

2016 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 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 the world's supporters and partners in 80 countries around the world to elevate awareness about thrombosis as an urgent and growing health problem.

2016 THEME

KNOW THROMBOSIS

The 2016 campaign platform emphasizes the need for healthcare professionals, patients, and the public to become educated about the condition of thrombosis.



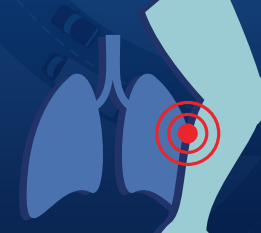
Keep Life Flowing, the theme for WTD 2016, likens thrombosis to everyday jams and obstacles – like rush hour traffic, printer paper jams or long lines at the supermarket – to make the issue feel relevant. Thrombosis can be fatal, but the good news is many, if not most, cases are preventable. Know the risk factors. Know the signs and symptoms. Know Thrombosis.

#KEEPLIFEFLOWING

2016 FOCUS

1 IN 4 PEOPLE WORLDWIDE 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.



2016 OBJECTIVES

- HIGHLIGHT** the burden of disease and need for action.
- INCREASE PUBLIC AWARENESS** 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** in countries across the globe.
- ADVOCATE FOR "SYSTEMS OF CARE"** to properly prevent, diagnose and treat venous thrombosis (VTE) and atrial fibrillation (AFib).

QUANTIFYING OUR IMPACT

GLOBAL CAMPAIGN REACH: 2.3+ BILLION*

(423% GROWTH FROM 2015)

*Based on partner event attendance, media coverage, social media engagement, and website analytics

675 PARTNERS **80 COUNTRIES** **14 SPONSORS**

~8,200 ACTIVITIES HELD GLOBALLY 1 DAY, BILLIONS REACHED



SAMPLE EVENTS

- Celebrity Engagement
- Community Events
- Conferences and Meetings
- Dog Walks
- Free Health Clinics
- Hospital Workshops
- Policy Briefings
- Press Conferences
- Regional Mailings
- Social Media Activities and Support
- Themed Costumes
- TV and Radio Interviews
- Videos
- "Walk to Work" Activities
- World Record Attempts

MEDIA

TOTAL NUMBER OF MEDIA IMPRESSIONS: 1.9+ BILLION

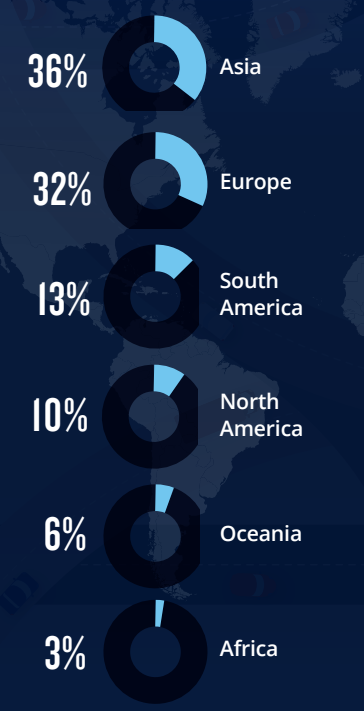
462% GROWTH IN MEDIA IMPRESSIONS FROM 2015

TOTAL NUMBER OF COUNTRIES WITH MEDIA COVERAGE: 31 **TOTAL NUMBER OF MEDIA STORIES: 1,051**

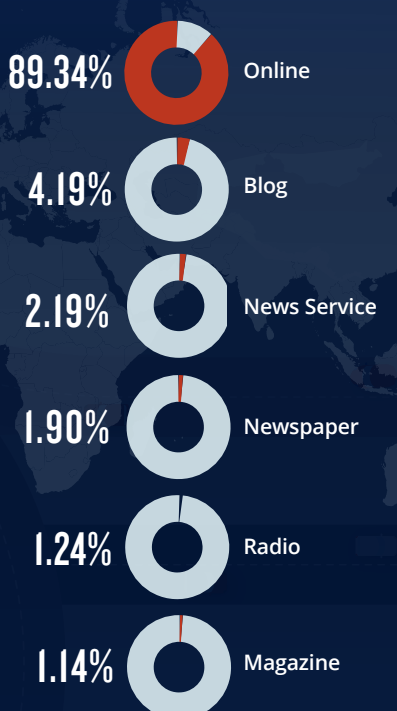
PRESS HIGHLIGHTS

891 ABC Adelaide 5.1+ Million Impressions	BBC 1.4+ Million Impressions	BuzzFeed 186+ Million Impressions	DAILY NATION 5.8+ Million Impressions
HUFF POST UK 4.5+ Million Impressions	THE TIMES OF INDIA 10+ Million Impressions	Women'sHealth 10+ Million Impressions	WSJ 1.4+ Million Impressions

% BREAKDOWN BY REGION:



% BREAKDOWN OF MEDIA TYPE:



MAT ARTICLE RESULTS

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

Total Site Audience: 160+ MILLION	Total Ad Value: \$321,887	Print Circulation: 449,058	Online Video Placements: 1,047	Total Placements: 1,052
--	----------------------------------	-----------------------------------	---------------------------------------	--------------------------------

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.

