2016 IMPACT REPORT

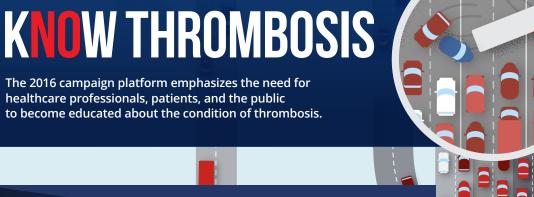
World Thrombosis Day (WTD) is a year-long global movement that culminates on 13 October and focuses attention on the often overlooked and misunderstood condition of thrombosis. Ultimately, WTD seeks to reduce death and disability caused by the condition.

WTD is a campaign of the International Society on Thrombosis and Haemostasis (ISTH). In just its third year, WTD 2016 joined together thousands of supporters and partners in 80 countries around the world to elevate awareness about thrombosis as an urgent and growing health problem.





healthcare professionals, patients, and the public



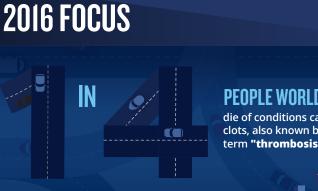


#KEEPLIFEFLOWING

to everyday jams and obstacles – like rush hour traffic, printer paper jams or long lines at the supermarket – to make the issue feel relevant. Thrombosis can be fatal, but the good news is many, if not most, cases are preventable. Know the risk factors. Know the signs and symptoms. Know Thrombosis.

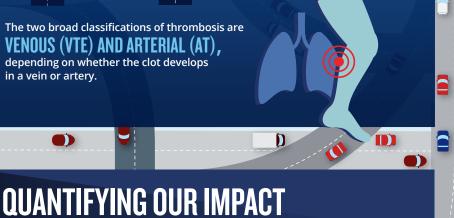
Keep Life Flowing, the theme for WTD 2016, likens thrombosis

to become educated about the condition of thrombosis.



die of conditions caused by blood clots, also known by the medical term "thrombosis."

The two broad classifications of thrombosis are VENOUS (VTE) AND ARTERIAL (AT), depending on whether the clot develops in a vein or artery.



HIGHLIGHT the burden of disease and need for action.

- of the significant risks, signs and symptoms of thrombosis. **EMPOWER INDIVIDUALS**
- to talk with their healthcare providers about their risk for thrombosis and appropriate prevention. **GALVANIZE ORGANIZATIONS**
- **ADVOCATE FOR "SYSTEMS OF CARE"**
- to properly prevent, diagnose and treat venous thrombosis (VTE)

GLOBAL CAMPAIGN REACH: 2.3+ BILLION* (423% GROWTH FROM 2015) *Based on partner event attendance, media coverage, social media engagement, and website analytics









~8,200 ACTIVITIES HELD GLOBALLY I DAY, BILLION'S REACHED



Engagement

Celebrity



Conferences

Dog Walks

Free Health

Clinics





Activities







Hospital

Briefings

Regional

Mailings

Conferences

Press

Workshops



#WTDay16 hashtag

YOUTUBE

followers



Themed

Costumes

TV and Radio

"Walk to Work"

World Record

Interviews

Videos

Activities

Attempts

- **INCREASE PUBLIC AWARENESS**
- in countries across the globe.

TOTAL NUMBER OF MEDIA IMPRESSIONS:

PRESS HIGHLIGHTS

| 891 ABC | Adelaide

POST UK

36%

32%

MEDIA

1.9+ BILLION

TOTAL NUMBER OF COUNTRIES 🧐 TOTAL NUMBER OF WITH MEDIA COVERAGE:

GROWTH IN MEDIA

BuzzFeed

186+ Million

Impressions

Women'sHealth

10+ Million

Impressions

1.90%

1.24%

1.14%

5.1+ Million 1.4+ Million **Impressions Impressions** THE TIMES OF INDIA 4.5+ Million 10+ Million **Impressions**

BBC

Impressions

% BREAKDOWN BY REGION:

% BREAKDOWN OF MEDIA TYPE:

Online

Blog

Newspaper

Radio

Magazine

Total

Placements:

1.052

Overall

DAILY NATION

5.8+ Million

Impressions

1.4+ Million

Impressions

89.34% 4.19% Europe

13% America North 10% America 6% Oceania

Africa

South

2.19% **News Service**

3%

MAT ARTICLE RESULTS

0

Viewable

A MAT article is a feature article distributed to publications across the U.S.

