

FACTS ABOUT DAILYSTRENGTH

www.dailystrength.org

Mission:

DailyStrength.org provides a safe a place for people to find others with similar challenges, share advice about treatment options, recommend doctors, explore local support resources, post photos and videos, develop wellness journals and send “virtual hugs” to others. Much more than just an online support group, DailyStrength is the foundation of a new way of interacting with people to meet and overcome life’s challenges.

Social Networking Services:

- **Communities:** With over 600 online communities, DailyStrength has a support community dedicated to most every specific medical issue or life challenge. New communities are being added all the time.
- **24/7/365 Group Support:** DailyStrength members are available to help and talk 24 hours a day, 7 days a week, 365 days a year. Instant email alerts notify members when someone wants to talk or has offered advice.
- **Treatments:** More than 3,000 treatments for various diseases and issues are listed on the site, allowing members to find others using the treatments and learn about their experiences with them.
- **Member Blogs / Journals:** Members can keep their own wellness journals on the site, tracking their emotions and progress. Other members can provide comments and support.
- **Discussion Boards:** Each community offers discussion boards where members can ask questions and get advice in a public setting.
- **Virtual Hugs:** Virtual hugs are a quick way to give encouragement.. More than 175,000 hugs have been given by the site’s caring members.
- **Send-a-Hug:** Send an email hug to anyone with an email address when they need a lift or a reminder that you’re there for them.
- **Chat:** Soon members will be able to chat one-on-one with other members on the site.
- **Members in Need:** Within each community, all the members that are feeling down and could use support are listed so other community members know to reach out and offer their support.
- **Member Recommendations:** Members share their personal recommendations with their communities, including everything from doctors to therapists to great restaurants for kids.
- **News Updates:** Live news feeds are featured in every community delivering the latest and most relevant information is available.

Supporters & Advisors:

- DailyStrength communities feature not only people living with challenges, but family, friends and care givers who have experience with that condition or challenge. There are even medical professionals and advisors available to answer members' questions.
- The medical advisory board helps with treatment options and the organization of the site, as well as contributing to feature design and community creation.

Fast Facts:

- The site is free to register and use
- Members are encouraged to remain completely anonymous – only an email address (which is not shown to other users) is required
- The members of DailyStrength are typically female, ages 25 to 55.
- The average person spends almost 20 minutes on the site during each visit.
- By page views, DailyStrength is already ranked in the top 100 health sites on the Web. (comscore)
- Ranked by pages viewed by unique users, DailyStrength already ranks in the top 20 health sites. (comscore)
- A 2003 *Cancer* study of more than 60 cancer patients found clear evidence that participation in online support groups reduced depression and improved reactions to pain. Other studies have found that support groups increase life expectancy and life satisfaction.¹

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¹ Lieberman MA, et al. Electronic Support Groups for Breast Carcinoma. *Cancer*. 2003 Feb;97(4):920-25.