY
AHEADStudy.org
1-800-AHEAD-70

Black Health Matters @BHMinfo · Oct 31 ...
[#Alzheimers](#) still isn't preventable. Join the AHEAD Study to work with world-class memory researchers and investigational treatments. Find a [clinical trial](#) near you at [AheadStudy.org](#).



Alzheimer's on your mind?
Join a study that aims to help prevent it.

[Find out more](#)

AHEAD STUDY
AHEADStudy.org
1-800-AHEAD-70

BREAST CANCER

Black Health Matters
October 11, 2021 · 🌐

Join the fight! This #BreastCancerAwareness, let's stand together and share information that will empower women to take charge of their breast health. Learn more here: <https://bit.ly/3ac306T> #Knowthefacts #JointheFight #BreastCancerAwareness #ProtectYourBreasts #BlackBreastsMatter

Breast Cancer Awareness Month

GET IN-FORMATION!

THERE'S COVER IN NUMBERS
Join the Fight!
#BreastCancerAwareness

Black Health Matters
Medical & Health

104,819 People reached 1,111 Engagements

35 Reactions 2 Comments 25 Shares

Like Comment Share

Black Health Matters
January 12 · 🌐

The fight to end breast cancer starts long before individual diagnosis — it starts with having equal representation in the research. According to the NCBI, only 15% of African Americans participate in clinical trials. It's time to get in the ring. See if you're eligible to participate: <https://bit.ly/3lrloNZ> #BMSBreastCancer

Funded by
Bristol Myers Squibb

FIGHT LIKE A WARRIOR

Black Health Matters
Medical & Health

170,764 People reached 1,678 Engagements

108 Reactions 5 Comments 24 Shares

Like Comment Share

Black Health Matters
November 8, 2021 · 🌐

Routine mammogram screenings can SAVE lives. It is recommended that Black women start their mammogram screening at 40. For Black women under 40, your PCP/OBGYN will perform a breast exam during your yearly physical. Click here: takeonBC.com to learn more!
#Knowthefacts #JointheFight #BreastCancerAwareness #ProtectYourBreasts #BlackBreastsMatter

BLACK BREASTS MATTER

THERE'S COVER IN NUMBERS
Join the Fight!
#BreastCancerAwareness

Black Health Matters
Medical & Health

74,502 People reached 431 Engagements

Jada Wright, Denell Parker and 165 others 8 Comments 5 Shares

Like Comment Share

BHM

BLACK HEALTH MATTERS.COM

SUMMITS

BHM

 **BHM** BLACK HEALTH MATTERS.COM PRESENTS
WINTER HEALTH SUMMIT & EXPO
CELEBRATING THE RESILIENCE OF BLACK HEALTH
SATURDAY, FEBRUARY 11, 2023
8:30AM - 3:00PM EST
FREE BREAKFAST, LUNCH, SCREENINGS & PRIZES

IN PERSON & VIRTUAL

LOUDERMILK CONFERENCE CENTER
40 COURTLAND ST NE
ATLANTA, GA 30303

TOPICS INCLUDE: CLINICAL TRIAL DIVERSITY • FIBROIDS • KIDNEY DISEASE • MENTAL HEALTH • MULTIPLE MYELOMA • SENIOR BODY SCULPTING • SHINGLES • WOMEN'S HEALTH & WELLNESS




Co-Host
Cynthia Bailey
Actress / Reality Star / Entrepreneur


Co-Host
Rashad Richey, PhD, EdD, MBA
National TV & Radio Personality


Dr. Contessa Metcalfe, MD, MSPH
Owner, Chastain Integrative Medicine
"Married To Medicine" Cast Member


DaShaun Johnson
The Guru of Abs
Fitness Expert


Ed Lover
Rapper, Actor & V-103 Radio Host

Register for FREE at bit.ly/bhmhealthsummitandexpo



Presenting Sponsor



Platinum Sponsor



Gold Sponsor



Supporting Sponsors



Media Partners



THE BLACK HEALTH MATTERS SUMMITS

The Black Health Matters Summits represent the nation's largest forums on Black Health. Launched 5²² years ago, they are symposia rooted in the Black Community

- 4-5 Session on chronic disease are presented
- 1-2 Fitness Sessions
- Screenings, blood panels and consultations with healthcare providers
- Extensive BHM exhibit hall with resources hosted by community partners
- Complimentary breakfast, lunch
- Prizes and giveaways

