



1 merakoi provides income for professional experts who live with a chronic disease



Living with a chronic disease impacts **households' income** ^{1,2,3,4}

In the last 2 years, merakoi worked with

58



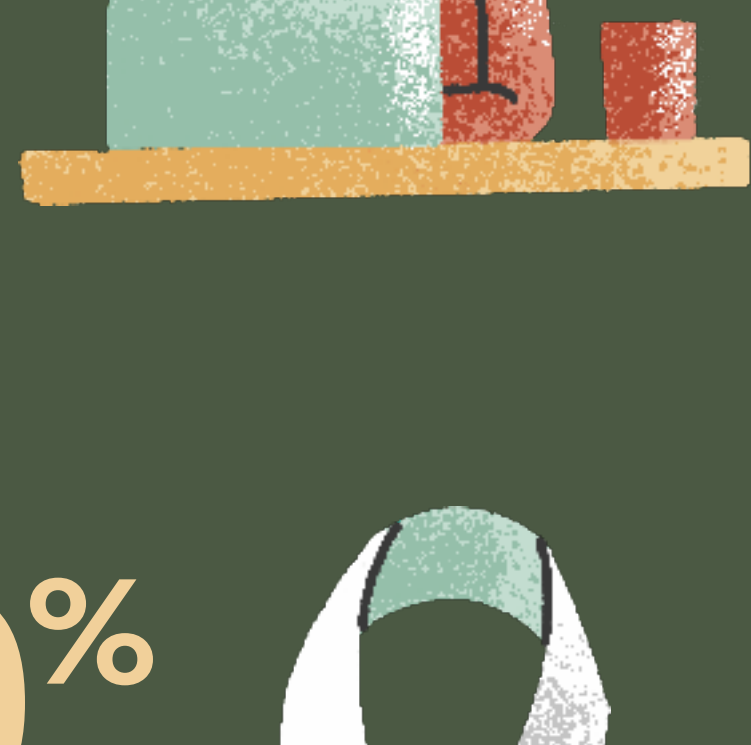
Experts

living with a chronic disease to complement the social and financial public support

1 TO 20

HOURS PER WEEK

On average Patient Experts work between



100%

growth of the merakoi Patient Experts' community for the last 3 years



100%

of merakoi's experts* are living with a chronic disease

*including caregivers



1521h

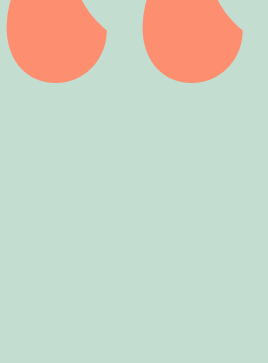


total number of hours worked by patient experts in 2020 on merakoi projects

SOURCES

- <https://www.cain.info/revue-regards-2017-1-page-181.htm> Two years after diagnosis a third of the patients have lost or quit their job or are on sick leave.
- OECD/EU (2016), Health at a Glance: Europe 2016 – State of Health in the EU Cycle, OECD Publishing, Paris. DOI:10.1787/9789264265592-en https://www.euro.who.int/_data/assets/pdf_file/0008/96632/E93736.pdf For individuals with chronic conditions, those diseases also mean barriers to employment and stigma, with consequences on wages, earnings and positions reached/level of seniority in an organisation
- Busse R, Blümel M, Scheller-Kreinsen D, Zentner A. Tackling chronic disease in Europe – Strategies, interventions and challenges. World Health Organization 2010, on behalf of the European Observatory on Health Systems and Policies. Overall, they "depress wages, earnings and labour productivity, as well as increase early retirement, high job turnover and disability"
- RareBarometer study JUGGLING CARE AND DAILY LIFE: THE BALANCING ACT OF THE RARE DISEASE COMMUNITY http://download2.eurordis.org/tbv/juggling_care_and_daily_life_infographic_final.pdf 7 in 10 patients and carers reduced or stopped professional activity due to their or their family member's rare disease

2 merakoi adapts to our experts health-induced needs by working in Patient Expert pools



merakoi has been super flexible in accommodating my schedule on the project. This flexibility is very important because of my disease, I never know if I will be feeling well enough to actually do what I had committed to do.

