



National Blood Clot Alliance

National Survey About Deep Vein Thrombosis and Pulmonary Embolism

Awareness, Information, Prevention, Adherence

Key Survey Findings for Healthcare Professionals in Hospital Medicine

Made Possible By a Grant From Ortho McNeil™, a Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.

National Blood Clot Alliance

Volunteer based,
patient led

Science
driven

Dedicated to the prevention &
quality treatment of blood clots
and clotting disorders

Patient Governing
Board

Medical & Scientific
Advisory Board

National Blood Clot Alliance

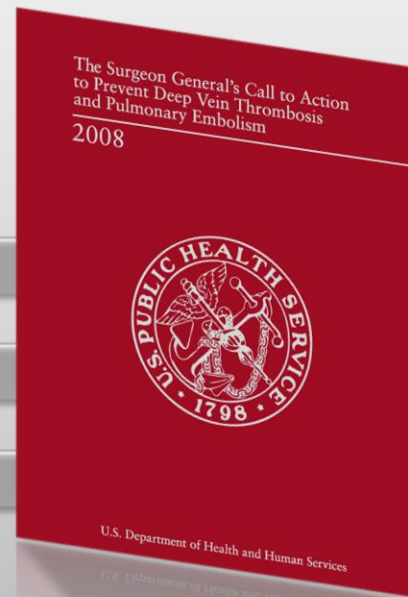


A Call To Action

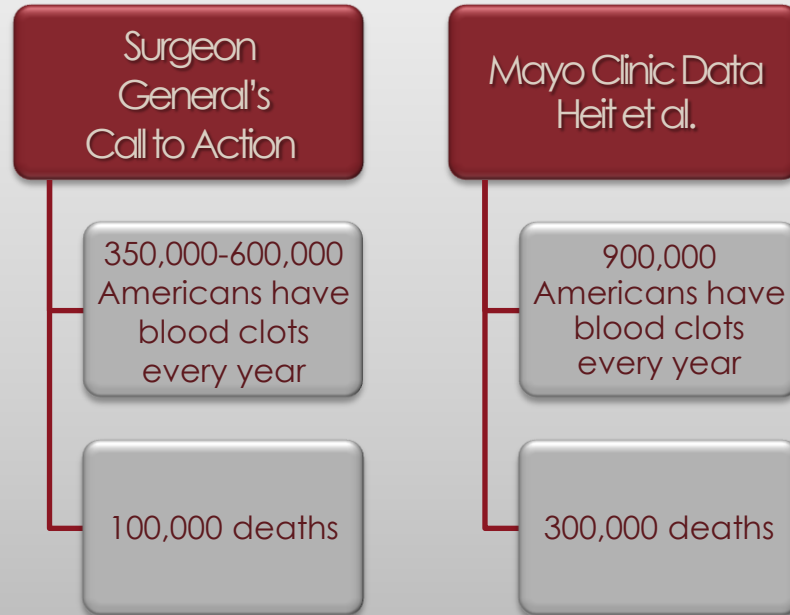
Spotlights public health urgency of DVT/PE