"You never know who you'll meet at a Black Health Matters Summit"



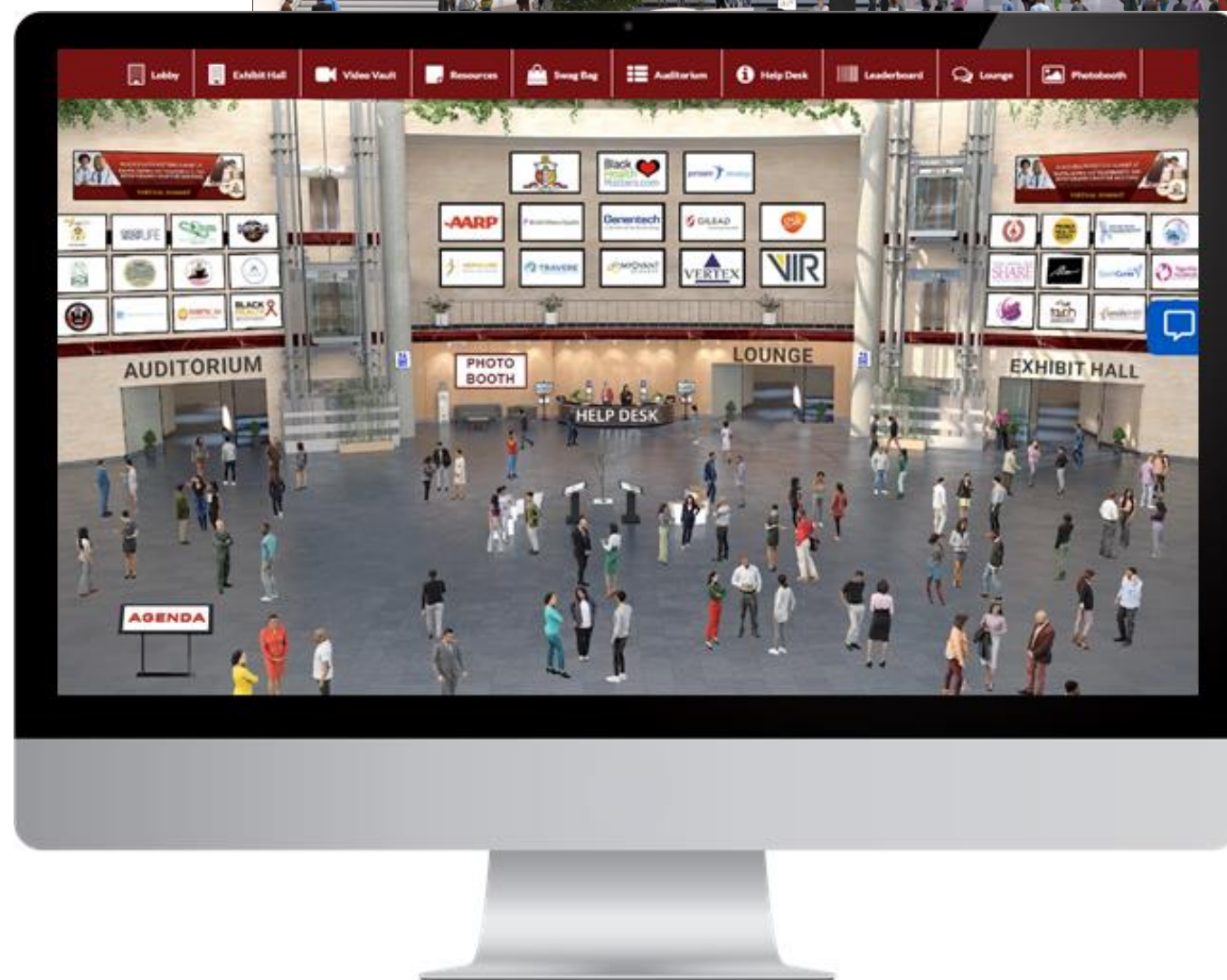
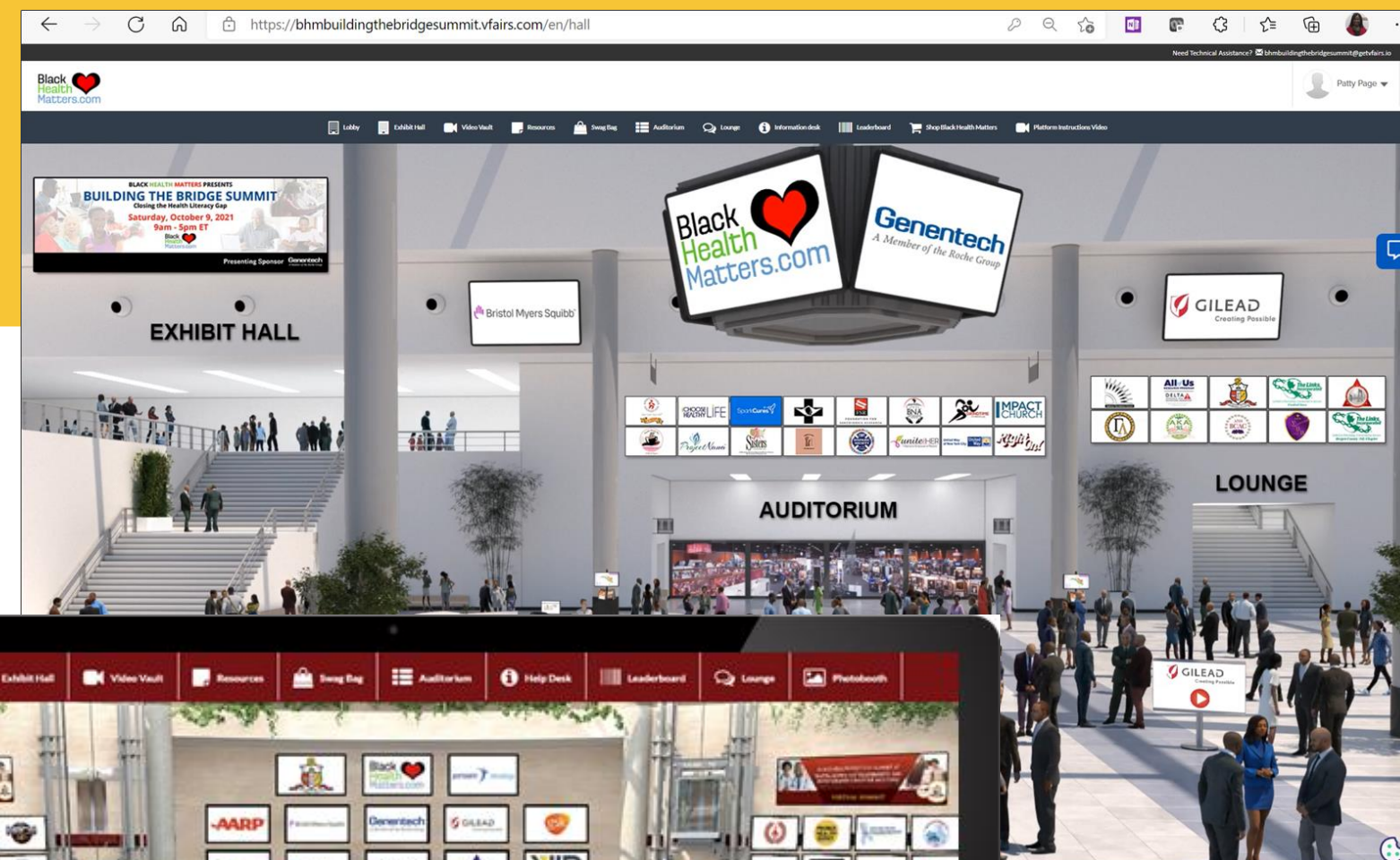
BHM

