

### Executive Summary

Marcom's Board Report is a bit longer than usual, given the three-month time span it covers and the amount of work that took place during this reporting period. In summary, key highlights of this reporting period include a) the full refresh and unveiling in July of NBCA's [stoptheclot.org website](http://stoptheclot.org), which was just awarded the *Silver Health and Wellness Design Award* by Graphic Design USA b) the launch of the [pregnancy arm of the Stop the Clot, Spread the Word™](#) campaign in August, including a multi-media suite of resources and promotional content c) the roll-out of a [Back-to-School program targeting more than 8,000 college sororities](#) with information about blood clot risks and hormonal birth control, and d) the submission, in early September, of the complex Continuing Education (CE) Proposal, which included an update of the entire VTE course, for the accreditation of CEs for healthcare professionals. Looking forward, funding (\$365,000) for the final year or Year 5 of our cooperative agreement with CDC goes into effect on October 1, and the program to support funding (\$50,000) for the final year of our five-year partnership with the Rowan Foundation will be finalized in November. The following outlines additional and important detail about these and numerous other Marcom activities:

### CDC Projects

1. **STC-STW™/Pregnancy Content (Y2) Unveiled**, 8/29, after more than a two-year CDC review process. This new arm of the STC-STW™ program includes a campaign portal web page, video, infographic, and downloadable checklists. Promotional efforts include the nationwide distribution of a digital media press release, mat release, audio news release, a two-month targeted web banner initiative, and six-week wrap-around social media effort. The Principal Deputy Director of CDC lent her name to the effort, and the Director of CDC posted on Twitter about the campaign. The final results of this effort, which is expected to reach upwards of 200+ million people, will be reported to CDC in early 2019.
2. **STC-STW™/Oncology (Y2)**, the third and final arm of the STC-STW™ campaign, focused on VTE and oncology, remains under review with CDC. All collaterals have been created/drafted by Marcom, including: campaign portal web page, video, infographic, downloadable check lists, web banner, mat release, audio news release. This final arm of the campaign should be introduced in 1Q19.
3. **STC-STW™ PSA (Y3)** storyboards and scripts have been developed and remain under review with CDC.
4. **Online VTE Curriculum Updating and CE Reaccreditation (Y4)** is nearly complete. Marcom has completed all work surrounding the updating, programming, and pilot testing of the new course, and submitted its final CE proposal to CDC on 9/11. The updated curriculum with reaccredited CEs should be launched on or around 10/10, following CDC's final clearance.
5. **STC-STW Spanish Language Program (Y4)**, which will make the general public content of the STC-STW™ program available in neutral Spanish, is nearly complete, with all campaign collaterals except the general public video translated, certified by CDC linguist specialists, and on a development web portal site waiting to be unveiled. The final component, the Spanish language video, should be completed soon and the Spanish language version of the general public collaterals unveiled before the end of this calendar year. Marcom had to set this work aside to deal with other pressing priorities.
6. **CDC Webinar (Y4)**, NBCA will be hosting CDC's VTE and orthopedics webinar, with Drs. Streiff and Kaatz participating, 12/6. Marcom coordinates all technical aspects of these webinar undertakings, as well as some promotion of the events.
7. **Year 5 STC-STW™ program and funding (\$365,045)** gets underway 10/1. The program in this final year of the cooperative agreement is focused largely on merchandising existing content and creating a resource manual for health educators to expand use of the program at the grassroots level.

### Rowan Foundation Projects

1. **Spring National Women's Health Week (NWHW), May 13 through 19**, Marcom tabulated and reported results to the Rowan Foundation, July 3, re: NBCA's [promotional efforts for NWHW 2018](#), which NBCA orchestrates annually and the Rowan Foundation funding makes possible. These results included:
  - **Mat release** – This [print feature](#) resulted in nearly 2,500 placements (230 placements over 2017 results), reaching 125,376,743 readers. The equivalent ad value for this effort is a little more than \$1.5 million, compared to the Rowan funded cost of \$5,500 this year. Some placement samples include: [The Columbus Dispatch](#), [Pittsburgh Post-Gazette](#), [The Miami Times](#), [San Diego Union Tribune](#), [wickedlocal.com \(Boston metro\)](#).