Sets forth recommendations for diagnosis, prevention, treatment

Suggests criteria for research, education, policy



Public Health Perspectives: Morbidity, Mortality



Hospital Medicine Perspectives

10-fold
Increased risk
among
acutely ill
hospitalized
patients

At least one
risk factor
present

immobility, cancer,
infection, and/or
surgery

Absent
prophylaxis
DVT occurs

10% - 40%
surgical, medical
40% - 60%
orthopedic

1 in 10
hospital
deaths are
related
to PE

Overview: The NBCA DVT/PE Awareness Survey

Responds to Surgeon General's Call to Action

Benchmarks awareness, prophylaxis experiences

Comprehensive, one of the largest of its kind



Methodology

Development

Questions (62) developed by
Survey Steering Committee

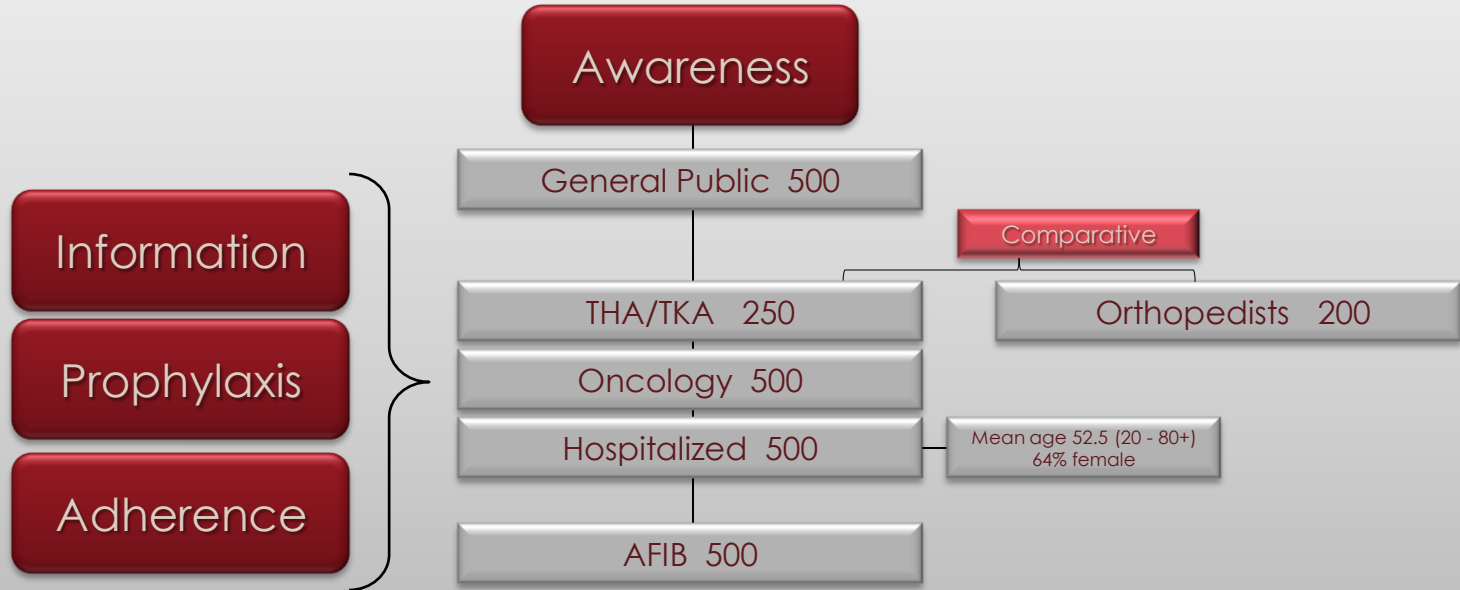
MASAB members, experts
from at-risk clinical groups

Implementation

National survey firm
Late Q409 Internet panels

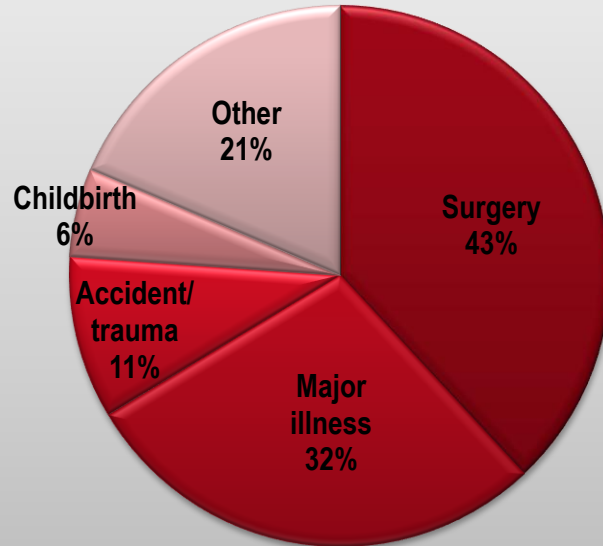
2010 extensive evaluations
2011 data unveiled