BLACK HEALTH MATTERS.COM

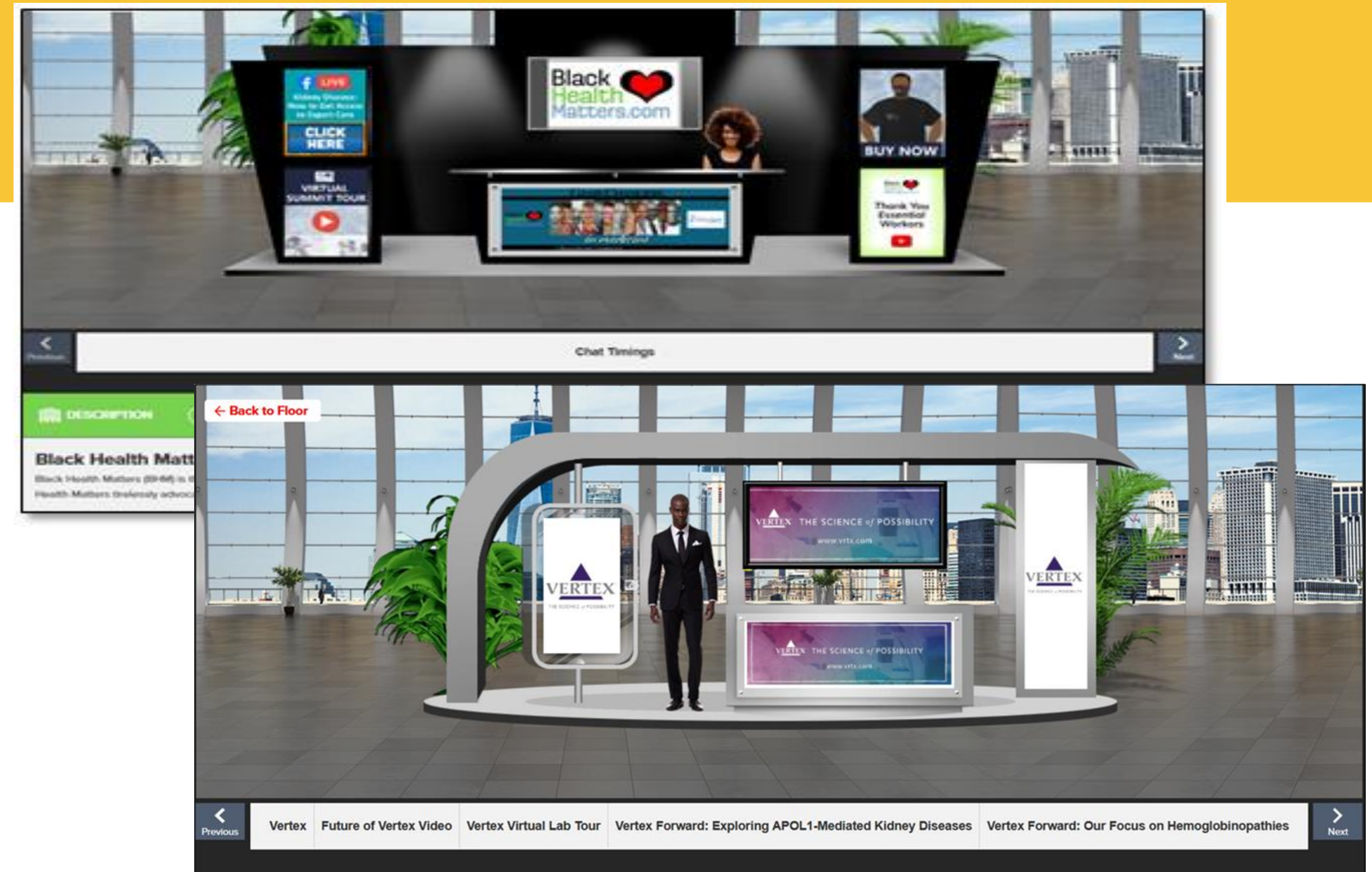
SUMMITS

VIRTUAL LOBBY AND EXHIBIT HALL

Black Health Matters Summits provide transformative “live” patient education sessions to the African American patient population led by expert physicians, scientists and advocates who are passionate about African American health. We integrate this valuable content throughout the Black Health Matters Ecosystem so that it goes viral and is enduring.