Sebastian – Analyst and Multiple Sclerosis patient



3 merakoi projects make a difference...

73,5%

For clients

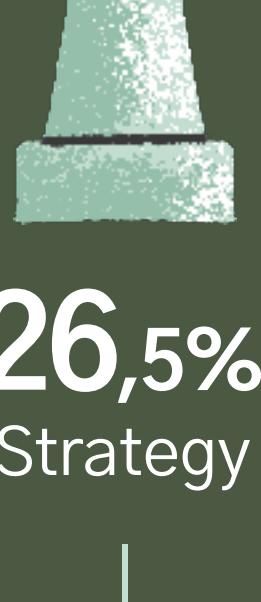
26,5%

For merakoi



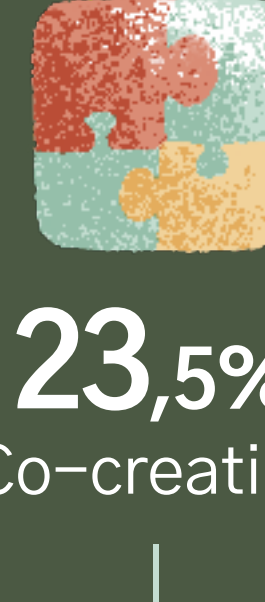
23,5%

Insights



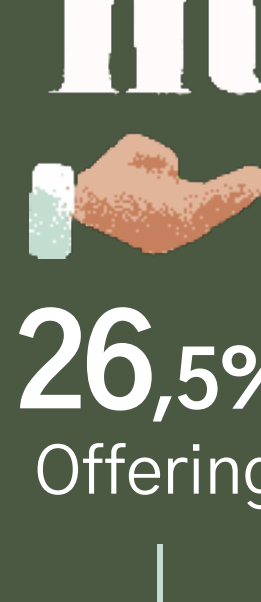
26,5%

Strategy



23,5%

Co-creation



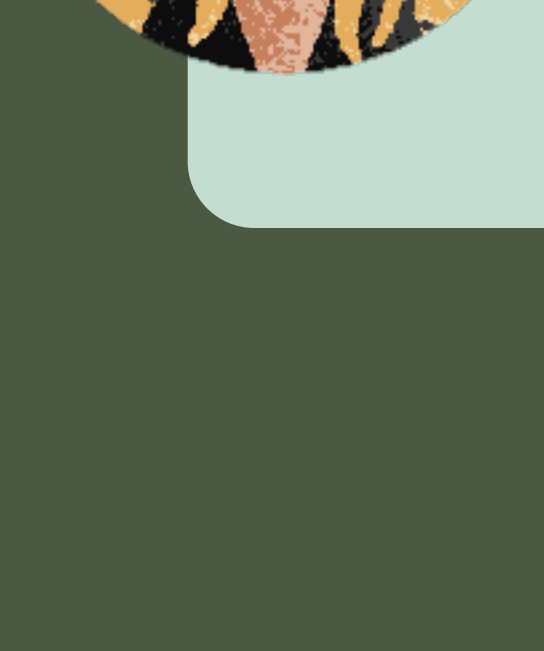
26,5%

Offering



Working for merakoi means that I get to use my professional experience and I get to combine that with my passion for patient advocacy. It is a really good opportunity to both do work that is personally but also professionally fulfilling.

Marie – Marketing and communication professional and Breast Cancer survivor



We strive to have a direct impact on the patient community

with the development of



Digital solutions



Patient support programmes



Patient journey mapping



Patient Reported Outcomes



Clinical endpoints



All the projects I have worked on with merakoi had the aim to have an outcome that will positively impact the IBD community, whether this is within the actual care setting or treatment.