Methodology



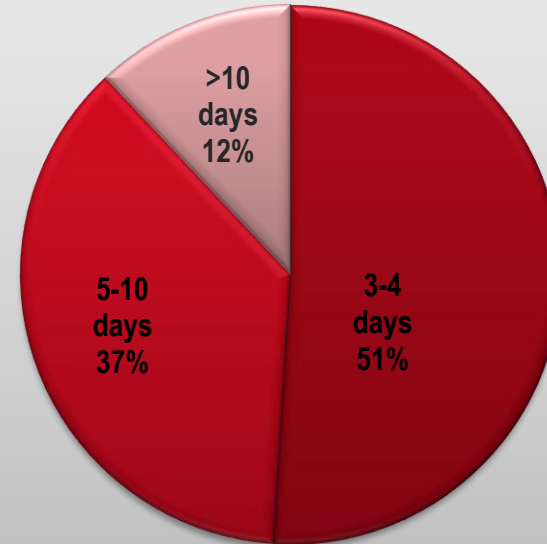
Survey Participants: Hospitalized Patients

Admissions



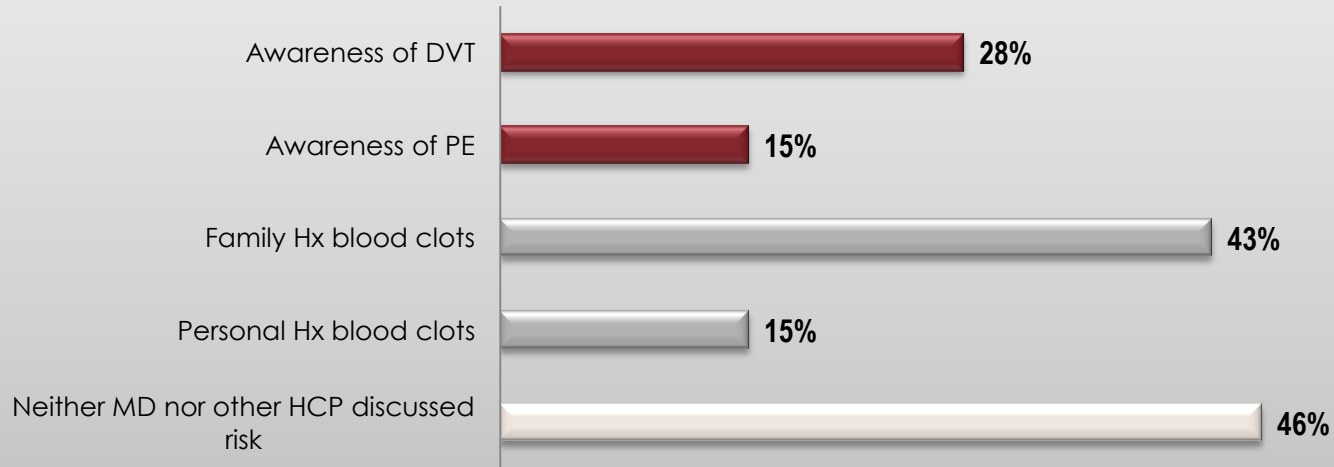
Multiple responses allowed

Length of Hospital Stay