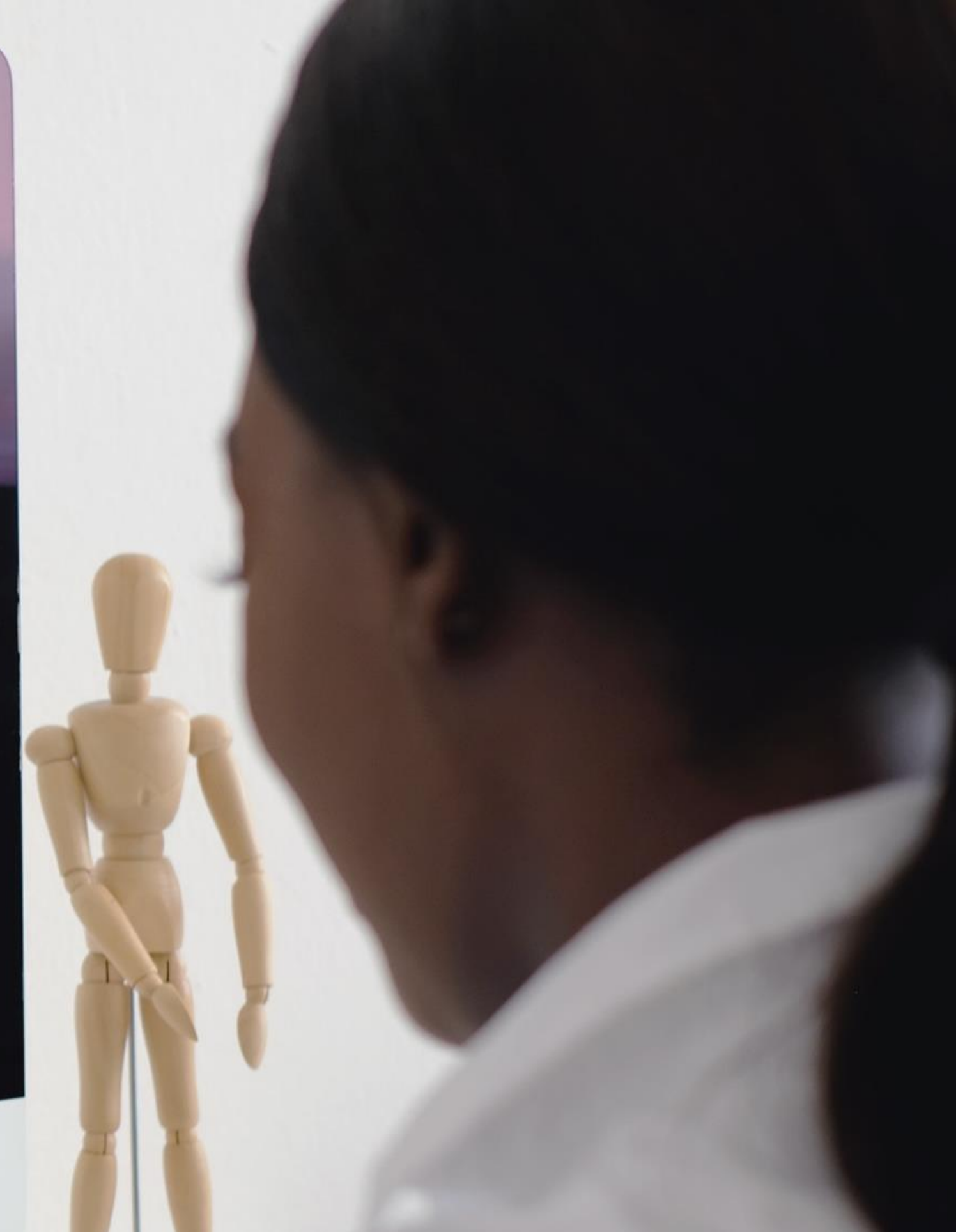
BHM Health Summit
Virtual Lobby



BHM Health Summit Virtual Exhibit Hall

2022
SUMMARY

BHM
SUMMITS



**THE NATION'S LARGEST AND MOST COMPREHENSIVE
PUBLIC HEALTH FORUM FOR AFRICAN AMERICANS EVER CREATED!**

300k+

PROMOTIONAL REACH

5.9k+

REGISTERED ATTENDEES

2.0k+

ATTENDEES

6.0k+

WEBINAR VIEWS

3.6k+

VIRTUAL BOOTH VISITS

STRATEGIC PARTNERSHIPS

It is important to be of the People for the People



Faith-based communities
Healthcare Professionals

Medical Organizations
Influencers
Advocacy Groups
Sororities and Fraternities

We incorporate well-known, highly visible individuals into BHM Platforms and Summits as we know:

50% Of Black consumers trust celebrities to give them good advice.

- Celebrity advocacy leads to health prevention measures in our communities. When Earvin Magic Johnson announced he was HIV-positive, the US Centers for Disease Control and Prevention's National AIDS Hotline reported over 28K calls from people seeking HIV/AIDS-related information.
- We combine celebrity advocacy with expert led patient education to *"infotain"* and provide our audience with valuable and accurate information about health issues to guide patient behavior.



WHY BHM SUMMITS?