- **Radio news release** – This :60 radio spot was produced and distributed, via syndication on *Radio Health Journal*, during *NWHW*. During this one-week period, the spot aired 528 times on 524 radio stations (a return of almost 100 more broadcasts/stations compared to 2017), reaching 42.3 million cumulative listeners and 86 percent of the U.S. population. The cost to purchase this time as ad space, at an industry standard rate of \$125 per unit, is more than \$66,000, compared to the actual cost funded by Rowan of just \$4,000. You can listen to the spot [here](#).
  - **Weeklong social media effort** – NBCA prepared 20+ pieces of new creative content for a weeklong social media effort regarding women’s health and blood clot risks during *NWHW*. This social media effort resulted in the summary metrics shown below, and the full social media results report presented to the Rowan Foundation can be viewed [here](#). In addition, Marcom orchestrated a Thunderclap initiative as part of this effort, and also launched and now maintains a unique [Women & Blood Clots Twitter account](#).
    - ❖ Summary Social Media Metrics, one-week results: 3,687 total page views for [womenandbloodclots.org](#), 478 new Facebook profile views, 1,847 new page likes, 6,626 campaign post engagements.
2. **Fall Sorority Campaign** – Marcom kicked off the Rowan-funded sorority program, targeting 100 sororities nationwide that reach more than 8,000 sorority chapters. This program involves an email marketing initiative, sticker incentive offer, and a targeted outreach effort via social media DMs to these same targets.
  3. **Rowan Year 5 2019 program** – Marcom is preparing the Year 5 Rowan program that it will review with David Rowan in 4Q18 before these activities kick-off in 2019, the final year of this five-year partnership.

### NBCA Website Redesign

1. **Redesign/refresh of [stoptheclot.org](#)** was completed by Marcom in July and was met with a strong and positive response from the community. And, Marcom is proud to report that Graphic Design USA has awarded us with a *Silver Health and Wellness Design Award*, with just 150 winners among 1,500 entries, for the new website. This redesign/refresh included the in-house production of a new video focused on NBCA activities, and completes a six-month Marcom effort to refresh and reinforce NBCA’s brand, including creative work on our social media channels and e-newsletter masthead.

### NBCA Routine Communications Activities/Projects

1. **Social media** continues successfully, with [Facebook](#) Likes now exceeding 23,000 (up >6,000 since 1/1/18), and other channels also gaining followers at a favorable rate: [Twitter](#) 4,330, [Instagram](#) 1,838, [Pinterest](#) 315 (20,000 average monthly Pinterest views).
2. **e-Newsletters** distributed monthly; July, August, September
3. **Share to Stop the Clot®** social sharing tool now includes almost 200 registered members
4. **Inspire**, online peer-to-peer [support group](#), continues successfully, with >3,200 members presently; community growth continues as Marcom moderates the site 24/7 with swift response times and full communications integration.
5. **Patient Stories** continue to be collected, screened, edited, and posted to [stoptheclot.org](#) by Marcom as they are received, with 10 stories posted during this reporting period.

### World Thrombosis Day (WTD)

1. **ISTH** – Marcom is working with ISTH to promote a NYC-based WTD symposium, 10/12, co-hosted by ISTH, Northwell Health, and NBCA. NBCA also will promote general WTD activities accordingly, in the days leading up to 10/13.

### Portola

1. **Nursing education program** – Marcom submitted a [concept document](#) to Portola, 6/1, outlining the design of a nursing e-learning program. The program was strongly embraced by the company’s VP of Marketing and Director of Medical Affairs. Marcom has been asked to submit a grant for medical education to the Medical Affairs group there. The budget could potentially be in the range of \$100,000, and Marcom will submit this grant in late-September.

### BMS/Pfizer

1. **[yourbloodclot.org](#)** (a comprehensive, recovery-focused online asset) work is moving slowly due to the volume of marcom projects and new assignments, but we aim to have MASAB review the completed content soon.

### Janssen

1. **Afib project** – production of an e-brochure or video, based on a grant proposal submitted by Marcom earlier in the year, will get underway in 4Q18.