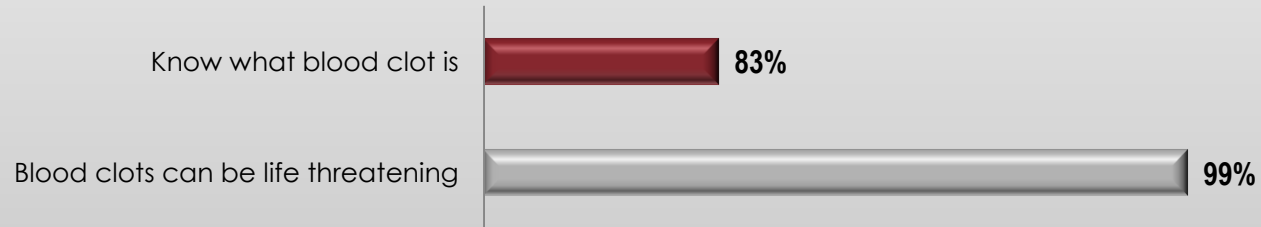


Net hospital days reported

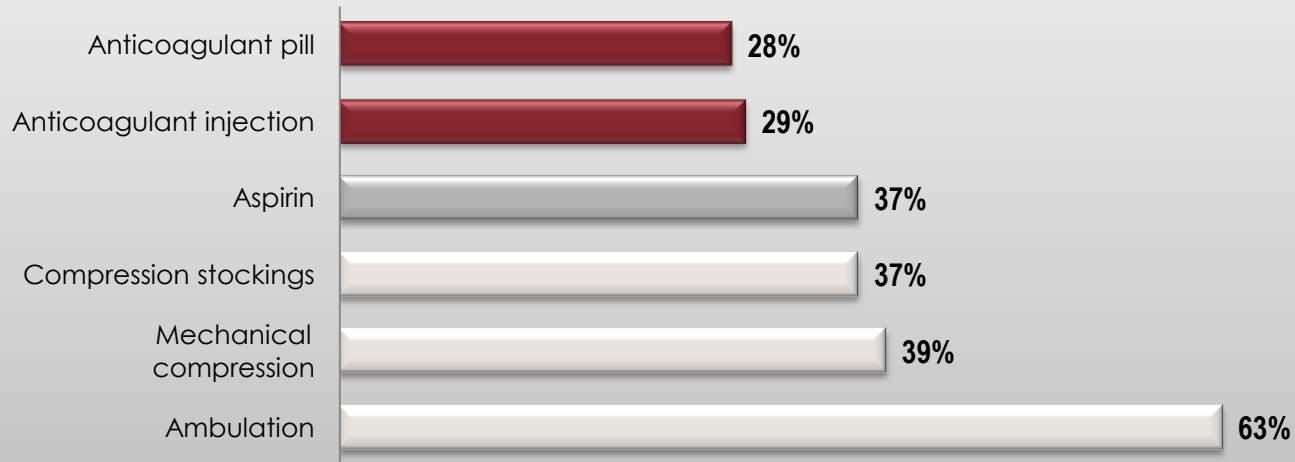
Findings: DVT/PE Awareness Versus DVT/PE Risk



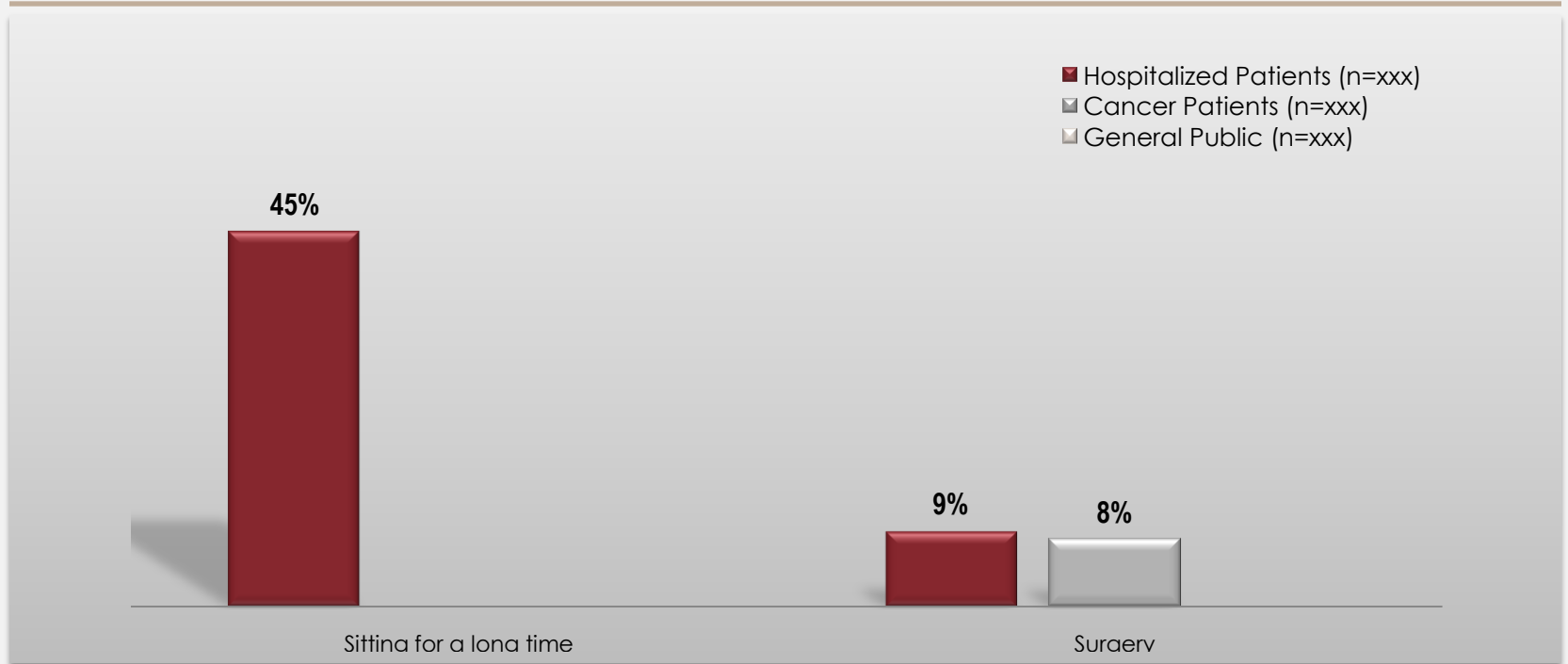
Health Literacy: “DVT” Versus “Blood Clot”