After attending a BHM Summit attendees report:

97%

Feel motivated to engage in healthier behaviors

93%

Will return to the platform to review sessions again

76%

Belong to an organization and will share information learned

75%

Felt inclined to investigate clinical trial participation

67%

Attended to become knowledgeable



Learn more about prostate clinical trials and share this with the men in your life. [Learn More](#)

PROSTATE CANCER & YOU!


BHM
BLACK HEALTH MATTERS.COM

Bristol Myers Squibb

Black Health Matters and Bristol Myers Squibb Present
Prostate Cancer & You: Strategies for Better Outcomes

Prostate Disease in Black Men

Special Edition




What to do after Prostate Cancer Diagnosis?

You just received a prostate cancer diagnosis. You're likely confused, surprised, afraid and a whole host of other emotions. These feelings are normal. And you may know men who don't do well after a prostate cancer diagnosis, particularly Black men, who are often diagnosed at a younger age and with a more aggressive form of the disease, but don't panic.

[LEARN MORE](#)


Check This Out!



[Watch on YouTube](#)

Brief highlights information relating to prostate cancer and clinical trials. Learn about more and how genetics play a role as shared by Dr. Anthony Barnes, a leading urologist based in Atlanta, Georgia.

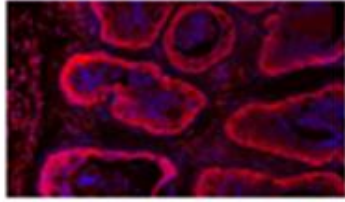
Straight Talk About Your Prostate



Speaking up & Checking In

Frigoles and Bisesi stand in the U.S. health care system, providing insights from checking the care they need. Like many diseases, cancer affects numerous populations in the U.S. However, Black men are more likely to die of prostate cancer compared to white men.


[READ MORE](#)



Aggressive Prostate Tumors Have a Weakness

A new generation of potent prostate cancer drugs has dramatically extended survival for patients with advanced prostate cancer. But prostate tumors are finding new ways of resisting these currently approved treatments, creating a need for new treatment options.

[READ MORE](#)



[Watch on YouTube](#)

BLACK HEALTH MATTERS NEWSLETTER PARTNERSHIP WITH THE NATIONAL MEDICAL ASSOCIATION

- Share information of BMS clinical trials
- Share BHM educational activities
- Leverage BHM's trusted voice

BHM SUMMITS ARE IN-PERSON & VIRTUAL HYBRID EXPERIENCES



2023 MARKETS ANNOUNCED

FREE SCREENINGS, INTERACTIVE LECTURES, CONSULTATIONS, EXHIBIT HALL, FREE BREAKFAST/LUNCH, PRIZES, NETWORKING AND MORE.

Atlanta, GA | Loudermilk Center

February 11, 2023

2.11

BHM

Winter Health Summit & Expo

Newark, NJ | Donald M. Payne, Sr. School of Technology

May 20, 2023

5.20

BHM

Spring Health Summit & Expo

Tampa, FL | 86th Grand Chapter Meeting of Kappa Alpha Psi Fraternity, Inc.

July 20, 2023

7.20

BHM

Summer Health Summit & Expo

Los Angeles, CA | Location TBA

October 7, 2023

10.7

BHM

Fall Health Summit & Expo

The Black Health Matters Summits are hybrid and the nation's largest public health forums focused on chronic disease management and wellness. Our Summits are designed to concentrate on issues pertaining to modern healthcare, its advancements and how people of color can benefit. We seek to elevate personal well-being by utilizing engaging medical professionals and advocates that offer constructive discussions that will expedite knowledge and foster a culture of health.

To co-sponsor contact info@blackhealthmatters.com or 973-333-9541.

*subject to change



IN CLOSING...

Working with stakeholders within the African American community, we mobilize fraternities, sororities, faith-based, and community organizations to build capacity for sustainable outreach.

We uplift patient communities by helping them declare their concerns are relevant – because #BlackHealthMatters!

