

# BoneSmart.org Annual Review & Plan 2013-14

## Executive Summary

### 2013 BY THE NUMBERS

**30**  
MILLION MEDIA  
IMPRESSIONS  
of all featured  
images and videos

**2.25**  
MILLION VISITS  
4+ minutes  
per visit

**70,000**  
PAGES  
of public  
content

**43,000**  
REFERRALS  
to manufacturer  
sponsors

**30,000**  
SEARCHES  
for joint replacement  
clinics in  
our U.S. clinic  
locator

**12,000**  
FORUM MEMBERS  
**550,000**  
FORUM POSTS  
in our joint replacement  
forum, the web's largest  
hip/knee replacement  
community

**9,000**  
UNIQUE VISITORS  
to the **Diversity  
Campaign** pilot targeting  
African-Americans in  
Pennsylvania, Georgia,  
and Mississippi

**200**  
COUNTRIES

U.K.  
Canada  
India  
Australia  
Other

**150**  
LANGUAGES

**TOP 8**  
EMERGING  
MARKETS



**Millions of patients are afraid of or unaware of their treatment options for their knee and hip disabilities.** What patients need to help get them get off the sidelines and take action is a credible message that exceedingly successful options are available. **Only the voice of the patient can effectively carry that message**, and BoneSmart.org is the largest, most credible voice of joint replacement patients today.

Knee and hip replacement surgeries are among the most successful surgical therapies in all of modern medicine, and prospective patients deserve to be aware of their options.

Thank you for helping us provide this awareness and support while raising the image of the joint replacement industry as a whole.

## 2014 INITIATIVES

### MOBILE

Mobile visitors up 84% YOY in 2013. **Our first mobile forum app was released for Apple iOS in 2013; in 2014 we will release the Android app.** And our new website, optimized for mobile and tablet, will launch in 2014.

### SOCIAL

**Double our social media network reach** from 5,000 fans/followers to 10,000 and **Increase registered forum members** from 12,000 to 18,000 by end of 2014.

Social media visits are up 300% year over year

### GLOBALIZATION

**Publish select website content in 3 languages** by end of 2014.

44% of visitors are from outside the US despite our English-only language content.

### DIVERSITY

**Expand the successful African-American centric diversity campaign** that launched in three US states in 2013 to **the rest of the US by end of 2014.**