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# Engaging Awardees to Educate Patients

**Kristen Mueller**  
Senior Director, Scientific Program  
Melanoma Research Alliance

# MRA Awardees & Patient Engagement

- ENews
- Annual Patient Forum
- RARE Melanoma Patient Registry
- Ask the Expert Segments for Melanoma > Exchange online community



# MRA Awardees & Patient Engagement

## Ask The Expert

June 28 - July 2, 2021

Health-Related Quality of  
Life and Melanoma

[inspire.com/groups/melanoma-exchange](https://inspire.com/groups/melanoma-exchange)

### Dr. Betina Yanez

Associate Professor

Department of Medical Social Sciences

Member, Robert H. Lurie Comprehensive Cancer Center

Northwestern University Feinberg School of Medicine



- Melanoma > Exchange is an online support community for anyone touched by melanoma
- Led by patients & caregivers who've been personally touched by melanoma & MRA staff
- Currently has ~4800 members

# MRA Awardees & Patient Engagement



Ask the  ?  
**EXPERT**

Jamie and T.J. both battled stage IV melanoma.  
Ask about their clinical trial experience and more!

  
Jamie Goldfarb

  
T.J. Sharpe

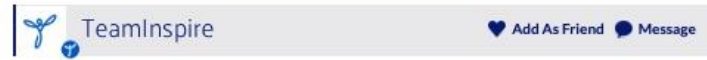
Melanoma > Exchange

## Goals

- 1) Make awardees/researchers accessible to patients
- 2) Underscore the importance of research
- 3) Support patients & caregivers
- 4) Promote the community to non-members

# Ask the Expert Segments

Ask the Expert: Health-Related Quality of Life and Melanoma, June 28-July 2



June 25, 2021 at 3:00 pm • 8 Replies • Shared With The Public

Following Hide Email Delete Close Problem?

Dr. Betina Yanez is an Associate Professor in the Department of Medical Social Sciences and a member of the Robert H. Lurie Comprehensive Cancer Center at the Northwestern University Feinberg School of Medicine. She received her undergraduate degree from New York University and her Ph.D. in Clinical Psychology from the University of California, Los Angeles. Her research focuses on patient-centered outcomes and psychosocial issues related to cancer control and survivorship. Her laboratory is supported by several grants, including a Pilot Award from the Melanoma Research Alliance.

Dr. Yanez is excited to virtually meet you and answer all your questions! Watch this video to learn more about her background, research, and the types of questions she is most suited to answer.



- Offer segments quarterly
- Segments held over 1 week, M-F
- Most sessions get 6-10 questions – usually at most 15min/day of awardee’s time
- Relatively light staff lift, scheduling can be flexible
  - Create branded images & promote on social media
  - Prep call with speaker
  - Monitor questions
- See 15-25% membership bump during the week of the segment

# Future Plans

- Distribute survey to solicit additional feedback about the Ask the Expert segments
- Generalize segment topics to expand interested parties
- Evaluate impact of quick videos
- Expand to every-other-month