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

ENERGIZED AND ENGAGED THROUGH SOCIAL MEDIA

TOTAL IMPRESSIONS: 170 MILLION

OFFICIAL CAMPAIGN HASHTAGS GENERATED 148+ MILLION IMPRESSIONS

19 MILLION impressions from #WTD16 hashtag
#CLOTCHAT & #WTDAY16 were trending healthcare hashtags

FACEBOOK 5,203 likes	TWITTER 3,851 followers	INSTAGRAM 443 followers	YOUTUBE 66 followers	PINTEREST 87 followers
--------------------------------	-----------------------------------	-----------------------------------	--------------------------------	----------------------------------

88% GROWTH IN SOCIAL MEDIA IMPRESSIONS FROM 2015

CAMPAIGN TACTICS

- WEBINARS:** Co-hosted webinar with Centers for Disease Control and Prevention (CDC) with 400+ participants and archived views
- BLOGGER BRIEFING:** Briefing with 25+ international bloggers
- WTD TWITTER CHAT:** 45 million impressions (up from 30 million in 2015)
Lee Woodruff and Evelyne Heath served as moderators
- SURVIVOR SELFIES:** 400+ total Survivor Selfies
- WTD 2016 OFFICIAL VIDEO:** 2,000+ views
WTD 2016 Video (Spanish): 1,000+ views
- THUNDERCLAP:** 320 supporters (128% of goal) + 400,713 impressions
- TWIBBON:** 465 people engaged

WTD 2016 GLOBAL EFFORTS

SCIENTIFIC MEETINGS:

Presence at 5 global professional meetings with 80,000 healthcare professionals reached:

- American Society of Hematology (ASH) 2015 Meeting
- ISTH SSC 2016 Meeting
- European Hematology Association (EHA) 2016 Congress
- World Federation of Hemophilia (WFH) 2016 Congress
- European Society of Cardiology (ESC) 2016 Congress

EDUCATIONAL TEMPLATE MATERIALS:

- 40+ resources created/refreshed
- 25+ new campaign videos
- 2 new infographics
- new social media badges and graphics
- 1+ ever animated graphic

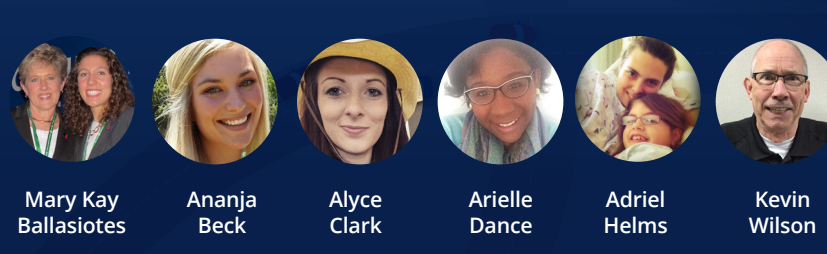
Like traffic jams, blood clots affect millions of people worldwide.

SCIENTIFIC RESEARCH:

Publication by WTD Steering Committee titled, "Venous Thromboembolism: A Call for Risk Assessment in All Hospitalised Patients" (Published 13 October)

PATIENT AMBASSADORS:

6 new patient stories featured. Plus notable support from global public figures.



ENGAGEMENT ON CAMPAIGN WEBSITE

WORLDTHROMBOSISDAY.ORG

48,106 sessions **98,271 total pageviews** **39,524 unique visitors**

PAGEVIEWS ON 13 OCTOBER: 17,375

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

PARTNERSHIP PARTICIPATION

- 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
- 100%** OF PARTNERS plan to participate again in 2017

BUILDING A MOVEMENT THROUGH GRASSROOTS SUPPORT

TOTAL GLOBAL PARTNERS: 675



GLOBAL SUPPORTERS

THANK YOU TO THE FOLLOWING SUPPORTERS FOR THEIR GENEROUS SUPPORT OF WORLD THROMBOSIS DAY.



JOIN THE GLOBAL MOVEMENT TO STOP BLOOD CLOTS AND SAVE LIVES

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

ISTH Headquarters 610 Jones Ferry Road, Carrboro, NC 27510 USA Phone: +1 919 929-3807 www.isth.org
©2016 The International Society on Thrombosis and Haemostasis, Inc. All rights reserved.



WORLD THROMBOSIS DAY
13 OCTOBER
WORLDTHROMBOSISDAY.ORG