

AMERICAN SEXUAL HEALTH ASSOCIATION

UNDERSTANDING THE PATIENT PERSPECTIVE

Lynn Barclay, President and CEO



Disclosures

- American Sexual Health Association
- Hologic
- Roche
- Merck
- Gilead
- AMAG
- Sprout
- Genentech
- LabCorp
- Lupin
- National Library of Medicine



Translating Science for the Public

A RELIABLE SOURCE

Offering medically accurate sexual health information, translating the latest research for a general audience.

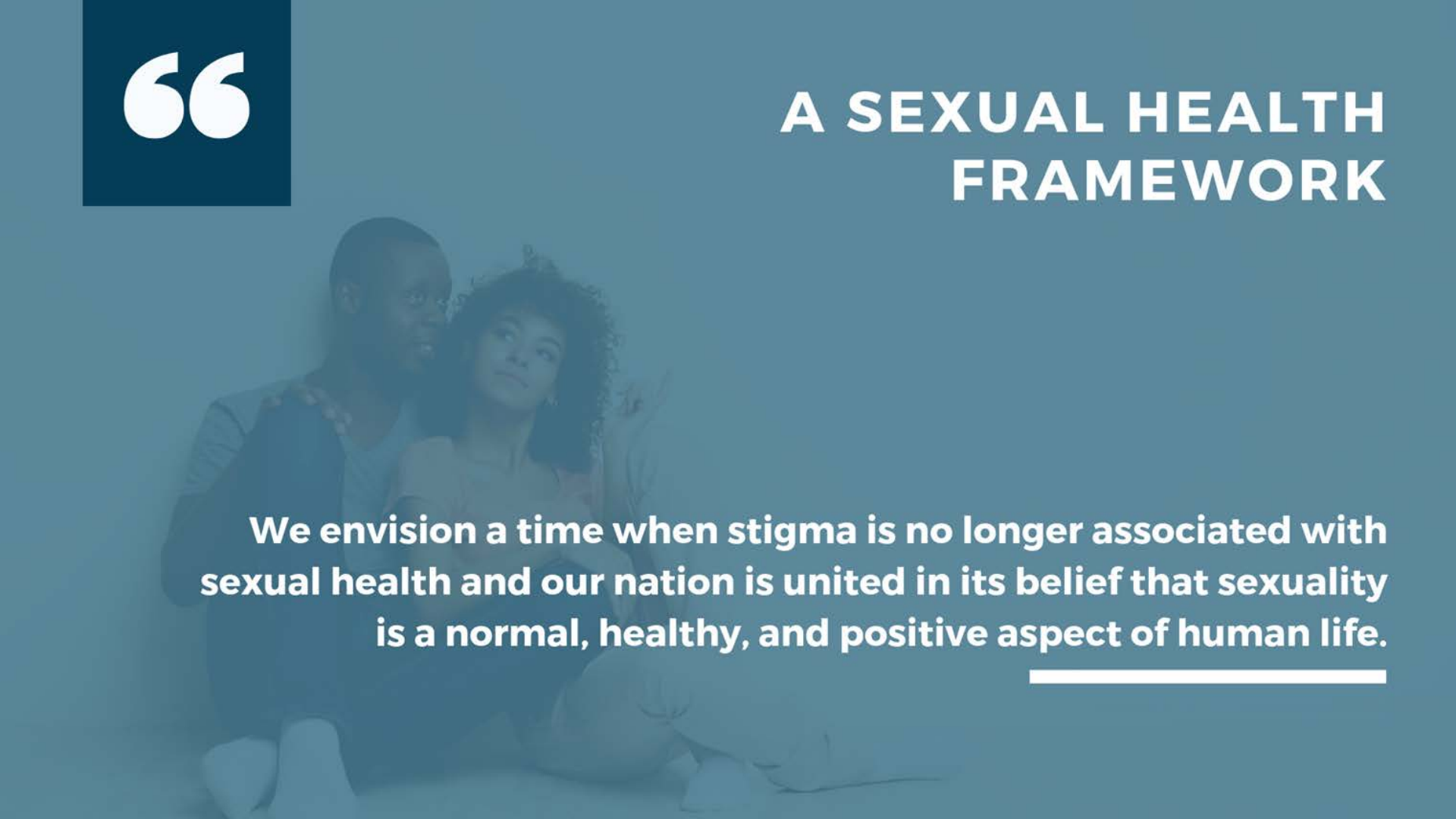
A FOCUS ON COMMUNICATION

Providing direct access to the public, and delivering information through various channels.