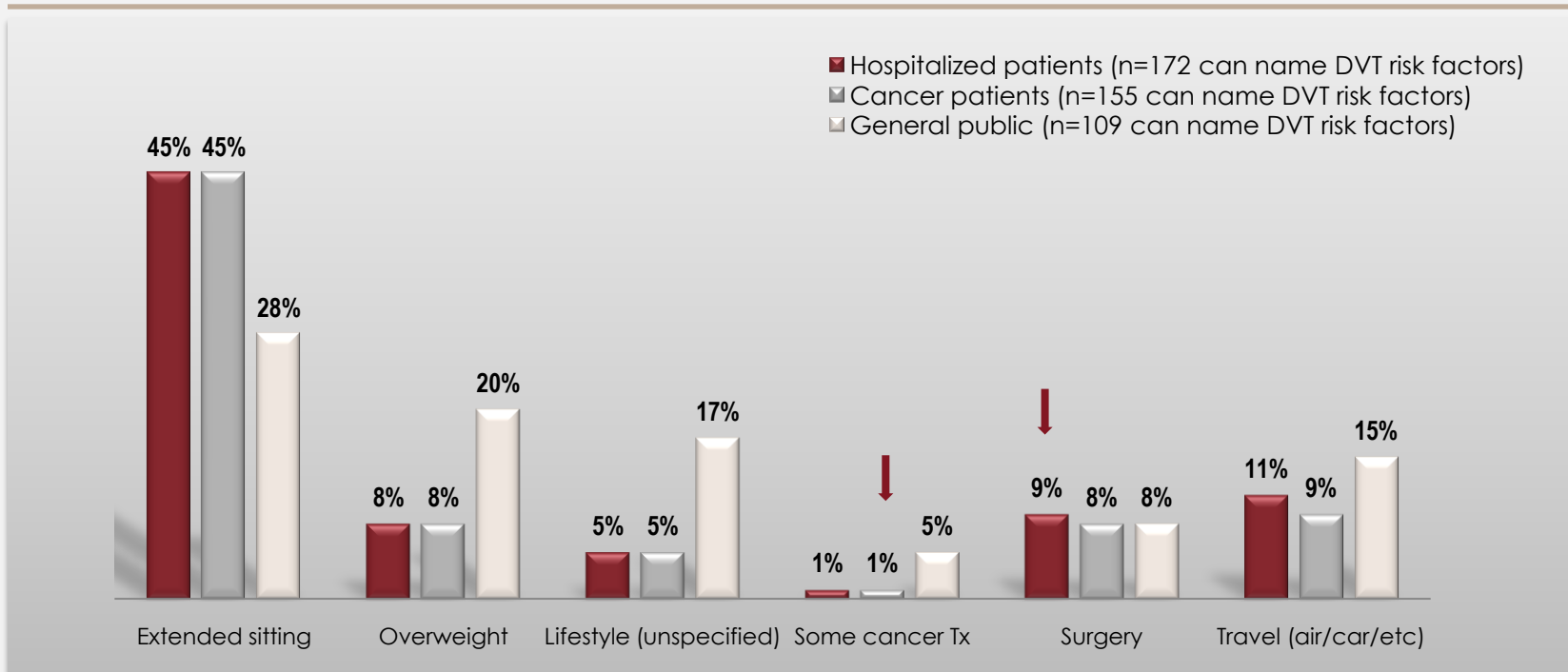
Patient Reported Experiences With Prophylaxis



