Founder and executive director of Sickle Cell 101

Founded Sickle Cell 101 10 years ago to **provide easily accessible resources**

Only 1 in 3 users are **connected to patient advocacy**

Patient advocate leader representative of the **collective voice**

Patient-reported surveys and to help **informed decision making** on treatment options

Social media **for good.** Evidence based

Certified health educator and NIH-NHLBI Sickle Cell Disease Committee Member

75% of users are individuals directly impacted by sickle cell disease

The **largest and most comprehensive digital platforms** for real-time generated community insights and patient experience data.

Live with **sickle cell disease**

Reach millions of users annually in over **130 countries**

Use of **data insights to drive patient prioritized programming** and topics