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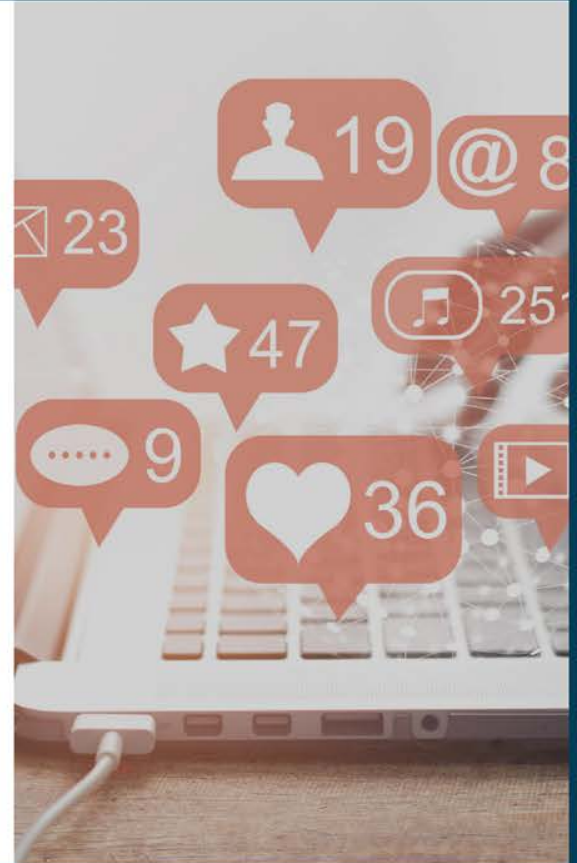
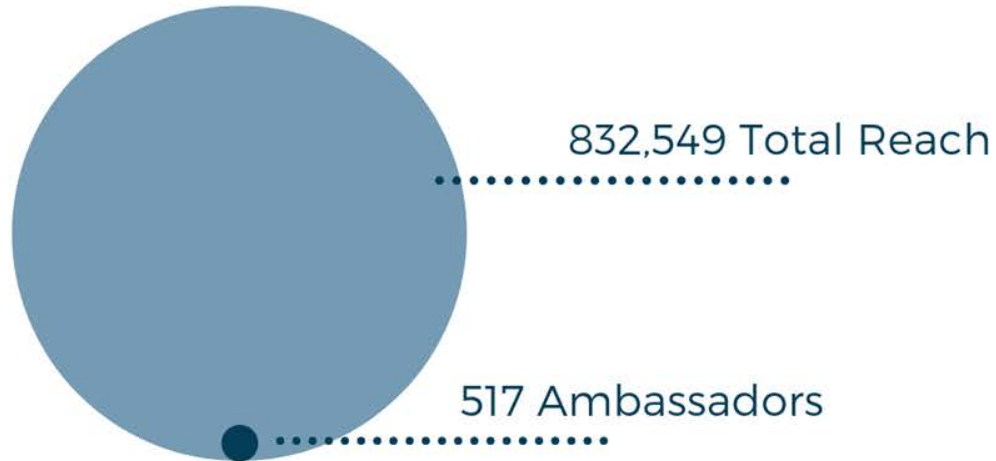
A SEXUAL HEALTH FRAMEWORK