1.047

Total

Online Video **Total Site** Audience: Circulation: 160+ MILLION \$321,887 449.058

NATIVE ADVERTISING ENGAGEMENT AND IMPRESSIONS Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

Total Spend-to-Date: Click-through-Rate: Impressions: **Engagements:** 2.1+ MILLION 16,931 0.78% \$30,076

WTD 2016 GLOBAL EFFORTS

TOTAL IMPRESSIONS: 170 MILLION **OFFICIAL CAMPAIGN HASHTAGS GENERATED** impressions from

ENERGIZED AND ENGAGED THROUGH SOCIAL MEDIA

#CLOTCHAT & #WTDAY16 **IMPRESSIONS** were trending healthcare hashtags

INSTAGRAM 3,851 followers

CAMPAIGN TACTICS

WEBINARS:

Co-hosted webinar

Disease Control and

with Centers for

Prevention (CDC)

and archived views

followers **GROWTH IN SOCIAL MEDIA IMPRESSIONS FROM 2015**

served as moderators

THUNDERCLAP:

+ **400,713** impressions

320 supporters

(128% of goal)

PINTEREST

followers

BLOGGER WTD **BRIEFING:** TWITTER CHAT: **Briefing with** 45 million impressions 25+ international (up from 30 million bloggers in 2015) with 400+ participants Lee Woodruff and **Everyday Health**

SURVIVOR SELFIES:

400+ total Survivor Selfies

(Spanish): 1,000+ views

WTD 2016 Video

WTD 2016

2.000+ views

OFFICIAL VIDEO:

TWIBBON: **465** people engaged

ENGAGEMENT ON CAMPAIGN WEBSITE

unique visitors

European Hematology Association (EHA) American Society ISTH SSC 2016 Meeting 2015 Meeting 2016 Congress **World Federation** European Society

Presence at 5 global professional meetings with 80,000 healthcare

of Hemophilia (WFH) of Cardiology (ESC) 2016 Congress 2016 Congress

EDUCATIONAL TEMPLATE MATERIALS: 40+ resources created/refreshed

2 new infographics

25+ new campaign videos

SCIENTIFIC MEETINGS:

professionals reached:

new social media badges and graphics 1st ever animated graphic

Like traffic jams, blood clots affect millions of people worldwide.

Publication by WTD Steering Committee titled, 'Venous

Thromboembolism: A Call for Risk Assessment in All Hospitalised

Mary Kay Ananja

Beck

SCIENTIFIC RESEARCH:

Patients' (Published 13 October)

PATIENT AMBASSADORS:

6 new patient stories featured

Arielle Adriel Kevin **Dance** Helms Wilson

Plus notable support from

global public figures.

PARTNERSHIP PARTICIPATION

Ballasiotes

44% OF PARTNERS cultivated additional

relationships with other

organizations for WTD

(e.g., community

groups, local government offices)

NEARLY HALF of all partners organized an event at or with a local healthcare system

TOTAL GLOBAL PARTNERS: 675

100% OF PARTNERS

plan to participate

again in 2017

131% INCREASE IN USERS 43% INCREASE IN PAGEVIEWS COMPARED TO 2015

total pageviews

PAGEVIEWS ON 13 OCTOBER: 17,375

BUILDING A MOVEMENT THROUGH GRASSROOTS SUPPORT

sessions

THE AMERICAS

Steering Committee: 6

Partners: 289

Anticoagulation Forum

Launched online video series for medical professionals to explore excellence in thrombosis

care and practical

approaches to VTE

and AFib.

ClotsMatter Canada

Hosted an education booth at

local hospital with giveaways

interviews with local TV media.

and patient information

packets and conducted

Partners: 187

Steering Committee: 4

AFRICA

Partners: 46

Steering Committee: 1

Conducted educational

Hospital patients.

Uganda Cancer Institiute

interviews with local radio and

informational posters to Mulago

TV stations and distributed

Swansea University United Kingdom Organized a "clot busters" fundraising event to attempt to break a world record for balloon throwing to symbolize busting dangerous blood clots.

The Slovak Society for Haemostasis and Thrombosis of **Slovak Medical Society (SSHT SLS)** Organized a citywide run to promote exercising and distributed regional mailings about thrombosis and the importance of a healthy lifestyle.

Partners: 84

Steering Committee: 2

King Fahad Armed **Forces Hospital** Saudia Arabia Interactive stations in Arabic offered information about VTE risk factors, signs, and symptoms, and a dedicated station explored VTE

North Shore Hospital New Zealand

Staff dressed up as a blood

Steering Committee: 1

clot and superheroes and visited different areas of hospital to raise awareness.

Taiwan Society of Thrombosis

Celebrated WTD with a dedicated session during the opening of the

and Hemostasis

APSTH 2016 Congress.

Taiwan

THANK YOU TO THE FOLLOWING SUPPORTERS FOR

GLOBAL CONTRIBUTORS

THEIR GENEROUS SUPPORT OF WORLD THROMBOSIS DAY.

Partners: 59

GLOBAL PARTNERS Boehringer

GLOBAL SUPPORTERS

Sociedad Venezolana

de Medicina Interna

Press meeting with local healthcare

journalists to discuss the risks and

signs and symptoms of thrombosis.

Venezuela

Scientific Ingelheim Bristol-Myers Squibb







GLOBAL PATRON

Medtronic

GLOBAL BENEFACTOR

SIEMENS

in women from all aspects.

aspen

Precision BioLogic





JOIN THE GLOBAL MOVEMENT TO STOP BLOOD CLOTS AND SAVE LIVES



VISIT WORLDTHROMBOSISDAY.ORG/JOIN/ AND SIGN UP AS A PARTNER!

janssen 🎵

PORTOLA®

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WORLD THROMBOSIS DAY

13 OCTOBER **WORLDTHROMBOSISDAY.ORG**