

2017 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. A campaign of the International Society on Thrombosis and Haemostasis (ISTH), WTD seeks to educate patients, healthcare providers and the general public about thrombosis and, ultimately, reduce death and disability caused by the condition.

WTD 2017 united more than 1,000 partners across the world through thousands of educational and awareness-building activities. With the theme of "Keeping Life Flowing" at the heart of the campaign, the WTD 2017 community shined a global spotlight on thrombosis as an urgent and growing health problem.

2017 MILESTONES:

- INCREASED** campaign's global reach by 19%
- BROADENED** global community with 1,050+ total partners by 13 October, a 56% increase from 2016
- AMPLIFIED** patient advocate engagement through exclusive video and survivor testimonials
- ELEVATED** healthcare professional engagement with 5+ healthcare resources, as well as custom messages

CAMPAIGN OBJECTIVES:

- HIGHLIGHT** the burden of disease and need for action
- INCREASE PUBLIC AWARENESS** of the risk factors, 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 VTE and Afib

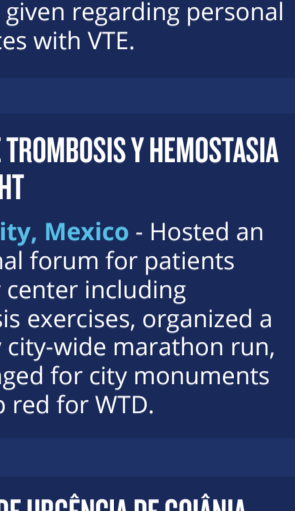
GLOBAL CAMPAIGN REACH:
2.7 BILLION*

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

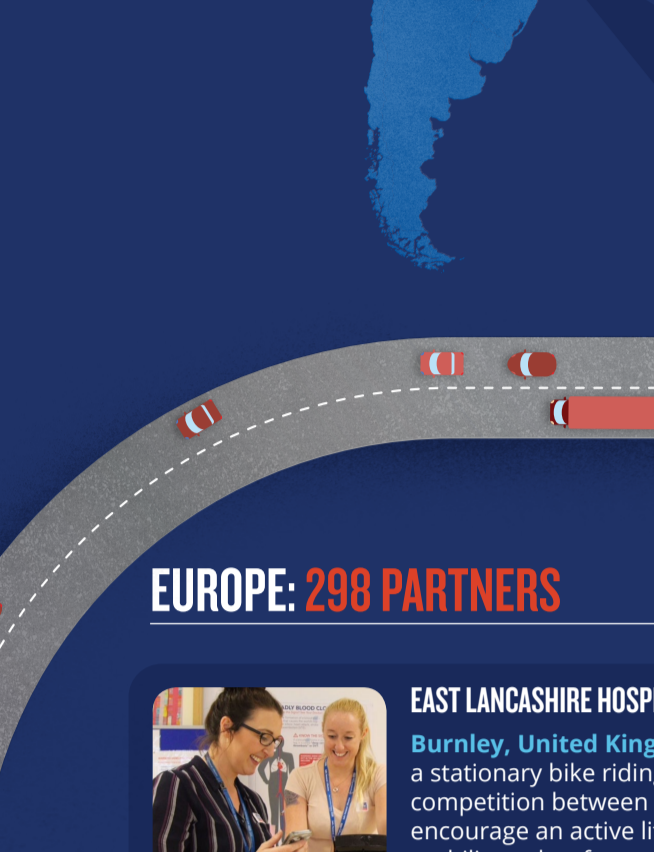
2017 CAMPAIGN AWARDS:
2017 PRSA THOTH AWARD (GLOBAL COMMUNICATIONS)
2017 PRSA THOTH AWARD (EVENTS & OBSERVANCES)
2017 ICCA BEST CITIES INCREDIBLE IMPACTS AWARD



ENGAGING GLOBAL PARTNERS



SPOTLIGHT ON WORLDWIDE PARTNER ACTIVITIES



THE AMERICAS: 482 PARTNERS

WEILL CORNELL MEDICAL CENTER
New York, USA - Held an educational symposium to educate patients, healthcare professionals, and the community. Special workshops included demonstrations, exercises, and nutritional guidance for attendees. Patient presentations were also given regarding personal experiences with VTE.

COMITE DE TROMBOSIS Y HEMOSTASIA AMEH-CLAHT
Mexico City, Mexico - Hosted an educational forum for patients in the city center including thrombosis exercises, organized a university city-wide marathon run, and arranged for city monuments to light up red for WTD.