Comparative Findings: DVT/PE Awareness



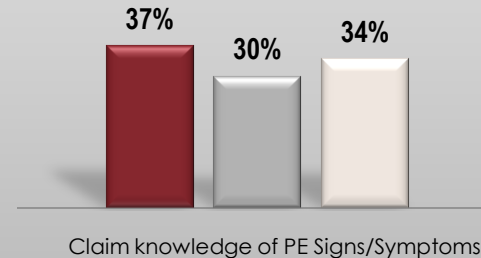
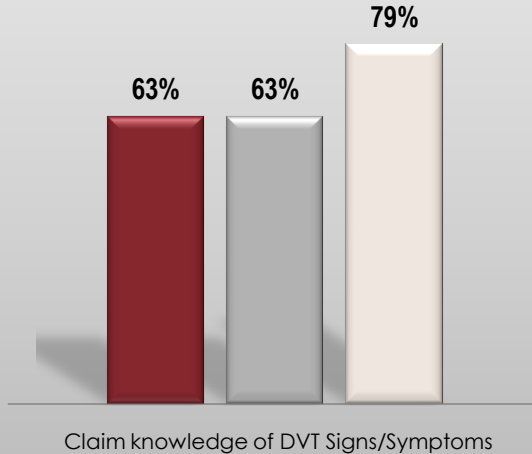
Comparative Findings: Risk Factor Awareness



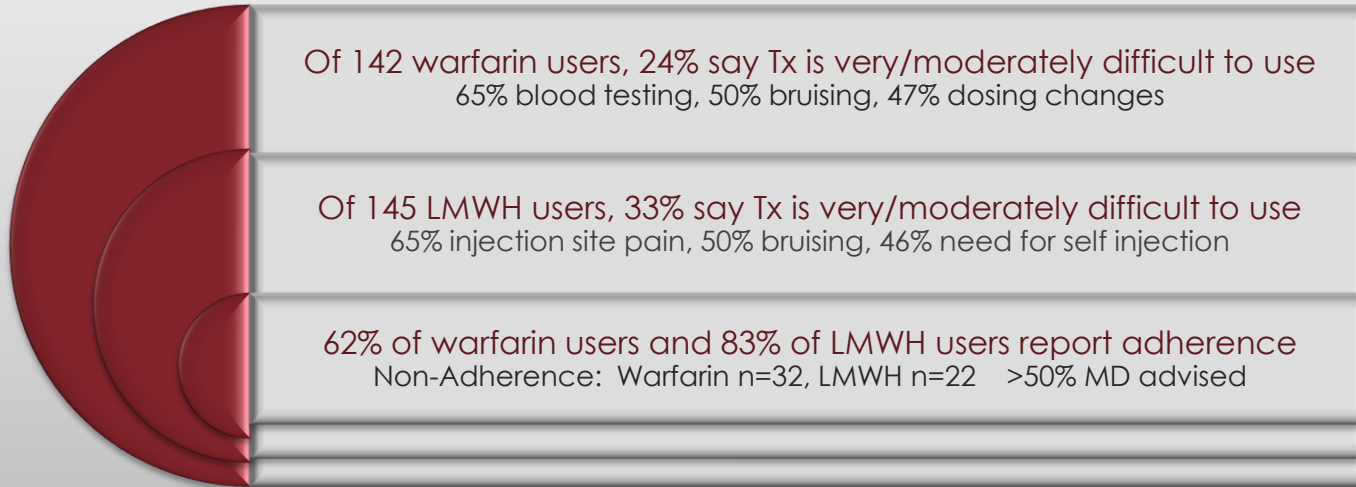
Comparative Findings: Signs and Symptoms Awareness

- Hospitalized patients (n=172 can name DVT risk factors)
- Cancer Patients (n=155 can name DVT risk factors)
- General Public (n=109 can name DVT risk factors)

