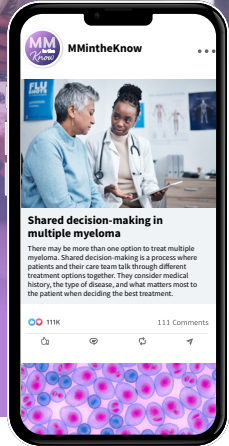




MM in the Know is a social media-based patient education initiative dedicated to people living with multiple myeloma (MM) and their loved ones. Through trusted, easy-to-understand content shared across its social platforms, MM in the Know helps people affected by MM stay informed about treatment options, management strategies, and living well with MM.

MultipleMyeloma-InTheKnow.com



Empowering patients

MM in the Know aims to empower people living with MM by sharing clear educational content and supportive resources. The goal is to help patients and their loved ones better understand the condition and take an active role in their care.

Accessibility for all

Our social media channels provide clear, easy-to-access information about MM, including topics such as diagnosis, treatment, disease management, and living with MM. Content is designed to be easy to understand and is available in multiple languages, where possible.

Guided by the community

We work closely with patients, caregivers, healthcare professionals, and patient advocacy and society representatives, to guide content. Their insights help ensure the information shared reflects the real needs and experiences of people affected by MM.



Follow **MM in the Know** on social media for trusted educational content and updates about MM.



All content was independently developed by SES in collaboration with CancerCare and an expert ambassador group. Funders were allowed no influence. A full list of our current funders can be found on our website.