HOSPITAL DE URGENCIA DE GOIÂNIA
Goiânia, Brazil - Educated healthcare professionals with a 3-day lecture series on DVT, conducted patient visits, and developed a VTE guidance folder for healthcare professionals.

EUROPE: 298 PARTNERS

EAST LANCASHIRE HOSPITALS NHS TRUST
Burnley, United Kingdom - Hosted a stationary bike riding challenge as a competition between four divisions to encourage an active lifestyle and good mobility as key factors in preventing thrombosis. Staff also enjoyed a poster drawing competition to raise awareness.

MEDEXPERT
Kyiv, Ukraine - Hosted a scientific conference with a variety of expert speakers and a Keep Life Flowing photo booth for attendees.



AFRICA: 81 PARTNERS

UNIVERSITY OF NIGERIA
Enugu, Nigeria - Organized a regional radio program to raise awareness; shared resources with the local community, and hosted a seminar on hospital-associated VTE.



ASIA: 114 PARTNERS

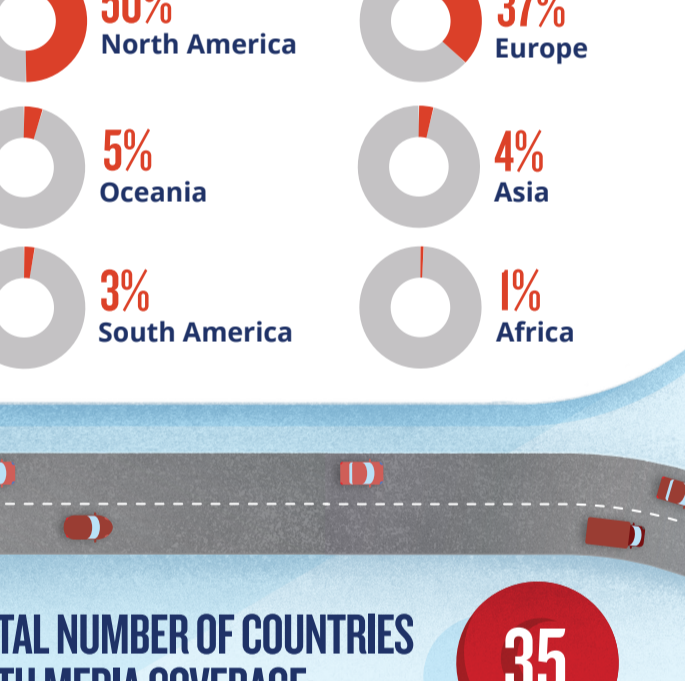
THAI SOCIETY OF HEMATOLOGY, THAI RED CROSS & FACULTY OF MEDICINE RAMATHIBODI HOSPITAL
Bangkok, Thailand - Hosted an educational day for the public on DVT awareness and prevention, including interviews with specialists and patients, a simple chair exercise demonstration, video demonstration and a successful fundraising campaign.

THE IRANIAN HEMOPHILIA AND THROMBOPHILIA ASSOCIATION, MAHTA
Tehran, Iran - Set up WTD informational billboards across the city of Tehran, information stand in a busy public park, and conducted an interview with a national broadcast health station.



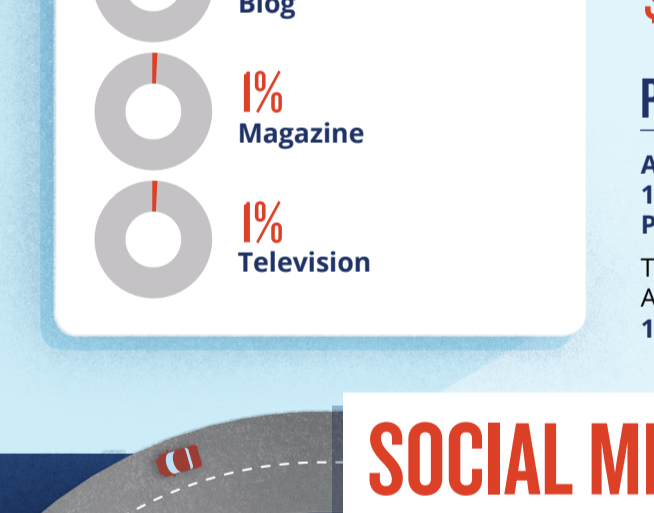
OCEANIA: 75 PARTNERS

CHARLES STURT UNIVERSITY
Wagga Wagga, Australia - Organized a morning tea awareness event at the university, conducted health screenings, and distributed educational flyers.



