Communications & Health Marketing: Momentum is the Message
Momentum has been building with the efforts of NBCA’s Communications & Health Marketing Department in recent years, and 2016 was no exception. In the past year, our Communications & Health Marketing Department, or Marcom team, unveiled several important new initiatives, and dramatically expanded a number of other NBCA communications efforts.

While lean in number, our disciplined two-person Marcom team managed to reach hundreds of millions of people in 2016 throughout the United States, clearly demonstrating NBCA’s unparalleled domestic capacity and outreach, while at the same time realizing some global spillover associated with their Marcom efforts.

<table>
<thead>
<tr>
<th>FY 2016 COMMUNICATIONS &amp; HEALTH MARKETING OUTREACH</th>
<th>IMPRESSIONS, REACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature public health education programs</td>
<td>320,000,000+</td>
</tr>
<tr>
<td>Social media engagement (Facebook/Twitter/Instagram/Pinterest)</td>
<td>4,000,000+</td>
</tr>
<tr>
<td>Newsletter distribution, monthly</td>
<td>9,500+</td>
</tr>
<tr>
<td>Online support group and discussion community: members</td>
<td>1,400+</td>
</tr>
<tr>
<td>Website and dedicated microsites, page views</td>
<td>12,000,000+</td>
</tr>
</tbody>
</table>

NBCA’s reach, while largely targeted on and concentrated in the United States, expanded beyond our domestic boundaries in 2016, reaching hundreds of thousands of additional people throughout the world.

The United Kingdom, Australia, and Canada top the list relative to our small spillover in international reach, while additional countries around the globe, including India, Japan, Italy, and Pakistan, for example, are also reflected among our international connections.

Filling Crucial Information Gaps in Venous Thromboembolism
Research conducted by NBCA and other organizations consistently shows that about 75 percent of people in the U.S. know little about life-threatening blood clots, but blood clots can be prevented, which makes it crucial for us to raise awareness and, in turn, help to save lives. Experts agree, the first and best way to prevent blood clots is for people to recognize blood clot risk factors and to talk to their healthcare providers about their potential blood clot risks.

Whether working with our government and business partners to unveil important new public health education programs, engaging with the consumer press about news of significance to people affected by venous thromboembolism (VTE), or working one-on-one with people enrolled in our unique online support group and discussion community, NBCA’s Communications & Health Marketing efforts are focused on ensuring the highest quality public health content and unparalleled creativity in the VTE awareness programs we create and implement.

NBCA also is fortunate to have in-house marcom and design talents that enable the organization to produce most of its own creative content and graphics work, as well as its own educational videos. This in-house capacity provides the organization with unique opportunities to optimize the funding invested in its marketing communications efforts and realize optimal marcom returns.
SIGNATURE MARCOM PROGRAMS

In keeping with NBCA’s mission, our Communications & Health Marketing Department implements many robust communications and health marketing initiatives aimed at increasing public awareness about deep vein thrombosis (DVT) and pulmonary embolism (PE). Chief among these programs are two of NBCA’s most widely recognized signature campaigns: Stop the Clot, Spread the Word™ and also our Women & Blood Clots initiative.

Stop the Clot, Spread the Word™

NBCA’s five-year Cooperative Agreement with the Centers for Disease Control and Prevention (CDC) involves a multifaceted, digital media campaign that reaches tens of millions of people each year with information about blood clot risks, blood clot signs and symptoms, and important blood clot prevention measures. This campaign, launched in March 2015, is made possible through funding provided to the National Blood Clot Alliance by CDC under Cooperative Agreement #1U27DD001153.

The centerpiece of this Stop the Clot, Spread the Word™ campaign involves a dedicated educational portal or Web microsite designed specifically to provide people with the information they need to know about blood clot risks, signs/symptoms, and prevention.

Housed at this dedicated campaign portal are a spectrum of dynamic VTE educational tools, including videos, infographics, and downloadable checklists that people can review and share with their healthcare professionals.

The site is widely recognized for its clean, contemporary graphics, as well as its emphasis on memorable facts and take-away messages that reflect best practices in public health education involving VTE.

During 2016, NBCA and CDC kicked off the newest phase of the widely acclaimed Stop the Clot, Spread the Word™ campaign, with an important focus on blood clot risk reduction among hospitalized patients. The newly unveiled Stop the Clot, Spread the Word™ campaign materials this past year encouraged people headed to the hospital or just returning home from a hospital stay to “Get Better. Don’t Get a Blood Clot,” and advised them to work with their physician to develop a blood clot prevention plan surrounding their hospital stay.

In 2016, during Year Two of this important program, and just four months following the roll-out of the hospitalization arm of the campaign, our efforts reached more than 167 million people – or more than double the number of people reached during our initial launch of the program in 2015.

NBCA’s efforts with this important work moves forward, and we will continue our invaluable partnership with CDC, as we add two additional educational prongs to this program: One involving pregnancy and blood clot risks, and another involving cancer and blood clot risks. We also are working on exciting new plans that will further elevate our public health education efforts nationwide this year, or in Year Three of our cooperative agreement, reaching several hundred million more people with a new, high profile public awareness effort we will unveil in upcoming months.

