

TREATO: AFTER THE ALS ICE BUCKET CHALLENGE, WHAT IS THE HEALTH CONSUMER SAYING?

Last summer's ALS Ice Bucket Challenge was one of the most successful social media campaigns of all-time. Millions dumped a bucket of ice water on their head to promote awareness of the disease amyotrophic lateral sclerosis (ALS, also known as Lou Gehrig's Disease) and encourage donations to the ALS Association.

ALS
ASSOCIATION



Round Rock High School Dragon Band - photo by Henry Huey

The campaign went viral

More than
2.4 million
videos
posted to



+

1 billion
views



You Tube

Watch Bill Gates ice bucket challenge!

#donate

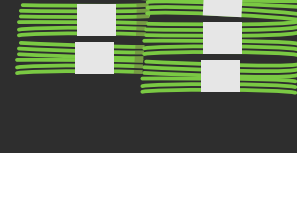
#ALS

@alsassociation

Promoting **awareness**

&

\$220 million
raised



So what did the health consumer really think of such a grand campaign? With August creeping closer, will we see the same social virality that consumed YouTube and Facebook a year earlier?

AUGUST

1

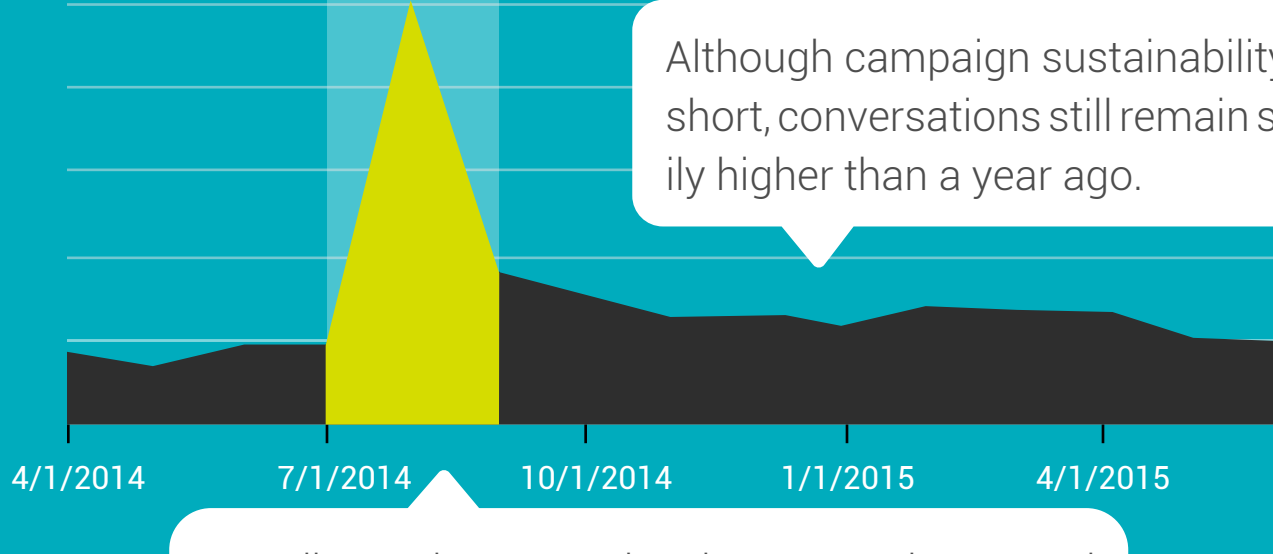
2015



Online activity

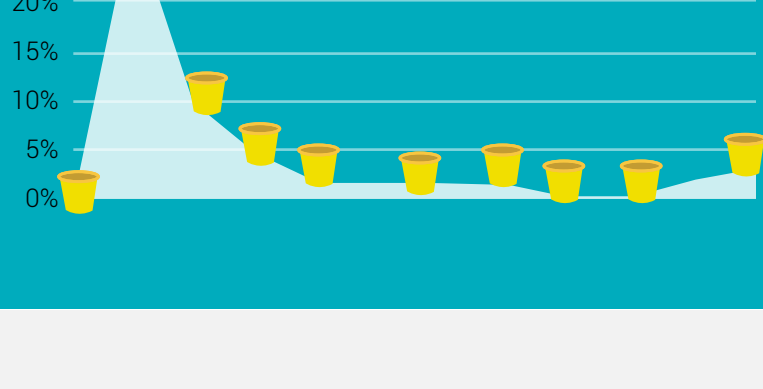
Discussions about ALS over time

% Posts Monthly



ALS discussions grew by close to **6x** the normal activity from July through August, a reflection the effectiveness of the ALS campaign

Discussions about ice bucket challenge and ALS over time

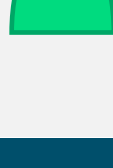


Almost **30%** of the ALS discussions last August were about the ice bucket challenge. The conversations then dropped but we are beginning to see a rise again this June.

