

**CYSTICLIFE.ORG**

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*The Social Network for the Cystic Fibrosis Community*

# WHAT IS CYSTICLIFE?

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- For the CF community, by the CF community
- An organization that works to positively impact the lives of the Cystic Fibrosis community.
- Offline:
  - Raise awareness about CF
  - Educate/support the community
  - Provides activity, medical, and educational grants for CF-related expenses
- Online: [CysticLife.org](http://CysticLife.org)

# OVERVIEW OF CYSTICLIFE.ORG

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- Open to anyone in the CF community: patients, family members, friends and healthcare providers
- Members can maintain a profile, blog, ask questions, communicate with others and search for members by age, gender, location and relation to CF.
- Real. Positive. Community

# USAGE OF CYSTICLIFE.ORG

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- Who's Using CysticLife.org?
  - 33% of members are moms
  - 36% of members are patients (“cysters” and “fibros”)
  - 2% of members are healthcare professionals
- Top Content
  - Questions
    - Treatments (medications), Nutrition
  - Blogs
    - Accomplishments of self or children (life, treatments, exercise)

# GOOGLE ANALYTICS

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- Since January 2010:
  - Over 2.7 million pageviews
  - 89,000 unique visitors
  - 5,080 registered members
  - Average 6:35 minutes and 7 pageviews per visit
  - Visitors from all 50 states and 139 different countries
  - 74% of visitors returning more than once a day

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**LIVE DEMO**

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**QUESTIONS?**