### CDC Projects

- **Online VTE Curriculum Updated and Launched (Y4).** Marcom received CDC's final clearance for the on-time go-live of NBCA's newly updated online VTE curriculum, with continuing education credits newly accredited for physicians, pharmacists, nurses, and other allied professionals. CE connected to this eLearning will be reaccredited by Marcom in 2020 as a fairly straightforward administrative process. Another full update of the course will be required in 2022, or that is the year that this CE accreditation will expire and another year-long undertaking to gain CE accreditation would need to occur if NBCA decides to continue making this course available at that time.
- **STC-STW™ Spanish Language Program (Y4),** which makes the general public content of the STC-STW™ program available in neutral Spanish, is complete, and went live in late-October. This is an important new asset that we anticipate will be widely embraced by individuals and HCPs who care for Spanish language patients. Marcom has distributed a web banner to drive traffic to this web page, and will promote the asset through social media as well. This Spanish Language web portal page and its corresponding assets can be viewed here: [STC-STW™ Spanish Language Program](#).
- **CDC Webinar (Y4),** NBCA will be hosting CDC's VTE and orthopedics webinar, with Drs. Streiff and Kaatz participating, 12/6. Marcom coordinates all technical aspects of these webinar undertakings, and also supports CDC's promotional efforts for these webinars.
- **STC-STW™/Oncology (Y2),** the third and final arm of the STC-STW™ campaign, focused on VTE and oncology, remains under review with CDC. All collaterals have been created/drafted by Marcom, including: campaign portal web page, video, infographic, downloadable check lists, web banner, mat release, audio news release. CDC requires NBCA to conduct very specific focus group testing of its STC-STW™ program content, and Marcom has created a guide for message testing of this content among oncology patients. In upcoming weeks, Marcom will be working with this group of oncology patients to gain their reaction to the draft content and make recommendations to CDC of any potential refinements that might need to be made based on this focus group effort. This final arm of the campaign should be introduced in 1Q19. However, this target date is wholly dependent on CDC's review process and could be subject to change if any additional delays in the CDC review process occur.
- **STC-STW™ PSA (Y3)** storyboards and scripts have been developed and remain under review with CDC.
- **STC-STW™/Pregnancy Content (Y2),** which was unveiled in late-August 2018, is now being shared as a resource by the American College of Obstetricians and Gynecologists (ACOG). ACOG added to its website direct links to our campaign web portal and also the campaign collaterals as they appear on CDC's website. This is a major accomplishment for the campaign, and was facilitated by CDC's Associate Director for Policy, who reported to NBCA that: *"ACOG is impressed with the messaging and overall quality of the materials, and they are looking forward to sharing the campaign with their OB-GYN practitioners and through their patient education channels. They are very much aware of the gaps in knowledge that exists about the risk of blood clots for this population, so the campaign was well-received."* In addition, the core launch promotion of the pregnancy arm of this campaign will be winding down this month, and Marcom will provide the final results of this effort to CDC and the Board in early 2019, when all metrics have been received, tabulated, and formatted in a comprehensive Evaluation Report.

**Year 5 STC-STW™ program and funding (\$365,045)** began 10/1, and Marcom lined up timelines and planned activities for implementation in this final year of the cooperative agreement. Vendor arrangements are in place or cued up, and a kickoff meeting with CDC is scheduled in mid-November.

### Rowan Foundation Projects

- **Fall Sorority Campaign** – Marcom completed its Rowan-funded fall sorority program, providing 100 sororities that reach more than 8,000 sorority chapters nationwide with key program resources related to blood clot risks and hormonal birth control. In addition, Marcom completed its outreach through social media DMs among these same targets, and distributed program stickers at the grassroots level as requested.

- **Rowan Year 5 2019 program** – Marcom will be reviewing its proposed Year 5 *Women & Blood Clots* program with David Rowan, to confirm plans for 2019, or the final year of this five-year partnership.

#### NBCA Website Redesign

- **Redesign/refresh of stoptheclot.org** was completed by Marcom in July, and, since our last Board report in September, the site has received a second design award: A 2018 Silver W3 Award in the non-profit organization category. With this award, NBCA’s website was judged among 5,000 entries, making this a noteworthy accomplishment. As previously reported, the newly unveiled site also won a *Silver Health and Wellness Design Award*, with just 150 winners among 1,500 entries, from Graphic Design USA.

#### NBCA Routine Communications Activities/Projects

- **Social media** continues successfully, with [Facebook](#) Likes now exceeding 24,000, and other channels also gaining followers at a favorable rate: [Twitter](#) 4,450, [Instagram](#) 1,970, [Pinterest](#) 341 (20,000 average monthly Pinterest views).
- **e-Newsletters** monthly distribution; October, November in progress.
- **Share to Stop the Clot®** social sharing tool now includes more than 200 registered members.
- **Inspire**, online peer-to-peer [support group](#), continues successfully, with >3,300 members presently; community growth continues as Marcom moderates the site 24/7 with swift response times and full communications integration.
- **Patient Stories** continue to be collected, screened, edited, and posted to [stoptheclot.org](#) by Marcom as they are received, with three new stories posted in October.

