



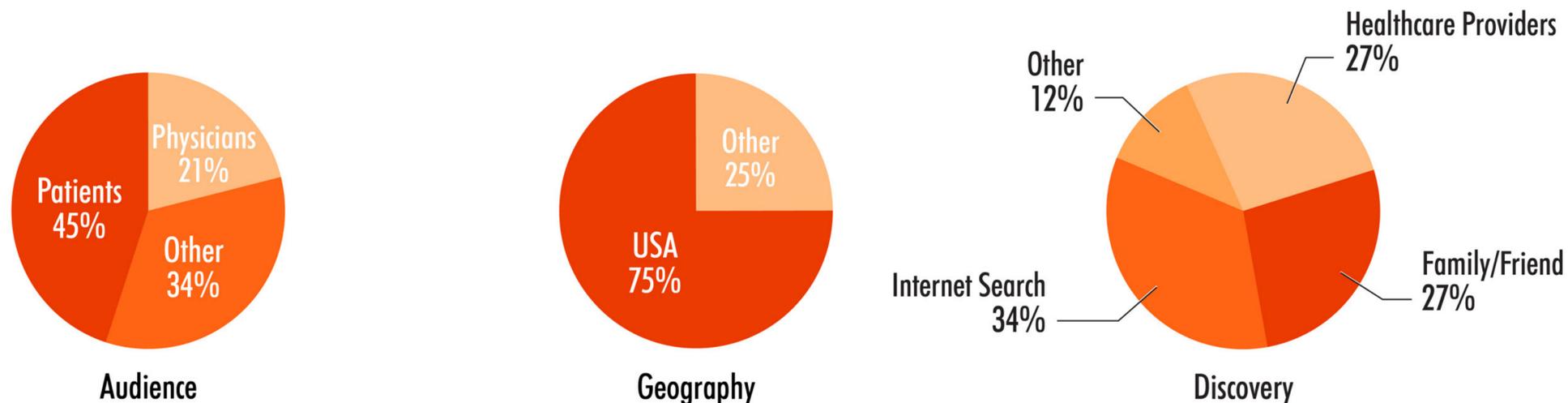
# You and IBD

An Animated Patient's Guide to Inflammatory Bowel Disease  
Site Metrics Report • January 1, 2012 - March 20, 2018 • [www.YouAndIBD.com](http://www.YouAndIBD.com)

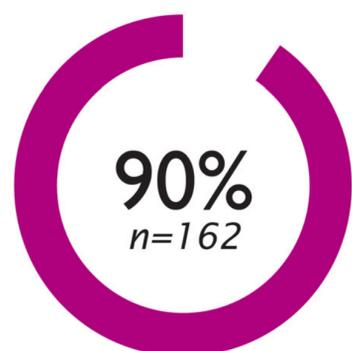
## Audience Reach and Demographics

1,299,468 total views to the You and IBD patient program

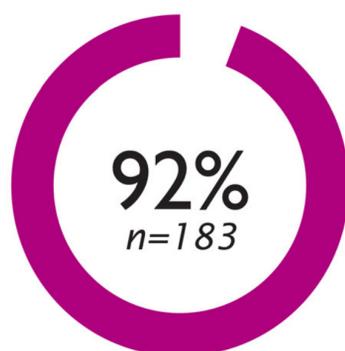
610,132 total unique visitors to the You and IBD patient program



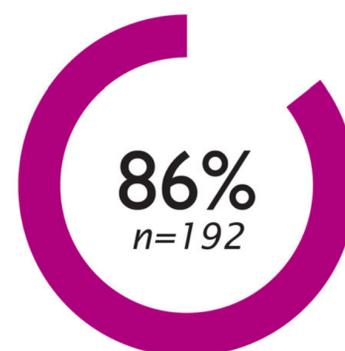
## Patients Who Learned New Information on IBD



90% learned new general information about IBD

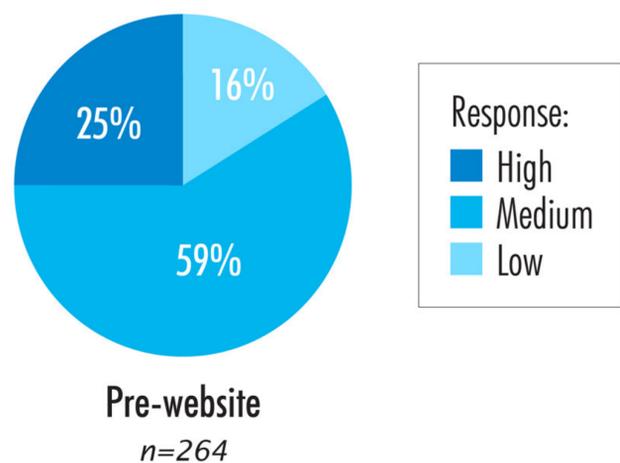


92% learned new treatment option information for IBD

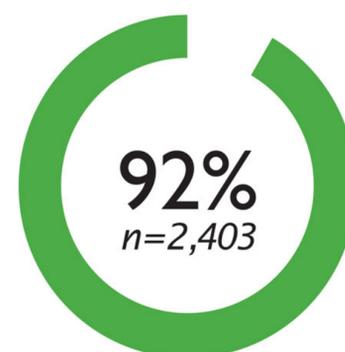


86% learned new surgery option information for IBD

## Patient Knowledge Level Pre-/Post-Website Review



## Patients Who Reported Enhanced Ability to Manage Their IBD



92% report that the information presented will help them better manage their IBD