Within the next 12 to 18 months, this Stop the Clot, Spread the Word™ program will reach an estimated 500 to 600 million additional people throughout the United States.
HCP Education in Partnership with CDC

The fruits of NBCA’s partnership with the Centers for Disease Control and Prevention also are seen in our unique online venous thromboembolism curriculum for healthcare professionals. This online course, Stop the Clot® – What Every Healthcare Professional Should Know, provides a valuable online learning opportunity and continuing education credits for doctors, pharmacists, nurses, and allied health professionals alike.

The online course is accessed daily by individual healthcare professionals, and also is used routinely as an online teaching tool by several pharmacy and nurse education programs nationwide.

In 2016, our Communications & Health Marketing Department worked with CDC to facilitate the re-accreditation of the continuing education credits CDC supplies in connection with these efforts, and the course also realized a significant increase in registrations, with hundreds of healthcare professionals accessing this online training in 2016. Roughly 95 percent of the individuals who completed the online course this year received a passing grade, making this an A+ educational program NBCA looks forward to coordinating with our colleagues at CDC in upcoming years.

In addition, we’re proud to serve as a host to CDC’s ongoing series of webinars for healthcare professionals. These webinars, orchestrated by CDC’s Division of Blood Disorders, play an important role in providing the most recent, evidence-based information about venous thromboembolism to healthcare providers nationwide.

This past year, NBCA’s Communications & Health Marketing Department helped CDC promote and manage the online hosting of two of these online meetings connected to blood clots and clotting disorders: One focused on healthcare-associated VTE, and the other focused on pediatric VTE and featuring our Medical & Scientific Advisory Board member Neil Goldenberg, MD, PhD, All Children’s Hospital Johns Hopkins Medicine.

Hundreds of healthcare professionals consistently tap into these informative webinars, and NBCA is pleased to support CDC in this important undertaking. We look forward to the webinar programs CDC is planning this year, including one featuring the outstanding work of our MASAB Chair Mike Streiff, MD, FACP, and his team at Johns Hopkins Medical Institutions.

Women’s Health: Addressing a Continuum of Blood Clot Risks

As part of our efforts to ensure that people are getting the specific information they need to know about life-threatening blood clots, our Communications & Health Marketing team expanded our women’s health initiative in 2016, adding a new suite of important resources to NBCA’s Women & Blood Clots Web microsite.

To support this educational effort focused on women’s blood clot information needs, NBCA originally created a unique Web-based information portal, including a broad spectrum of health information for women, including several creative videos, to correlate with the continuum of blood clot risks women face throughout their lives, including: birth control and family planning, pregnancy and childbirth, and the treatment of menopause symptoms later in life.
During 2016, NBCA added a new suite of resources focused specifically on the blood clot risks women need to be aware of when they make important choices about birth control and family planning. The use of estrogen-based birth control places a woman at increased risk for dangerous blood clots, but many women remain ill-informed and unaware of these potential risks.

Central to this suite of new educational tools is a risk assessment survey for women considering their options for birth control. Based on similar surveys developed for use in states such as California and Oregon, where women can obtain birth control from their local pharmacy without a physician’s prescription, NBCA’s new blood clot risk assessment tool is now an integral component of the work associated with our Women & Blood Clots campaign.

In 2016, our Marcom team created this important new risk assessment tool, and then piloted the full spectrum of new program resources with roughly 100 University based healthcare centers nationwide. Moving forward, we will be sharing these same resources with up to 4,000 more University health center targets this year.

We also consistently promote the educational assets associated with this program, and in 2016 reached more than 150 million people with the campaign assets and information associated with our Women & Blood Clots campaign, as part of our concentrated promotional efforts in connection with Women’s Health Week in May 2016. These efforts included the distribution of a digital media press release, which realized 200 press placements, as well as the placement of our campaign infographic on more than 1,000 news websites nationwide.

Websites and Online Support Group

NBCA’s unique Stop the Clot™ Online Support Group and Discussion Community, powered by Inspire, is rooted in our Women & Blood Clots work.

Originally launched by our Communications & Health Marketing Department as a safe and supportive online community where women affected by DVT/PE could share experiences and connect with others who face similar challenges, the site quickly grew to reflect the diverse spectrum of individuals — women and men, young and old — affected by DVT and PE.

NBCA’s Marcom team diligently moderates this peer-to-peer online discussion community, which today boasts more than 1,400 members and will continue to grow and be an increasingly important resource for our constituency in the months and years to come.
COLLABORATIVE MARCOM PARTNERSHIPS BASED ON COMMON GOALS

In addition to NBCA’s larger signature programs, the organization’s Communications & Health Marketing Department also works on a spectrum of marcom fronts with NBCA’s other advocacy, health professional, and corporate partners, including:

**American Academy of Emergency Physicians**
This past year, NBCA worked with the American Academy of Emergency Physicians to develop the assets associated with an educational program intended to provide important information to newly diagnosed DVT/PE patients in the emergency department setting. This program, in direct response to evolving trends in treatment protocols associated with the introduction of the new direct oral anticoagulants, is meant to ensure that newly diagnosed patients follow through on or remain adherent to their discharge orders and/or anticoagulation treatment plan. Among several other responsibilities associated with this collaborative effort, NBCA played an important role in the scripting and pre-production efforts associated with a series of patient education videos involved in this program.