#### World Thrombosis Day (WTD), Saturday, October 13

- **ISTH** – As a co-sponsor of the ISTH NYC-based WTD symposium, 10/12, NBCA helped to promote the event and, also in recognition of WTD, created and shared new NBCA social media content specific to WTD, participated in the ISTH coordinated Twitter Chat on 10/12, and integrated WTD promotions into our *Stop the Clot*, *Spread the Word™* and *Women & Blood Clots* programs accordingly.

#### Portola

- **Nursing education program** – Marcom is preparing a grant request, after submitting a [concept document](#) to Portola, 6/1, outlining the design of a nursing e-Learning program. The program was strongly embraced by the company’s VP of Marketing and Director of Medical Affairs and Marcom was asked to submit a grant for medical education to the Medical Affairs group there. The budget could potentially be in the range of \$100,000.

#### BMS/Pfizer

- **yourbloodclot.org** (a comprehensive, recovery-focused online asset) – work is moving slowly due to the volume of marcom projects, but draft content should be submitted for MASAB review soon.

#### Janssen

- **Afib project** – production of an e-brochure or video, based on a grant proposal submitted by Marcom earlier in the year, will get underway in 4Q18.

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CDC Funded Initiatives

- **Online VTE Curriculum (Y4).** Uptake is unusually swift: Since Marcom unveiled the [updated curriculum](#), October 10, more than 650 healthcare professionals (HCPs) have registered for the course, putting us on pace to more than double our annual registration figure this year. Previously, ≈1,200 HCPs registered for the course annually. The updated program is running smoothly, with no technical issues, and Marcom is working with CDC to promote the curriculum among target HCPs nationwide.

CE TYPE	% REGISTERED	% COMPLETED	% PASSED
CME (physicians)	215	90%	100%
CPE (pharmacists)	99	83%	100%
CNE (nurses)	223	70%	98%
CEU (other)	119	65%	96%

(Confidential internal NBCA/CDC data; please do not share externally)

- **STC-STW™ Spanish Language Program (Y4).** This effort makes the general public content of the STC-STW™ program available in neutral Spanish. This Spanish language content, a component of our cooperative agreement work funded by CDC, went live in late-October, and a 30-day Spanish language banner ad campaign was orchestrated 10/30 to 11/30.



This promotion included placement of the four-panel web banner on leading web and mobile Hispanic publication websites, such as ElDiarioNY.com, LaOpinion.com, Paratimujer.us, LaPresna.com, and LaRaza.com, and reached potentially more than one million Spanish speaking individuals with this important public health content. See several of these banner ad placement samples [here](#).

With a click through rate of .11%, this effort generated 1,145 clicks to the [STC-STW™ Spanish Language web page](#) during this 30-day effort.

- **CDC Webinars (Y5).** NBCA hosted CDC’s VTE and orthopedics webinar, featuring MASAB members Drs. Streiff and Kaatz, on 12/6, with 392 registrants; and, Marcom is presently coordinating all technical aspects of another Y5 CDC webinar, scheduled for 3/7, focused on pediatrics and VTE, and featuring MASAB members Drs. Goldenberg and Streiff.
- **STC-STW™/Oncology (Y2).** Marcom completed message testing this month with oncology patients relative to core draft collaterals associated with the final arm of the STC-STW™ campaign focused on VTE and cancer. Draft collaterals fared well in message testing, and all content previously created by Marcom remains under CDC review. The content also will be cross-cleared through the Cancer Division and also require HHS review and approval prior to launch. As with the preceding arms of this campaign focused on hospitalization and pregnancy, the oncology collaterals include a suite of valuable resources: Campaign portal web page, educational video, infographic, downloadable check lists, web banner, mat release, audio news release, digital media press release.
- **STC-STW™ PSA (Y3)** storyboards and scripts developed by Marcom and remain under review with CDC.
- **STC-STW™/Pregnancy Content (Y2).** Core promotional efforts surrounding the August 29 launch of the pregnancy arm of the STC-STW™ campaign concluded in late-December. Marcom is tabbing metrics and preparing a comprehensive evaluation report to share with CDC and the NBCA Board in February.
- **STC-STW™ Blood Clot Awareness Month Work.** Marcom is preparing several nationwide awareness efforts, funded by the CDC cooperative agreement and taking place during BCAM. See summary of BCAM plans below for details.