2017 PARTNERSHIP COLLABORATION*

Top three most valuable aspects for partners: Downloadable resources, defined campaign theme and messages, and social media engagement.



Highest percentage of partners represent hospitals, clinics, and/or healthcare facilities

GLOBAL MEDIA ATTENTION

TOTAL NUMBER OF MEDIA IMPRESSIONS:
2 BILLION
5% GROWTH FROM 2016

NEW! 7 global media markets launched

PERCENTAGE BREAKDOWN BY REGION:

- 50% North America
- 37% Europe
- 5% Oceania
- 4% Asia
- 3% South America
- 1% Africa

PERCENTAGE BREAKDOWN OF MEDIA TYPE:

- 76% Online
- 15% Radio
- 3% News Service/Syndicate
- 2% Newspaper
- 2% Blog
- 1% Magazine
- 1% Television

TOTAL NUMBER OF COUNTRIES WITH MEDIA COVERAGE: 35

TOTAL NUMBER OF MEDIA STORIES: 1,465

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

- Total Ad Value: \$302,413
- Total Site Audience: 142,461,840
- Total Placements: 3,510

PRESS RELEASE RESULTS:

- Announcement of 1,000+ Campaign Partners: Total Potential Audience: 18,708,900
- AfIB Survey Results: Total Potential Audience: 17,426,048
- Release of AfIB Potential: Total Potential Audience: 30,000

SOCIAL MEDIA ACTIVATION

TOTAL NUMBER OF SOCIAL MEDIA IMPRESSIONS:
540 MILLION
218% GROWTH FROM 2016

#WTDAY17 80 MILLION IMPRESSIONS, 321% GROWTH FROM 2016

WTD TWITTERCHAT 140 MILLION IMPRESSIONS, 211% INCREASE FROM 2016

NUMBER OF FOLLOWERS:

- Facebook: 14,605
- Twitter: 5,441
- Instagram: 679
- LinkedIn: 92
- Pinterest: 107

▲ 181% Facebook growth from 2016

NEW RESOURCES & TOOLS:

25 new resources created or refreshed

Resources downloaded 5,960 times

New animated infographic created for healthcare professionals

Launched first-ever digital toolkit for partners

11 Campaign Videos

18 new social media graphics

313 Thunderclap supporters (125% of goal reached)

Launched new profile for profile picture badge with 3 custom design options

Downloaded & shared by 3,716 supporters

BUILDING A COMMUNITY THROUGH THE CAMPAIGN WEBSITE

WORLDTHROMBOSISDAY.ORG



GLOBAL COLLABORATION

EXPANDING OUR FOOTPRINT
Campaign headquarters expanded global efforts to three cities:
LONDON, BRUSSELS, & NEW YORK CITY

WEBINAR COLLABORATION
WTD 2017 Webinar co-hosted with the Centers for Disease Control and Prevention (CDC)

Moderator: Gary Raskob, PhD

Speaker: C. Michael Gibson, MD

600+ PARTICIPANTS & ARCHIVED VIEWS

50% INCREASE FROM 2016

SCIENTIFIC PUBLICATIONS

- 2 new papers published by the WTD steering committee
- "Impact of World Thrombosis Day Campaign" published in *Research and Practice in Thrombosis and Haemostasis* (July 2017)
- "Global Public Awareness of Atrial Fibrillation" published in *Research and Practice in Thrombosis and Haemostasis* (October 2017)

PROMOTION AT GLOBAL SCIENTIFIC MEETINGS

- Presence at 6 global meetings with 100,000+ healthcare professionals reached
- WTD educational symposiums hosted at ISTH 2017 and ESC 2017

VIDEO ENGAGEMENT

NEW! 15+ Facebook LIVE Broadcasts featuring partner activities around the world

SPOTLIGHT ON THE PATIENT PERSPECTIVE

NEW! Survivor Anthem Video featuring stories of thrombosis survivors around the world

Support from notable personalities such as Darren Lehmann, Coach of the Australian Cricket Team

100+ Survivor Selfies shared

5 new patient stories featured

GLOBAL ACTIVITIES & EVENTS



GLOBAL SUPPORTERS

