

# Annual Report 2017

# FindMeCure Foundation

Healthier life for all through innovation and  
education



# Annual Report 2017

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# The Burden

- Increasing morbidity and mortality rates in various diseases
- Lack of easy-to-understand information regarding promising
- Low participation of patients in research
- Gap between the pharmaceutical development and patients
- Low education level leading to poor health
- Financial burden

## Did you know that?\*

- Less than 15% of patients are aware about clinical trials as an option for their treatment
- 75% of the patients say they would apply for trials had they known it is possible
- 95% of the people who took part in clinical trials, would recommend it and would do it again. *\*Source: NIH CSRP*



# Who are we?

## About FindMeCure Foundation

FindMeCure Foundation is the Patient Awareness Program of [FindMeCure](#). Its mission is to contribute to a healthier life for patients through innovation and information.

FindMeCure Foundation is committed to educating people globally about clinical trials, encouraging patients to make informed decisions about their treatment and paving their way to a better quality of life. We help people understand the benefits and risks of clinical trials and how to find and join them.

From creating useful content to providing automated solutions for finding and applying for ongoing clinical trials, we shine a light on how treatments in development can be accessible to everyone.

### Our goals

Raising awareness about clinical trials among the community - their benefits, risks and ways to participate in ongoing clinical studies.

Disseminating the results of the completed clinical trials and the effect they can have on science and modern methods of treatment.

Collaborating and providing support to patient organizations in their efforts to inform and educate better their patient Communities.



# Activities in 2017

**2017** was a key year for **FindMeCure Foundation** as we were focused on understanding better patient's anxieties, pains and needs in order to address them within our work.

We have interviewed hundreds of **patients** both online and on spot and aimed to get the perspective of patients with different profiles - young and adult, patients with chronic or life-threatening diseases, patients with no or extensive knowledge about clinical trials.

We have also interviewed a variety of **health professionals** worldwide - GPs, specialists and investigators participating in clinical trials. The aim was to also explore their pains and difficulties as regards to their communication with patients as well as their challenges during the patient recruitment process.

## Surveys



# Activities in 2017

**FindMeCure Foundation** is focused on educating patients about clinical trials and other health-related topics. Therefore, we are constantly working on creating useful content and visuals so as to present the topic about clinical trials in a more interactive and easy-to-understand way.

The materials which we created in 2017 are as follows:

## Videos

- [Information video about efficacy and safety of clinical trials](#)
- [Video on Stomach Cancer - triggers, symptoms, treatment and prevention](#)

## Infographics

- [Infographics](#)

## Useful content

- [Blog articles](#)

## Disease-specific information

- Dedicated pages about [Rheumatoid Arthritis](#) and [OsteoArthritis](#)

## Information materials



# Activities in 2017

**FindMeCure Foundation** took part in the campaign of the **American Chronic Pain Association (ACPA)** which designated September as the **Chronic Pain Awareness Month**. The aim of the campaign is to raise awareness about chronic pain as a serious topic among the society and inform them better about symptoms, treatments and pain management tools.

**FindMeCure** conducted an interview with a patient with Complex Regional Pain Syndrome (CRPS) who was not satisfied with current treatments and was looking for an alternative in the face of clinical trials at FindMeCure. The interview was included in a [blog article](#) which was published and disseminated through our channels.

Our partners at the **International Alliance of Patient Organizations (IAPO)** commemorate the **Patient Solidarity Day** each December. This year's theme was:

'Patient Empowerment through knowledge'. FindMeCure took part in the campaign through conducting a webinar on ["Where are all the new treatments and how to benefit from them"](#) The webinar was attended by around 30 patients and representatives of patient organizations worldwide. This was a first step of a series of webinars that the Foundation will develop for patients in 2018 and ahead.

## Patient campaigns



*American Chronic Pain Association*



International Alliance of Patients' Organizations

A global voice for patients



# Activities in 2017

**FindMeCure Foundation** was represented at two patient seminars organized by the **Bulgarian Association of Patients with Rheumatoid Arthritis**. The seminars were held in Plovdiv (30.09.2017) and Sofia (04.10.2017) and brought together patients, medical specialists and industry. A representative of FindMeCure presented about clinical trials as a treatment option and how new technologies like this platform can help patients find all ongoing studies on one place and join the most suitable one.

