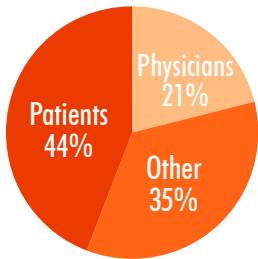
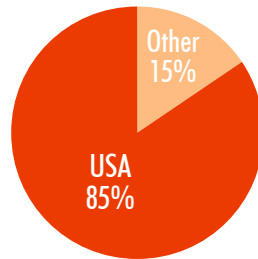


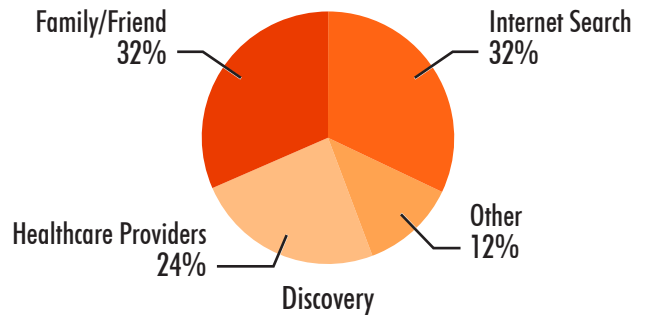
Audience Reach and Demographics



Audience



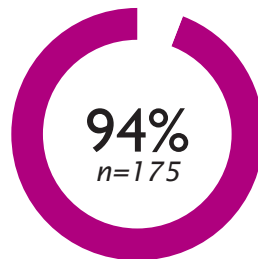
Geography



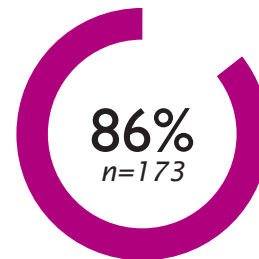
Patients Who Learned New Information on IBD



90% learned new general information about IBD

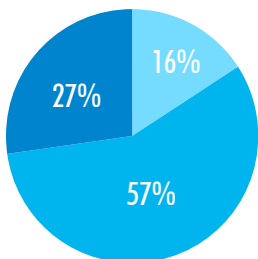


94% learned new treatment option information for IBD

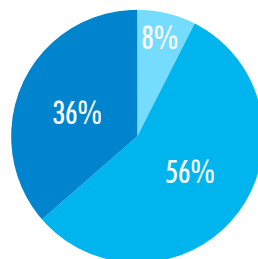
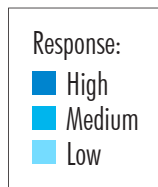


86% learned new surgery option information for IBD

Patient Knowledge Level Pre-/Post-Website Review

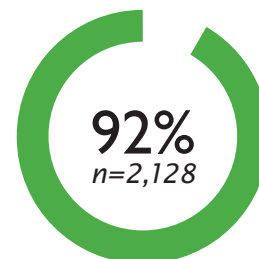


Pre-website
n=258



Post-website
n=201

Patients Who Reported Enhanced Ability to Manage Their IBD



92% report that the information presented will help them better manage their IBD