



Revolutionary Social App based Platform enabling Cancer Patients, their Families and Doctors to better Network, Research and Share Information to Improve Quality of Life and Outcomes



Eliran Malki
Chief Executive Officer & Founder

Belong
<http://belong.life/>

Interview conducted by:
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CEOCFO Magazine

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- Eliran Malki

CEOCFO: Mr. Malki, what is the concept behind Belong?

Mr. Malki: All the founding members of Belong share the unfortunate experience of losing loved ones to cancer and we realized that as much as we all thought that we were doing everything we could be doing and even though we were spending a lot of money to find the right experts and solutions, we still make a lot

of mistakes and missed important knowledge along the journey. Patients and their families need a more structured, more educational and personalized way to fight cancer. We need to better understand treatment options and to, hopefully, experience better quality of life and, of course, maybe a longer life. That is why Belong is around today.

CEOCFO: How does that play out day to day? What happens at Belong?

Mr. Malki: We developed in Belong an app based solution that every patient or family member can download for free at the App Store or Google Play. The app includes individually tailored instructions, information and tools designed for the user. They have everything the patient and family needs in one place. For example, it has physicians that are experts in cancer or radiation or imaging or side effects and pain related to cancer. It's like a small virtual hospital in their phone; and free for everyone. They have a navigation tool that many consider as the “Waze for cancer” that helps them understand if they are on track, that they did not forget or miss something. If a user adds a new activity he or she will get the information relevant to them about that treatment includes general information about the treatment, tips from other patients like them, questions to ask the doctors and for patients of providers and payers that work with us, specific information and services related to their hospital or insurance policy. All the information they see is tailored to their disease and their individual needs.

CEOCFO: Have people actively been looking for something that can help them in this regard or is it more they will be happy to know when they find it?

Mr. Malki: Cancer patients and especially family members that are supporting them are looking for everything that can help them understand the situation better and keep making sure that they are on the right track. Getting the best treatment possible and making sure they are as comfortable as they can possibly be. Think about it, we use GPS in our cars just to avoid traffic. So, shouldn't we have something to help navigate our cancer journey? Making a mistake in treatment choice, not choosing the right physician or not being aware of the differences between the MRI machines or the fact that some vitamins are very bad for certain cancers while you are undergoing treatment are all critical. It is very important and patients are constantly on the lookout. In fact, our strategy is putting the patient in the center, going directly to the patients. It is patients who are downloading the app and getting their friends, family and others to download it too.

CEOCFO: Where are you sourcing your information? How do you know what you are presenting is correct, as there is some controversy in many areas?

Mr. Malki: Yes, of course. Belong is a platform for content sharing, we do not produce or filter content. The information comes from public information, the community and/or the patient provider/payer. a user can learn information from the community or the physicians and experts that are serving the users with educational and protocol info. Today, we have

many physicians that are managing or leading their departments, including from hospitals like Mt. Sinai, Mercy Hospital and other leading institutes around the world. They are the best that we can find in their field.

CEOCFO: *What is your business model?*

Mr. Malki: Our business model is around what we call the engagement zone. Every provider and payers, today, is looking for engagement solutions to deliver better outcomes at lower cost, and that can improve quality of life, quality of care and of course be more aware of treatments they may need. Belong has already built this. We offer them access to a proven engagement solution by building their own engagement zone for their patients. In four to six weeks they can build that, serve their patients much better, more efficiently, with lower operational costs and a higher patient satisfaction and they pay for that.

CEOCFO: *How do you reach out so people to learn about what you do and to make use of what you have available?*

Mr. Malki: We work a lot through cancer associations and societies, providers and payers. They have their own engagement zones on Belong where they can onboard their content, services and execute their online strategy and they bring in their own patient. Like I said, there are also the hospitals and payers we work with that onboard their patients. The most powerful of all though are the people who use it and tell others. It is word-of-mouth, which we are most proud of. They can get the information about their specific situation, even if it is Saturday morning or Sunday at noon. Someone will answer them. It is not medical advice, but it is a lot of relevant and educational information that helps you be more aware of what's next and be sure you are on track and understand the options.