## Patient seminars





# Activities in 2017

**FindMeCure Foundation** was represented at the **Patient Think Tank meeting of EFPIA (European Federation of Pharmaceutical Industries and Associations)**.

The meeting was focused on discussing the priorities within the new presidency of EFPIA on behalf of the pharmaceutical company Merck, one of which is patient recruitment for clinical trials.

**FindMeCure** platform was presented as a best-practice platform for patient recruitment which provides patient-friendly information on all clinical trials worldwide and helps patients to apply for participation for the most suitable one for them.



**Think Tank  
meetings**

**efpia\***



# Activities in 2017

In 2017 **FindMeCure Foundation** established several key partnerships with the following patient organization:

- [American Chronic Pain Association](#) - an American association working in the field of chronic pain
- [Association of Autoimmune Disease Patients](#) - a Romanian organization working in the field of autoimmune diseases
- [No Stomach for Cancer](#) - an American organization uniting patients with stomach cancer
- [World Alliance of Pituitary Organizations](#) - an international umbrella organization uniting patients with pituitary and related conditions worldwide.
- [EuropaColon](#) - a European umbrella organization which works in the field of colon and other digestive cancers

The organizations confirmed their willingness to partner with the Foundation with the aim to inform their patients about all ongoing clinical trials near them. With the support of the team behind

## Partners

### Also...

The following organizations committed to collaborate with FindMeCure Foundation in different ways :

- Pain Alliance Europe
- Lung Cancer Europe
- European Federation of Neurological Associations

Future treatments within your reach  
*We help you search and understand treatments in development*

What's your condition?	Age	Gender	
<input type="text" value="Stomach cancer"/>	<input type="text" value="Age"/>	<input type="radio" value="male"/> male <input type="radio" value="female"/> female <input checked="" type="radio" value="any"/> any	<input type="submit" value="Q"/>



# Our team

The work of the Foundation in 2017 was supported by the team of FindMeCure.

## Our dedicated team:



**Maya Zlatanova**  
founder



**Miroslav Valchev**  
founder



**Ivaylo Yosifov**  
founder



**Viktor Tsenkov**  
developer



**David Strhan**  
Educational  
Counselor



**Veselina Foteva**  
PR & marketing



**Boryana Krasteva**  
UI/UX design



**Daniela Shikova**  
Patient Relations



**Ina Cherpokova**  
Digital Marketing



# Financial report

Since its establishment in 2016, **FindMeCure Foundation** has been functioning with the help and the in-kind support of the team of FindMeCure Ltd. All information materials, visuals and initiatives were fulfilled by the team of designers, marketing experts, developers, patient coordinators and clinical trial experts.

Due to the necessity to expand the work of the Foundation and its influence among patients and patient organizations, the governing body of the Foundation has decided to form a dedicated team to work on its activities in 2018 and onwards. At the beginning, these activities and financial costs will be supported with the in-kind support of FindMeCure Ltd. The Foundation will further work on attracting separate financial resources.

The official financial report will be uploaded once it is finalized.



# About us...

*"I found FIND ME A CURE while going on so many web sites regarding CRPS. I found it very easy to find a trial and apply. I am not familiar with clinical trials but I want in, I feel this can help me to a better life without pain. But after reading about clinical trials I believe they can give HOPE and help people like me in NEED. Please keep your good work. So many of us are suffering with this AW-FUL disease which overpowers your life. We are looking for HOPE and can only hope this clinical trial will be the answer to my hope and prayers. Can't thank you enough for keeping me in the loop."*

**Thomas Jarvis, a patient with CRPS**

*"That is a brilliant idea, I am the nurse for a sarcoma charity and we have so many questions about trials, because there are so few around. I have been suggesting patients look on your website. Fantastic!"*

**Sam Hacket, a nurse at Sarcoma UK**

*"Your website is a Godsend and there are no words to describe how useful this is and will continue to be. The search system is extremely clear, love your short answers to the FAQs."*

**Sheila Khawaja, patient advocate, WAPO**

*"Keep up the wonderful work you all do in advancing our understanding of diseases that affects the lives of so many people"*

**Yvonne Mc Sweeney, Caregiver**





# Contact us

## FindMeCure Foundation

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