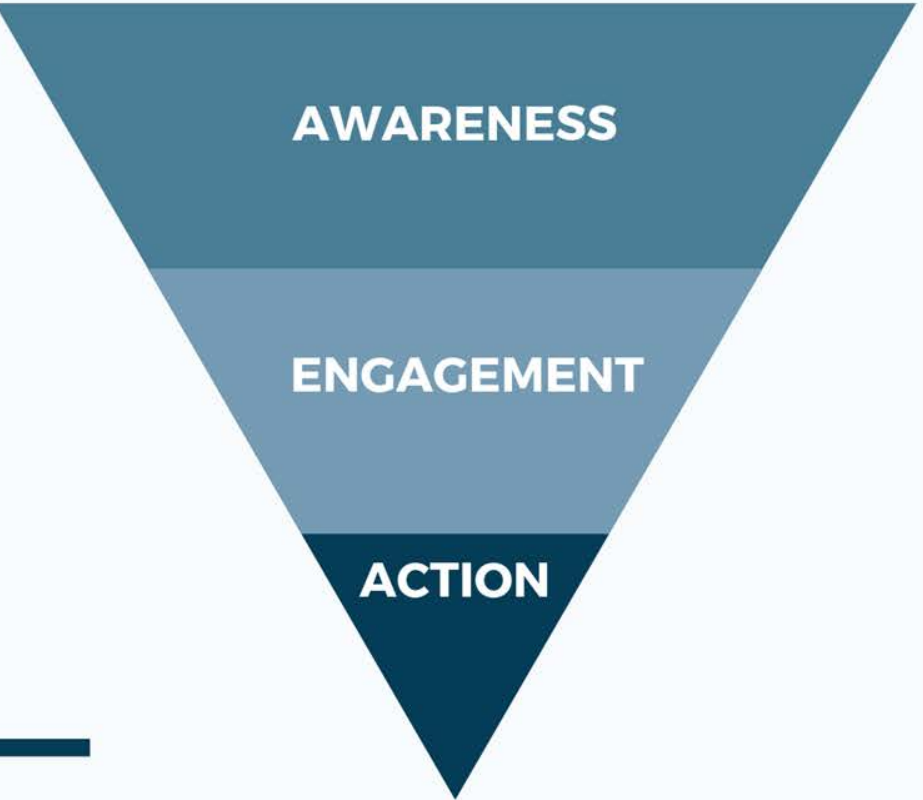
We envision a time when stigma is no longer associated with sexual health and our nation is united in its belief that sexuality is a normal, healthy, and positive aspect of human life.

Reach and Engagement

SOCIAL MEDIA AMBASSADORS



YES Means TEST



AWARENESS

ENGAGEMENT

ACTION

AWARENESS

- More than 8 million hero video views
- 35 earned media placements with an audience reach of 181 million

ENGAGEMENT

- 1.9 million engagements
- 1.6 million video views
- 289,000 likes
- 5,400 comments and shares
- 270,000+ website visits

ACTION

- 26,740 clicks on website clinic locator
- 9.9% conversion rate

YES MEANS TEST

REACHING THE AUDIENCE WHERE THEY ARE

Using trusted voices to reach
and connect with young
women in their element.





Mrs. Johnson 15 hours ago

Getting an STD should not be normal. My goodness. I didn't know it was that bad out there in the streets.



1



REPLY

Hide replies ^



Lavinia Retta 14 hours ago

Mrs. Johnson I agree. I think it was extremely misinformed for her to say that it is "normal".



1



REPLY



Graciela Olguin 7 hours ago

You're both misunderstanding the message and contributing to the stigmas about STDs. The more we talk about it, the more it's normalized and people won't feel SHAME for getting one and they can be more informed about the different ways to contract them so that they can avoid it OR get tested and the proper treatment if they notice that they may be experiencing symptoms.



REPLY



Mrs. Johnson 6 hours ago

[@Graciela Olguin](#) nope, I'm not misunderstanding nor contributing to anything. It should not be the norm PERIOD. I said what I said.



REPLY

ORIGIN OE *healt*
gin, from a base
health • n. the state
➤ a person's health

THANK YOU