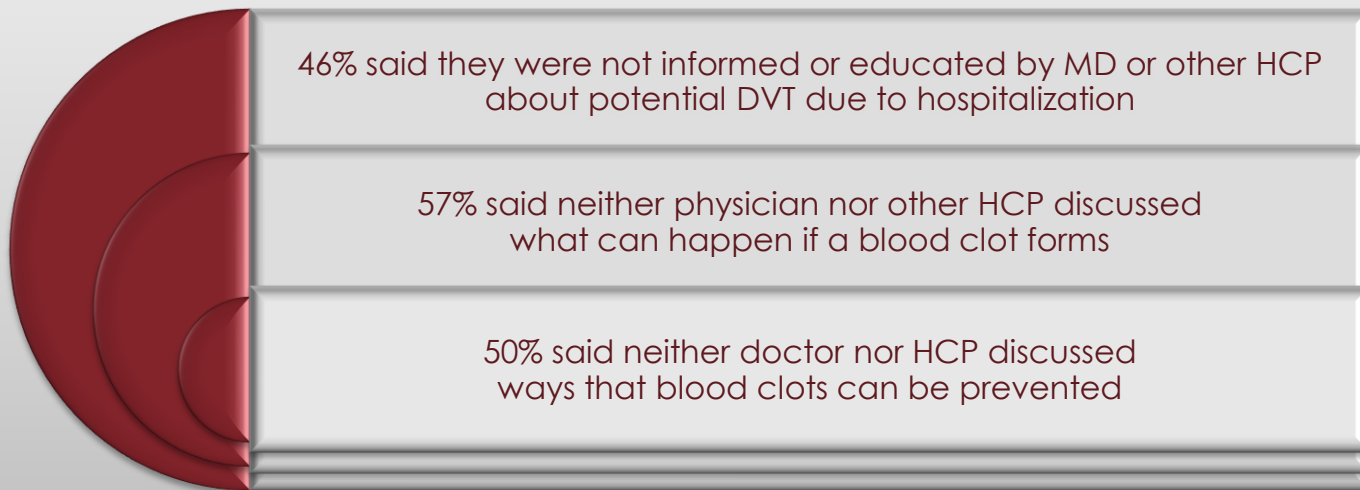
- Hospitalized patients (n=282 know what "PE" is or stands for)
- Cancer Patients (n=290 know what "PE" is or stands for)
- General Public (n=268 know what "PE" is or stands for)



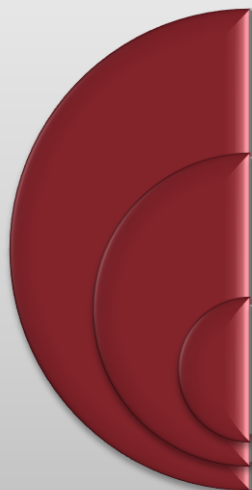
Additional Findings: Adherence Among Hospitalized Patients



Additional Findings: Information and Education



Additional Findings: Hospitalized Patient Preferences



Therapeutic Options Cited by Patients to Optimize Treatment

40% fewer Rx interactions
37% a pill instead of injections, 37% minimal bleeding complications

Information Sources Preferred by Patients

83% doctor, 71% Internet
37% nurses, 30% family members, 26% advocacy organizations

Educational Tools Preferred by Patients

Just 18% received materials, brochures most common
More than 80% prefer CD/DVD and Web site referral

Conclusions and Future Directions

Awareness

- Risk \neq awareness
- “Blood clot” resonates

Improve patient awareness of DVT/PE, simplify terms

Information

- Significant gaps exist
- Patients are not informed

Fill gaps to ensure patient understanding of risks, Tx options

Prophylaxis

- Prophylaxis guidelines exist
- Prophylaxis remains suboptimal

Optimize evidence-based prophylaxis

Adherence

- Numerous treatment barriers exist
- 1 in 3 treated patients affected

Research new therapies to address treatment barriers

Imperatives Moving Forward

Improved DVT/PE
understanding
and prophylaxis

Reduced risks
and reduced
complications

Decreased
morbidity,
mortality, costs

Thank You for Your Commitment

The National Blood Clot Alliance
thanks you for your commitment to
DVT/PE education and prevention,
and for your ongoing efforts to help us
Stop the Clot®

The National Blood Clot Alliance extends its appreciation to
members of the NBCA DVT/PE Awareness Survey Steering Committee

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For More Information, Contact the National Blood Clot Alliance

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