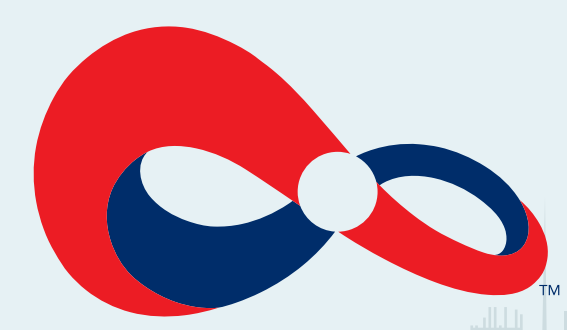


# 2015 IMPACT REPORT

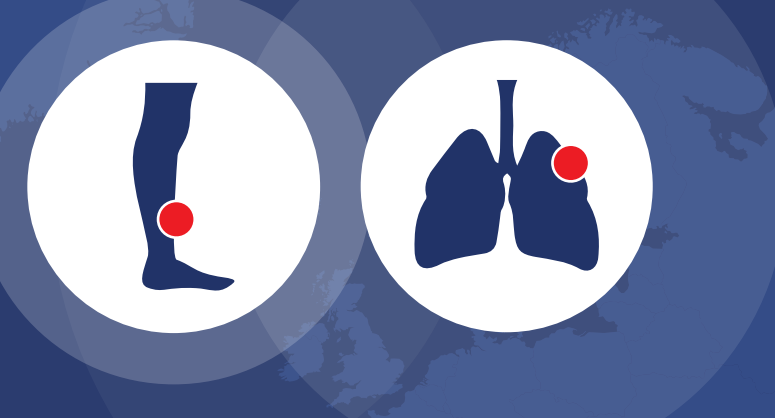


**WORLD THROMBOSIS DAY**  
13 OCTOBER

**World Thrombosis Day (WTD)** is a year-long global movement that culminates on 13 October and focuses attention on the serious, but often overlooked disease of thrombosis. Long term, the campaign strives to reduce unnecessary **death and disability** caused by the disease.

## 2015 FOCUS ON

Venous thromboembolism (VTE, blood clots in the legs and lungs) and increased risk for VTE during or shortly after hospitalization.



Up to **60%** of all VTEs are hospital-associated.



## CAMPAIGN OBJECTIVES



### PATIENT EMPOWERMENT

- Think VTE
- Know hospitalization is a risk factor
- Ask for a VTE risk assessment
- Build survivor awareness



### HEALTHCARE SYSTEMS / PROFESSIONALS EDUCATION

- Make VTE prevention a priority
- Call for mandatory risk assessment
- Provide appropriate prevention
- Educate systems and professionals

**GLOBAL CAMPAIGN REACH:**  
**440+ MILLION\***  
(170% Growth from 2014)

\*Estimations based on partner event attendance, media, social media, and website analytics.



## QUANTIFYING OUR IMPACT

1 Day, Millions Reached

### WITH GRASSROOTS ACTIVITIES...

Approximately **6,500** activities held around the world, reaching **13.3 million people**.

**70 Countries**

**11 Sponsors**      **320 Partners**

- Runs/Walks/Bike Rides
- Hospital Workshops
- Patient Education Seminars
- Conferences/Meetings
- Social Media Activities
- Videos/PSAs
- Publicity Stunts
- Local Celebrity Engagement
- Press Conferences
- Policy Briefings
- Community Events
- Free Health Clinics

## RAISED VISIBILITY OF WTD AND THROMBOSIS THROUGH THE MEDIA.

**1,001** media stories across **48** countries  
**348,621,303** media impressions (127% growth from 2014)



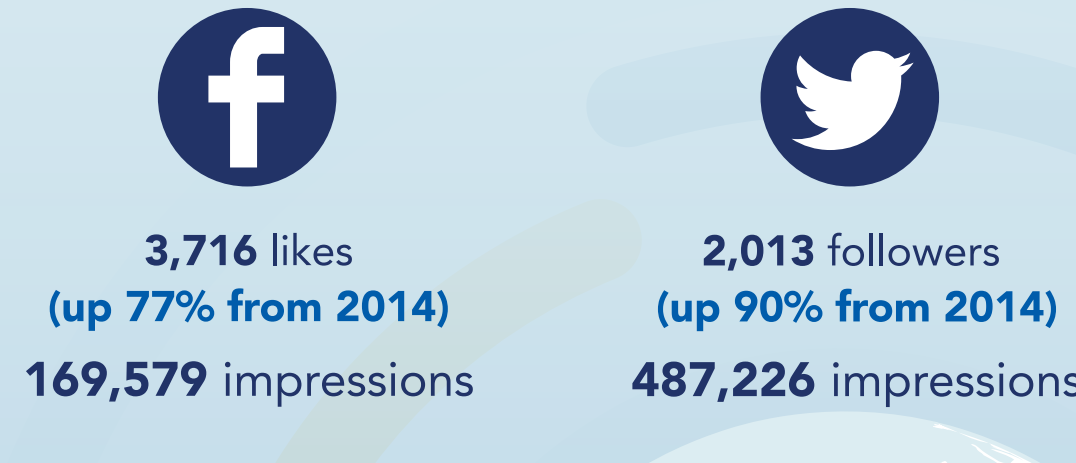
### A NEW CAMPAIGN WEBSITE PROVIDED EDUCATIONAL RESOURCES.

