

IMPACT UPDATE

Your impact really is amazing.

In 2016, over 1,700 generous individuals made donations to the National Blood Clot Alliance (NBCA). **If you were one of those incredible people, we simply can't thank you enough.** Your gift immediately went to work supporting essential programs that build public awareness and educate patients, families, caregivers and healthcare professionals on the signs, symptoms, and prevention of blood clots and clotting disorders.



Your generous support has had a significant and potentially life-saving impact on the nearly one million Americans who suffer a blood clot each year. As you read this update, I want you to know that **we truly could not serve so many individuals affected by this public health crisis without your help.**

With sincere gratitude,



Randy Fenninger, CEO and *blood clot survivor*

Providing Support

Individual Support

Your gift helped NBCA provide “on call” private consultation services to a variety of individuals seeking information about blood clots – including existing and potential patients, caregivers, healthcare providers, and family members. Perhaps most importantly, NBCA’s Director of Health Affairs, a registered nurse, was able to share individualized resources and information that **enabled patients to be their own best advocates with their doctors.** Thanks to your support, NBCA was able to offer this one-on-one guidance to nearly **350 individuals** in 2016.

Community Support

NBCA’s Stop the Clot online support community launched at the end of 2015 and has rapidly grown to 1,365 members and counting. Your gift helped NBCA provide this safe and supportive space for people affected by blood clots and clotting disorders to gather, share their stories, and interact with other members. The ability to connect patients, families, friends and caregivers for support and inspiration is truly invaluable.



Your gift made it possible for NBCA to support an incredibly dedicated group of volunteers who organized and executed **19 community awareness and education events in 2016**, collectively **raising over \$130,000** on behalf of NBCA. Thousands of event participants and attendees all across the country came together in support of one another and gained an increased understanding of their individual risks, and the signs and symptoms of blood clots. Thank you for helping NBCA touch so many lives this year.

Promoting Awareness and Education

Tragically, too many lives are lost because public awareness is so low. Studies show that fewer than 1 in 4 people have any recognition of blood clots or their signs and symptoms.

Awareness

Your gift supported efforts to expand NBCA's digital footprint, aiming to reach an even wider audience. In 2016, this resulted in a record **5 million visitors to the NBCA website** and an increased social media presence. Instagram and Pinterest were added to existing efforts, the Facebook page grew to nearly **12,000 followers**, and Twitter followers surpassed 3,200.

You helped provide resources for NBCA to publish **12 e-newsletters in 2016**, each with more than **9,000 subscribers** and containing a variety of valuable information such as the latest studies and medical developments relating to blood clots, resources for patients, caregivers and healthcare professionals, patient stories, and information about upcoming events. Thank you for making it possible for NBCA to deliver this vital information.

Education

More than 2.6 million Americans are affected by atrial fibrillation (AF), an irregular heartbeat, and that number is expected to **increase to about 12 million** by the year 2050. NBCA identified an urgent need for education around AF and the increased risk for blood clots, stroke, heart failure and other medical complications. Your support helped develop an online learning module designed to provide free education and resources to healthcare providers, focusing on anticoagulation options for stroke prevention in AF patients. Thank you for helping to meet this critical need.

With the support of generous donors, NBCA launched a pilot program at **100 universities across the country** and will soon be expanding to an **additional 4,000** universities. The program focuses on providing educational materials and assessment tools to young women about the risks associated with hormone-based contraceptives and the development of blood clots.



Your gift allowed NBCA to participate in the 2016 Summit of the Thrombosis & Hemostasis Societies of North America (THSNA), **a collaboration of the fourteen leading non-profit organizations** in the field. This is a valuable opportunity for NBCA attendees to network, learn, and share across disciplines and disease states with other leading individuals in this field while promoting the work of NBCA. The partnership with THSNA will enable NBCA to create a named research grant to support the research and continuing medical education of trainees and junior faculty/attending physicians with a primary strategic objective to combat the critical shortage of skilled hematologists in North America. Thank you for making this all possible.