BHM
BLACK HEALTH
MATTERS.COM

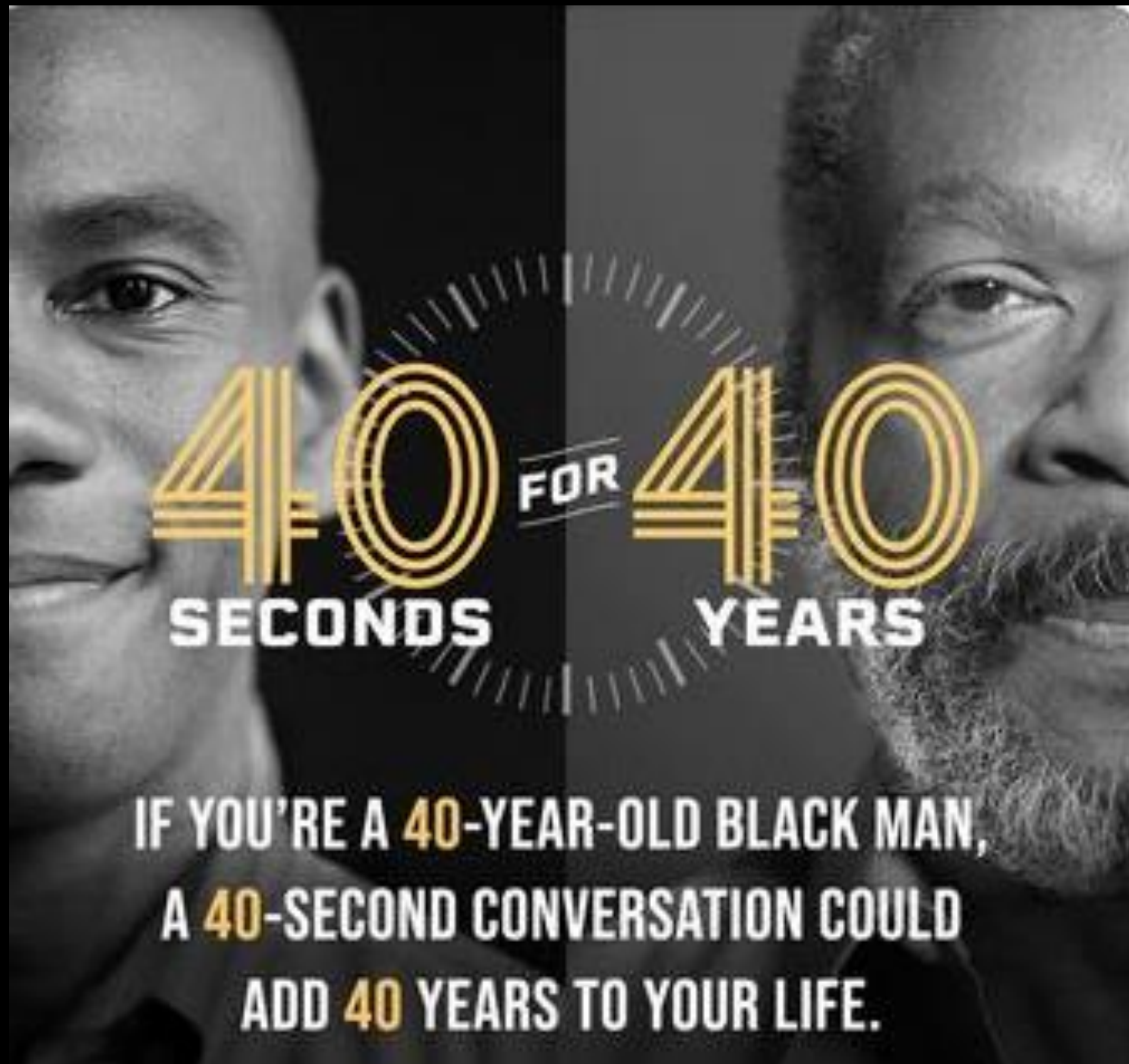


**MM+M
AWARDS
2022**

BHM
**BLACK HEALTH
MATTERS.COM**

AWARDS & NOMINATIONS

DISEASE EDUCATION CAMPAIGN Finalist
Medical Marketing and Media Awards 2022



BHM
Wunderman Thompson Health
Collaboration

"40 Seconds for 40 Years"
Activation Campaign



1.7 million+ impressions | 60,000+ link clicks | 3.1% click-through rate

DISEASE EDUCATION CAMPAIGN

Medical Marketing and Media Awards 2022

MM+M
MEDICAL MARKETING AND MEDIA



BHM

Health4Equity.com

Wunderman Thompson Health
Collaboration

"We Love You to Health"

Black Maternal Health Week

BHM
BLACK HEALTH
MATTERS.COM

Silver Award

848,000+ impressions | 13,000+ link clicks | 2.6% click-through rate



THANK YOU

Roslyn Daniels

President & Founder

Roslyn@blackhealthmatters.com

973.333.9541