**136,095** page views (up 96% from 2014)  
**34,457** visitors (up 59% from 2014)  
**300** risk assessment pledges submitted online



## ENERGIZED AND ENGAGED THROUGH SOCIAL MEDIA.

**78.7 million** social media impressions (up 670% from 2014)  
Official hashtags generated **16,400+** tweets  
#ClotChat and #WTD15 were top trending healthcare hashtags



TACTICS	PEOPLE ENGAGED	IMPRESSIONS
Twibbon (NEW!)	514	
WTD Twitter Chat	400	30,005,771
Survivor Selfies (NEW!)	300	150,000+
Thunderclap (NEW!)	204	352,213
ABC News Twitter Chat	182	4,121,749

### VTE RESEARCH

- Global awareness survey results showing limited awareness of VTE
- Burden of disease literature review

### SCIENTIFIC MEETINGS

- Presence at **3** global professional meetings (ASH 2014, ISTH 2015, ESC 2015)
- **60,000** healthcare professionals reached

### CALL TO ACTION

- **320** partners in **70** countries called for mandated VTE risk assessment

### PATIENT AMBASSADORS

- **10** new stories featured; **300** survivor selfies posted
- Notable support from public figures around the world

### EDUCATIONAL TEMPLATE MATERIALS

- **38** resources provided (used by 62% of partners)
- **12** videos created (**3,869** total views)
- New Spanish translation

### ONLINE ACTIVITIES

- Briefing with **20** international bloggers; **15** posts; **1+** million readership
- Co-hosted webinar with CDC; **500** participants & archived views
- **2** Twitter chats; **34+** million impressions

### MERCHANDISE

- **400+** products sold (NEW!)

## BUILDING A MOVEMENT THROUGH GRASSROOTS SUPPORT

**GLOBAL Partners: 320**

- Canadian Institutes of Health Research**
  - Engaged a consortium of private/public funders to establish the Canadian Venous Thromboembolism Clinical Trials and Outcomes Research Network
- National Blood Clot Alliance**
  - Launched an online VTE support community and related month-long radio promotion
- Thrombosis UK**
  - Held presentations on thrombosis management with Parliament
- Serbian Society of Haemostasis and Thrombosis**
  - Drew 200+ medical professionals at a symposium about VTE best practices
- EUROPE Partners: 92 Steering Committee: 4**
- Italian Association Against Thrombosis and Cardiovascular Diseases / Humanitas Research Hospital**
  - Created nurse workshop trainings to evaluate and track VTE risk patients
- ASIA Partners: 30 Steering Committee: 2**
- Thai Society of Hematology / Thai Red Cross Society**
  - Public informational events drew 400 people and local media coverage
- Iranian Hemophilia and Thrombophilia Association**
  - Advertised WTD on public billboards
  - Held scientific seminars with 100 attendees
- AMERICAS Partners: 128 Steering Committee: 6**
- Grupo Cooperativo Latinoamericano de Hemostasia y Trombosis**
  - 13 countries held WTD events (dog walks, bike rides) resulting in hundreds of media placements
  - The Ministry of Health in Argentina officially recognized WTD
- AFRICA Partners: 14**
- Namibia Institute of Pathology**
  - Hosted educational events with hospitals and government officials
- OCEANIA Partners: 29 Steering Committee: 1**
- Covidien**
  - Coordinated 25 hospital-based education sessions and 2 VTE prevention seminars for healthcare professionals
- Auckland City Hospital**
  - Medical staff, administrators, and students participated in a flashmob performance

## TYPES OF PARTNERSHIPS



**83%** of partners were new in 2015

**99%** of partners plan to participate again in 2016

**1/3** of partners cultivated additional partnerships with 150 organizations

## PRESS HIGHLIGHTS



**Global** 23.6 mil impressions      **Argentina** 10 mil impressions      **Egypt** 10 mil impressions      **Italy** 4.5 mil impressions      **USA** 3.3 mil impressions      **USA** 2.5 mil impressions



**India** 2.1 mil impressions      **Global** 1.4 mil impressions

## GLOBAL SUPPORT PROVIDED BY

**Founding Global Partner:** Bayer HealthCare, Boehringer Ingelheim

**Global Partners:** janssen, Bristol-Myers Squibb, Pfizer, Medtronic, PORTOLA

**Global Patron:** GRIFOLS, Daiichi-Sankyo

## HAVE YOU JOINED?

Connect at [www.WorldThrombosisDay.org](http://www.WorldThrombosisDay.org)

Together, we can prevent hundreds of thousands of unnecessary deaths worldwide from thrombosis.