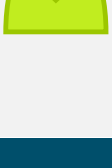
Who's talking?

44% of all patients discussing ALS are within the 30-49 age group, in contrast to a disease that is most prominent in the 50+ age group.

The percentage of caregivers talking about ALS is considerably higher than with other conditions like Breast Cancer (51%) or AIDS (22%)



28%
Patient



72%
Caregiver

What are they saying?

Discussions about **ALS and a cure** peaked at the same time of ice bucket conversations last year, speaking to the effectiveness of the campaign.



Top topics discussed with ALS

- Twitching
- Weakness
- Anxiety
- EMG (A tool for diagnosis of ALS)
- Scared

! Stephen Hawking and ALS mentions were **3 times higher than average** during last year's Oscar Season, in which *The Theory Of Everything*, Stephen Hawking's biopic, won best actor.

Treato ALS Poll June 2015*

42% of all survey respondents said they had never heard or were not very familiar with ALS before the Ice Bucket Challenge campaign

23% of survey participants who reported participating in the ALS Ice Bucket Challenge said they did not donate to the ALS Association

How should ALS ice bucket donations be used?

Research cure



Research treatment



Financial support



Patient advocacy



Patient education

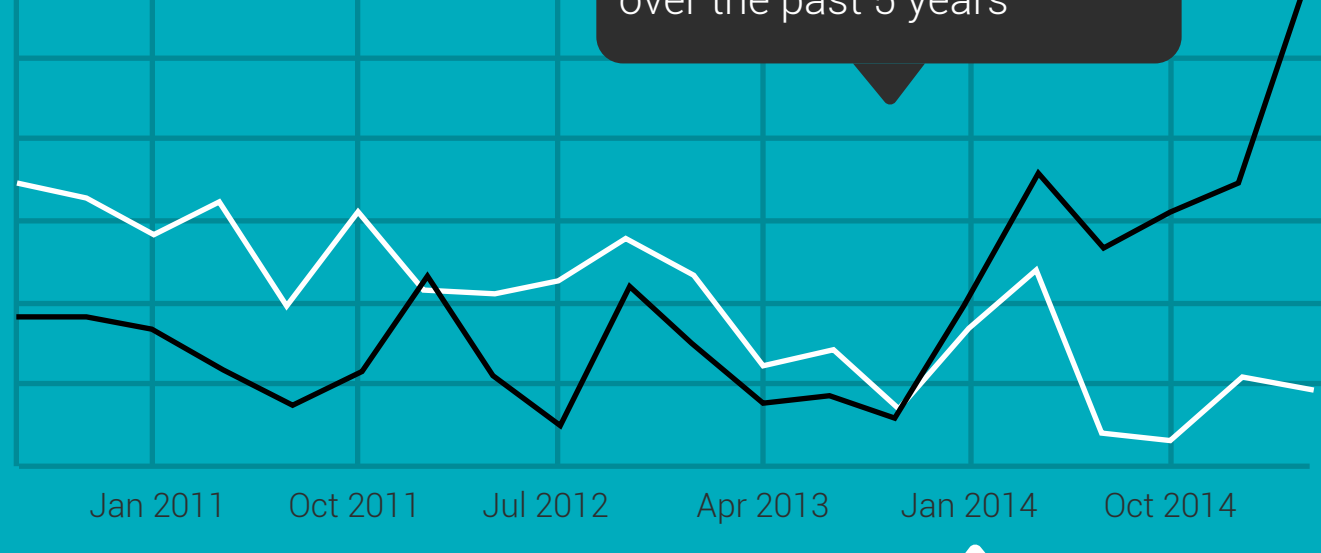


*Based on an online survey conducted by Treato June 2015

Drug trends

Rilutek and Riluzole are used in the treatment of ALS to slow down the worsening of this disease and prolong survival.

% out of ALS Posts Quarterly



↑ Discussions about Riluzole have **doubled** over the past 5 years

— Rilutek and ALS
— Riluzole (generic of Rilutek) and ALS

↓ In contrast, Rilutek, with **25% more** positive mentions has **decreased** in conversation by **3.5 x** in the same period

Trend: cost outweighs positive sentiment with ALS treatment.

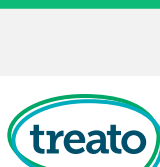
The Ice Bucket Challenge chatter



"In regards to the ice bucket challenge, say what you will, but I think it has certainly put ALS into peoples' minds who otherwise would have never heard of it..."



"I'm getting tired of seeing the stupid videos by now - just make the donation - I don't need to see more of these videos."



Treato.com