Rowan Foundation Funded Projects

- **Rowan Year 5 2019 program** – In December, Marcom gained a green light from the Rowan Foundation to move forward with its proposed Year 5 *Women & Blood Clots* program, with a budget of \$50,000. In addition, David Rowan has indicated that the Foundation expects to continue funding NBCA’s *Women & Blood Clots* program beyond 2019, or beyond this fifth year of our formal agreement. In summary, the Year 5 *Women & Blood Clots* program will involve: A new, narrative-form social media effort focused on estrogen-based birth control and clot risks, introduction and management of an independent *Women & Blood Clots* Instagram account, Twitter and Facebook ads, and a dedicated promotional program

during *Women's Health Week*, May 12-18, including nationwide distribution of a radio news release and print mat release. In addition, Marcom will update the [Women & Blood Clots web portal](#) and continue outreach and email marketing efforts among sororities and university based health centers to share information and key resources, including our [risk assessment tool](#).

### Blood Clot Awareness Month (March) Planning

- Marcom is presently planning and creating materials for another robust effort in connection with Blood Clot Awareness Month (BCAM) 2019. These plans presently include:
  - **Pharma Funded:** The introduction of the first annual NBCA BCAM e-magazine, focused on lifestyle/recovery issues. This digital magazine, funded by select pharma partners, will be patient-centered, searchable, downloadable; and, we hope, the first in a series of annual BCAM e-magazines we are able to produce for the VTE community.
  - **CDC Funded:** A two-month web banner ad initiative, which will be focused on VTE in general. This effort will reach millions of people online, and drive them to our *STC-STW*<sup>™</sup> web portal content and resources.
  - **CDC Funded:** We will share *STC-STW*<sup>™</sup> content – general public, hospitalization, and pregnancy – as “Outbrain recommended content,” from mid-February to mid-May, on the websites of Outbrain’s publisher subscribers, including for example, [cnn.com](#), [washingtontimes.com](#), and [time.com](#), reaching 10s of millions of people online.
  - **CDC Funded:** Marcom also may implement a video content management and promotion effort to drive people via a clickable :15 video that will use recognition technology to help us reach our intended target audience through relevant video content across premium websites and generate about 650,000 streams of the :15 video that will link to our *STC-STW*<sup>™</sup> web portal.
  - We will develop more than 50 pieces of creative/editorial content for daily themed posts across all of NBCA’s social media channels.
  - Marcom staff will engage one-on-one with thousands of people individually on social media and via email throughout the very active community engagement period that leads up to and runs through BCAM in March.

### Website

- Marcom continues routine website updating, ongoing cross-functional support, and SEO maintenance of NBCA’s website, [stoptheclot.org](#).

### NBCA Routine Communications Activities/Projects

- **Social media** growth continues, with [Facebook](#) Likes exceeding 27,000 (up ≈15% since Oct. 2018), as other channels also gain followers at a favorable rate: [Twitter](#) 4,526, [Instagram](#) 2,119, [Pinterest](#) 360 (13,500 avg. monthly Pinterest views).
- **e-Newsletters** monthly distribution; with a design refresh instituted with the Jan 2019 issue.
- **Share to Stop the Clot**<sup>®</sup> social sharing tool now includes more than 220 registered members.
- **Inspire**, online peer-to-peer [support group](#), continues successfully, with nearly 4,000 members presently; community growth continues as Marcom moderates the site 24/7 with swift response times and full communications integration.

### Portola

- **Nursing education program** – Marcom prepared and submitted a medical education grant request in December, after submitting a [concept document](#) to Portola, 6/1, outlining the design of a nursing e-Learning program. The program was strongly embraced by the company’s VP of Marketing and Director of Medical Affairs. Portola business priorities may delay potential funding; but the NBCA grant remains in que with Portola Medical Affairs. Proposed budget: \$96,000.

### Janssen

- **Afib project** – production of an e-brochure or video, based on a grant proposal submitted by Marcom, will get underway as soon as the inaugural BCAM e-magazine goes to production in February.

### BMS/Pfizer

- **yourbloodclot.org** (a comprehensive, recovery-focused online asset) – work is moving slowly due to the volume of marcom projects, but draft content should be submitted for MASAB review soon.

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