CEOCFO: *What is your geographic reach?*

Mr. Malki: We are global. We started in Israel where, today, more than one in ten cancer patients are using Belong. Also, the five biggest providers and HMOs are joining us too, so by the end of the year we will be at about one in every three patients. We have patients in the US and Canada where we have started signing up providers. We also have patients from Brazil, Switzerland and, basically, all over the world. However, the biggest market for us now is the US.

CEOCFO: *Are there particular types of cancer where people engage with you more? Are there areas that people are finding it harder to find good information?*

Mr. Malki: It is not so much particular types of cancer. People actually engage across all of them. However, most of the interaction and the stress that patients usually experience is with metastatic cancer. It could be pancreatic or lung, of course in leukemia and others. That is where we seem to relieve much more stress and where they need more information and support and that is when are getting more from Belong. Breast cancer, of course, is the big one because it is the biggest community.

CEOCFO: *What have you learned as patients and caretakers have been engaging with you? What might have changed from your original plan as people have been using Belong?*

Mr. Malki: The beauty is that we see it working. We got thousands of thank you letters and notes from users for what we did for them and how much Belong is helping them. We realized that we need to make it even simpler for users to understand their timelines and next steps so we just launched a new version that does just that. We learned that the family support network is very important. For many the person who ends up managing the treatment is a family member and more often it is the daughters. Working together makes quality of life the management of the disease on both sides better. We have a feature we call Belong Wisdom. Every week we take the wisdom of the crowd, which is what everybody was saying, from the physician's side and the expert's side and the patients and we summarize it in five sentences. What was the most repeated question and answer this week? We find it very, very valuable because at the end of the day most of us share similar problems, challenges, fears and anxieties. Once you see that you have three hundred patients that have the same issue and X was working very good for them it gives you much more comfort in choosing X instead of just choosing something that's been advertised to you.

CEOCFO: *Are many people using the mobile version?*

Mr. Malki: Yes. Today the mobile is a ubiquitous part of our everyday lives. When dealing with cancer you often find yourself spending five hours at chemo or going through radiation and you are sitting in the hospital or you are just sitting or lying on the couch in front of the TV for long periods of time and the phone is always with you. People use the mobile phone much more than anything else. Sometimes, even if the computer is next to them they will still use the mobile app. Equally important are the notification tools and sharing capabilities that are very easy to do on the mobile. For example the calendar where you can add tasks get notification telling you there is an MRI tomorrow and give you the information

you need to prepare for the MRI in one place. The sharing features make it easy to invite their children to take them to the hospital. It is very easy to do it from the mobile and a little bit harder to do it from a computer.

CEO CFO: *What is the medical opinion about people that engage in groups when they are fighting the disease? What does the research show about how important it is to have that sense of community?*

Mr. Malki: It depends on who you ask. The patients really, really like it. They feel that it is all about getting different opinions and they seek the truth. With the physicians, it depends on the physician. Getting answers from other patients is nice, but getting answers from leading physicians is very important. It is not the physician that has just finished school somewhere. These are leading physicians from leading institutes. These are the experts that are teaching other physicians, so getting an educational response from them is very valuable.

CEO CFO: *What is the competitive landscape for Belong?*

Mr. Malki: When it comes to patient centric navigation to manage the fight against cancer the way we do it, I am not aware of anyone. There are many social communities, but they are usually social communities between patients and other patients. An average patient on Belong will have fifteen to twenty leading physicians that are relevant for his or her disease, and it is for free. We help you step-by-step, using our management tool understanding what are the questions you need to ask to get you to the next step; getting all of that from leading associations, providers and payers. I am not familiar with anyone that does this. I assume that in the next five or six years everyone will try to do something like that. We try to provide patients with everything they need to fight cancer better and in one place; get educated; engaged, manage treatment; communicate and more. That is the best competitive focus for us.



BELONG
Beating Cancer Together