Sahara – Digital marketing professional and Inflammatory Bowel Disease patient



4 Patient Experts' demographics

Sex



64%

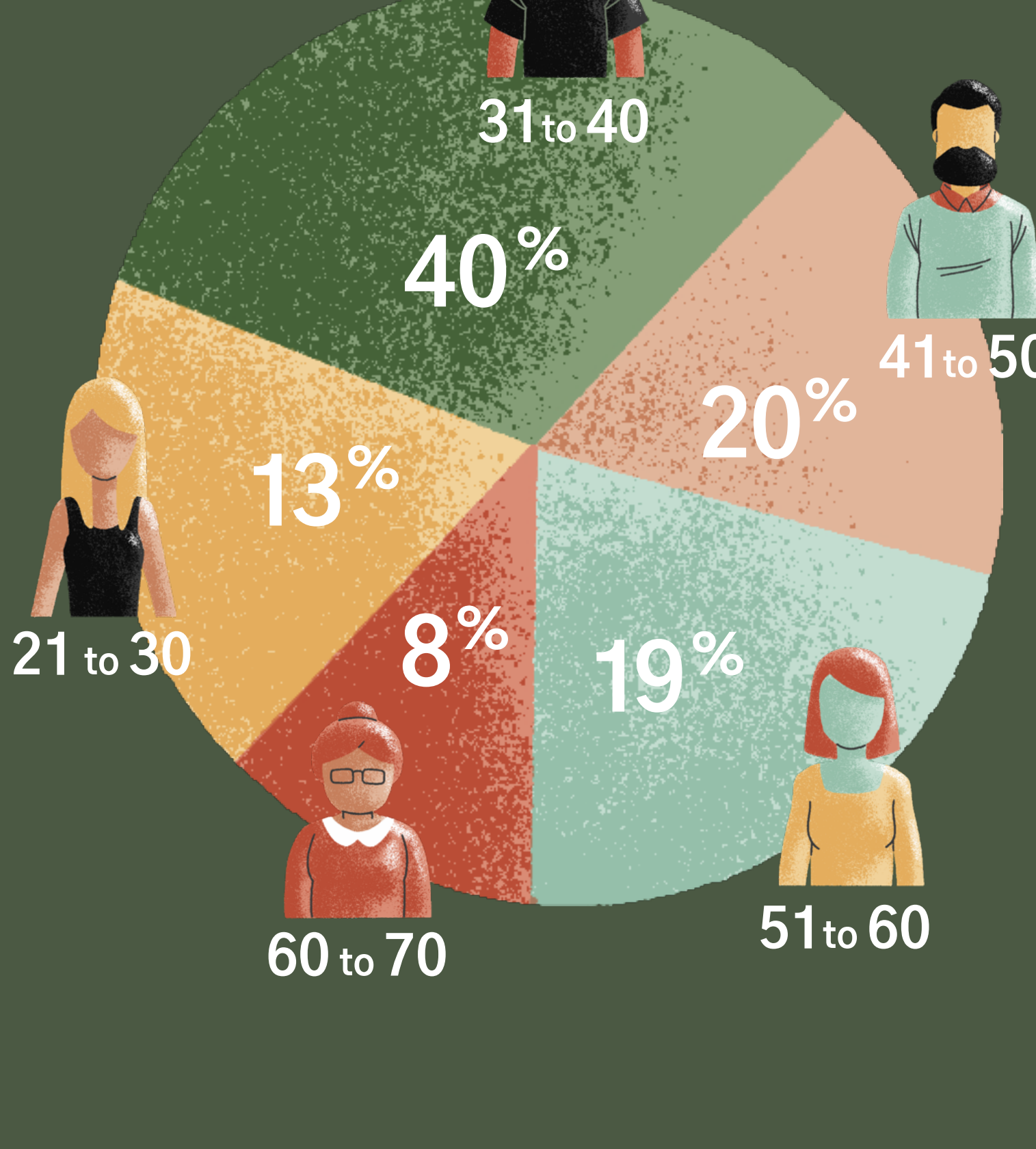
Women



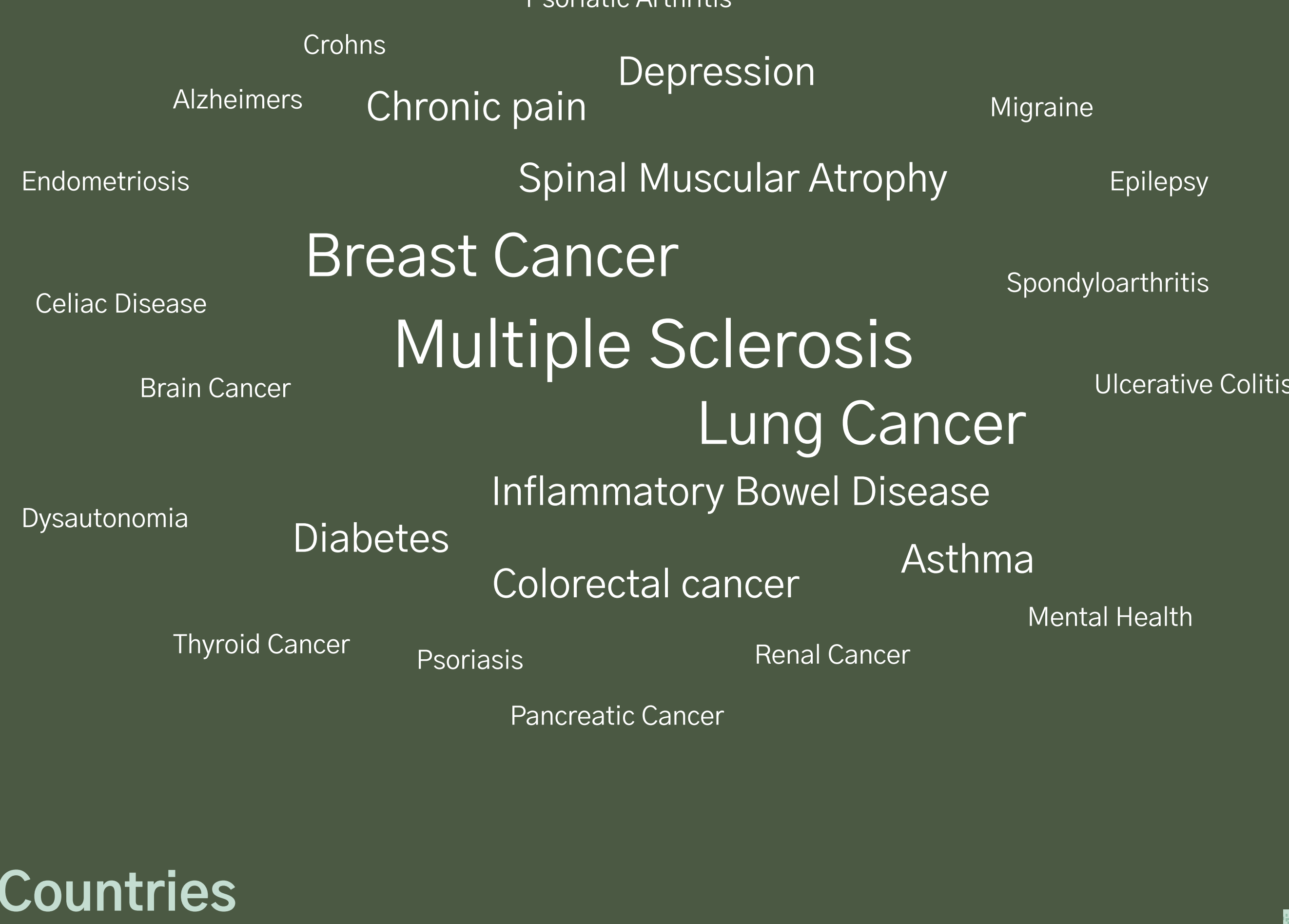
36%

Men

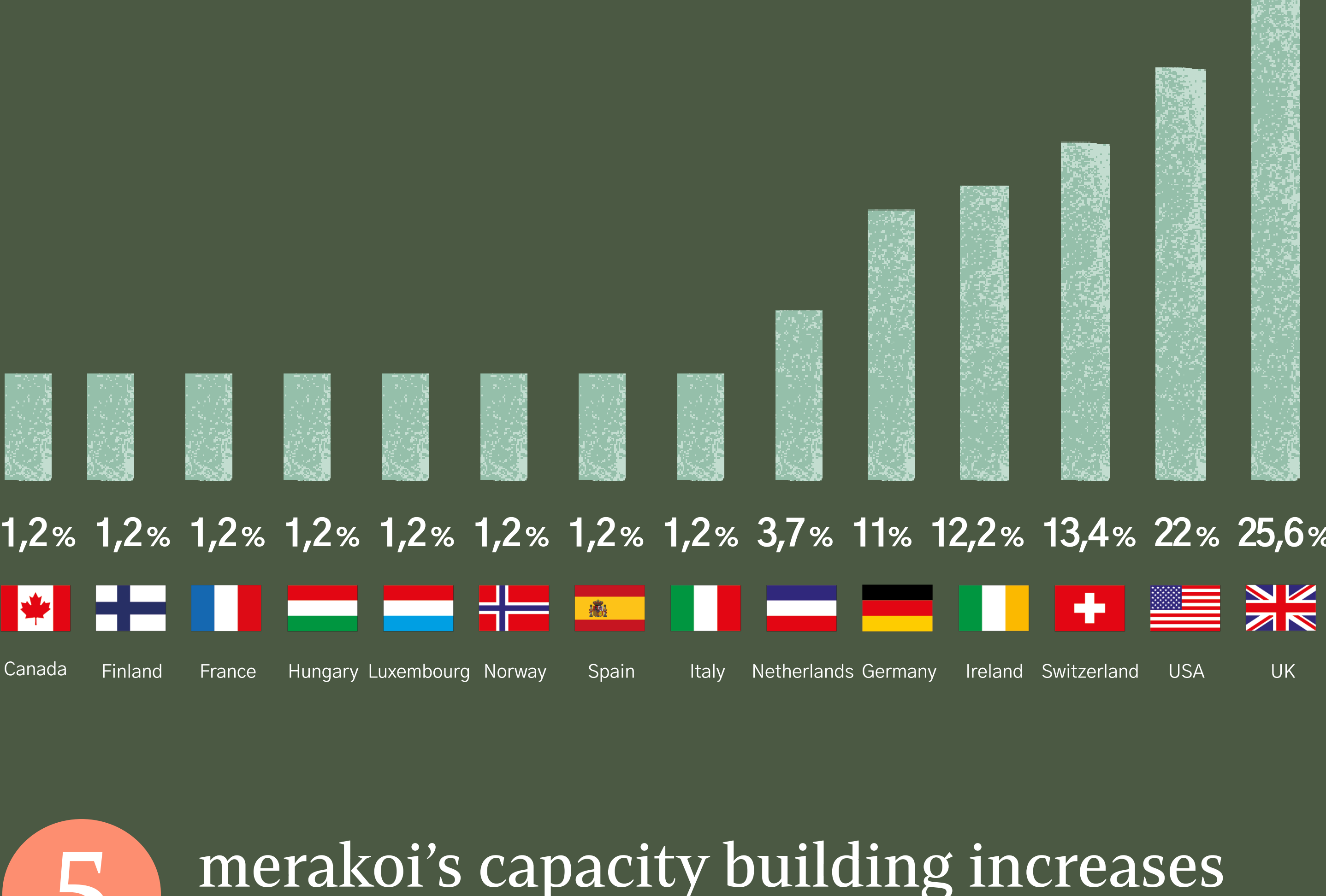
Age



Diseases



Countries



5 merakoi's capacity building increases the experts' knowledge and skill-set



Completing the Ephemra market research certification whilst delivering my first market research assignment with merakoi helped demonstrate to our client that a patient-first mentality can be brought to every aspect of the project. Giving me the opportunity to step outside the perceived patient roles was empowering and delivered truly authentic market research.

Joan – Market research expert and Multiple Sclerosis patient

