



We are just over half way through 2017 and thanks to your generosity, we're reaching an even greater audience and expanding our targets and goals. Your kindness has had a tremendous impact on so many people already and we simply cannot thank you enough.

Each and every day, your support provides educational programs for patients, families and health care providers, helps expand public awareness efforts, provides direct patient and family support, and allows for continued research efforts.

We are so grateful to have you as a partner in this fight to see a future in which the number of people suffering and dying from blood clots in the United States is reduced significantly.

I'm excited to share some highlights with you, which illustrate your incredible impact. If you are interested in viewing the video version, it is available [here](#).

With deepest thanks,



Randy Fenninger, CEO & blood clot survivor  
National Blood Clot Alliance

### Our Growing Reach

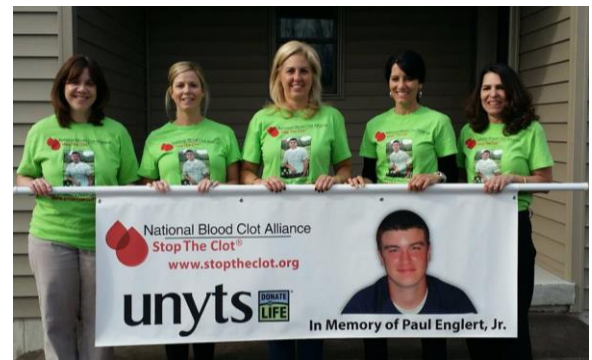
NBCA is active in more communities than ever before as part of volunteer-driven public awareness and education events. Throughout the year, NBCA is partnering with local volunteers to plan awareness events in **17 different locations** across the country. Of these events, seven are brand new!

Public awareness about the dangers of blood clots plays a vital role in saving lives. Our wide-spread awareness programs are accomplished through a strong online presence.

- More than 15 million people have visited the NBCA website since 2015 and that total continues to grow
- Web traffic is expected to increase by 7-10% in 2017
- Social media outreach for Blood Clot Awareness Month reached more than a quarter of a million people
- Facebook followers are up 17% from 2016 and Twitter, Instagram, and Pinterest followers also continue to grow
- The Inspire online support group for patients and families has over 2,000 members and counting



NBCA's national reach through events and volunteers



Organizers at a New York event in memory of Paul Englert Jr.

### Target Groups

NBCA's programs also focus on the specific informational needs of high-risk target groups, such as hospitalized patients, cancer patients, and women.

It is a high priority for NBCA to continue developing programs that focus on the needs of these individuals.

- Half of all blood clots occur during or within three months of a hospital stay or surgery
- Another 20 percent occur among patients diagnosed with cancer
- Blood clots are the leading cause of maternal mortality in the U.S.



Members of Team Stop the Clot at the Southern California Walk

In connection with National Women's Health Week, NBCA implemented a print and broadcast promotional effort reaching more than 20 million people to promote several resources, while at the same time distributing the resources directly to more than 2,000 university-based health centers nationwide. In upcoming months, NBCA will be expanding this program to target young women through sororities across the country.

NBCA's Medical and Scientific Advisory Board continues to monitor trends in public health related to the target at-risk groups in order to optimize their understanding of the needs associated with the constituents NBCA serves.

### Exciting News

Content from the NBCA website has been chosen for use in a new collection of venous thromboembolism (VTE) resources being developed by The Joint Commission – an organization whose accreditation and certification is a symbol of quality for health care organizations nationwide and reflects a commitment to meeting performance standards.

## Exciting News (continued)

NBCA Board Member, Amy Kearbey, recently formed a new working group, *Our Families and Children with Clots*. The group will be developing and implementing programs this year that focus on the specific needs of families with a personal or family history of blood clots.

The NBCA website currently features a suite of resources for families with children affected by clotting disorders. Additionally, NBCA recently hosted a webinar focused on children and young adults with blood clots.



*Board member and blood clot survivor, Amy Kearbey, with her husband and children*

## Meet the New Board President



*Eric and his son, Ryan*

Eric O'Connor first turned to NBCA for support and resources 5 years ago, following a very frightening and unexpected diagnosis. As an avid runner and athlete, Eric's biggest concern upon finding out that he needed knee surgery was when he could get back to running. Never in a million years did he think the routine surgery would cause a blood clot in his calf and countless blood clots in both lungs.

Eric also learned that he had a rare genetic clotting disorder (Factor II), as did his 9-year-old son, Ryan. Although today Eric and his son are back to doing the things they love most, running and baseball, it has been a long road.

In the years since his diagnosis, Eric has remained deeply involved with NBCA as an active volunteer, committee member, and Board member. We are thrilled to announce Eric's new role as NBCA's President and Chairman of the Board of Directors, effective July 1, 2017. We have the utmost confidence that his experience and passion will continue our history of strong volunteer leadership.

*"The education I received from NBCA after my diagnosis could have helped me avoid developing the blood clots in my lungs. Education and awareness are the key to saving lives. NBCA is the only organization dedicated to decreasing the number of people suffering and dying from blood clots."*

## Get Involved



*Participants at the Third Annual 'For A Probable Koz' Golf Tournament held in memory of Rob Koziura in Palm Beach Gardens, Florida*

NBCA relies on the important work of volunteers to spread awareness through local events nationwide.

For more information on how you can get involved, please complete our [volunteer questionnaire](#) or email [info@stopthecLOT.org](mailto:info@stopthecLOT.org).

Help us fill the map with events in every state!