**IPRO**
The NBCA and IPRO partnership spans many years, but perhaps in no other year has it been more productive. IPRO – a national organization that provides a spectrum of healthcare assessment and improvement services that foster efficient use of resources and enhance healthcare quality to achieve better patient outcomes – reached out to NBCA in 2016 for assistance in the design and development of consumer education materials about the perioperative management of anticoagulants prior to surgery and other invasive procedures. Intended for integration with IPRO’s MAPPP APP – a novel Web-based resource, as well as an application for portable devices, used by healthcare professionals to guide decision-making relative to perioperative management of the anticoagulated patient – these new consumer education materials will be fully integrated into this important IPRO MAPPP APP program, and also be housed on NBCA’s website this year.

**Janssen**
Given the increased blood clot risk associated with hip and knee arthroplasty, NBCA created an online toolkit to address the specific information needs of people at risk for blood clots due to hip and/or knee replacement surgery. This new toolkit, which includes important downloadable educational tools and useful checklists, was unveiled in 2016, and made possible by sponsorship support from NBCA’s Corporate Roundtable member Janssen Pharmaceuticals, Inc.

**Roche Diagnostics**
In late-2016, NBCA forged a new partnership with Roche Diagnostics, and our Marcom team created an important new online educational asset for people prescribed warfarin and required to undergo routine INR testing. With funding support provided by Roche Diagnostics, NBCA finalized the creative and core content associated with this effort in mid-December 2016, and unveiled this important new Web content earlier this year.
ESSENTIAL INGREDIENTS IN NBCA’s DAY-TO-DAY MARCOM MIX

While we pride ourselves on our larger signature awareness campaigns and educational programs, some of NBCA’s most fundamental but no less essential Communications & Health Marketing work takes places within the context of the routine or day-to-day efforts of our Marcom team.

Social Media
Each day in the past year, we’ve worked to develop a stronger, more engaged online community, by serving up daily content via Twitter, Facebook, Instagram, Pinterest and YouTube. Early in 2016, NBCA saw its number of Facebook followers exceed the important milestone of 10,000, and, as the year came to a close, we were well above the mark of 12,000 followers. In 2016, we also saw our Twitter followers double a second year in a row, and our newly introduced Instagram and Pinterest social media channels realized swift uptake and grew substantially throughout 2016.

Website
Similarly, we focus daily on the expansion and improved usability of NBCA’s website – www.stoptheclot.org – and work to improve the architecture of information we provide there, particularly as we post new content relative to the growing number of issues and events that the organization seeks to share. In 2016, we focused on improving the strategies surrounding our Google Ads grant, and realized important gains associated with our SEO efforts and website traffic. NBCA realizes roughly one million website views monthly, stemming from its main website – www.stoptheclot.org – combined with the views also realized on its two signature program microsites, namely www.stoptheclot.org/spreadtheword and also www.womenandbloodclots.org. Another important aspect of NBCA’s website work, is the development of patient stories to appear on our main website. Our Marcom team works closely with individuals who seek to share their personal perspectives, as these stories provide an important source of inspiration to people affected by blood clots, and remain one of the most popular sections on our main website.

e-Newsletter
Each month, our Marcom team curates and publishes content for our newly re-formatted monthly e-Newsletter, which enables NBCA to share timely and topical information with our constituents on a regular basis.

Media Relations
We also monitor and engage routinely with the consumer and professional media who report on news and information important to our constituency. In the past year, we saw both our medical and patient ambassadors contribute important input to a range of articles and broadcasts across the country. Interestingly, within the past year, NBCA also became an important “go-to” resource for sports reporters looking to gain expert background information and medical insights related to professional athletes and dangerous blood clots. MASAB member Jack Ansell, MD, plays a crucial role in helping NBCA address many of these media inquiries.

Recurring and New Opportunities
We consistently respond to both recurring and new opportunities that present themselves throughout the year. For example, each year we ramp up our routine promotional and social media efforts in recognition of Blood Clot Awareness Month. Similarly, we contribute to efforts associated with ISTH’s far-reaching World Thrombosis Day (WTD), recognized annually on October 13. In 2016, NBCA staff participated in a WTD symposium that took place in NYC, while at the same time partnering again with IPRO to participate in a WTD-related patient education webinar featuring the patient stories of several NBCA staff and Board members.
Conversely, NBCA also seeks new or untapped opportunities that support our mission. In 2016, for example, we were able to capitalize on several such opportunities associated with the awareness and cause marketing efforts connected to NBCA Corporate Roundtable members Janssen and Siemens Healthineers.

In each case, these Corporate Roundtable members worked to raise funds on NBCA’s behalf, or to support our mission, through highly targeted awareness and social media efforts we were able to partner on with them.

The outcome of these efforts resulted in a generous $25,000 donation to NBCA by Janssen, as an extension of their efforts to raise blood clot awareness in connection with their spokesperson and NASCAR driver Brian Vickers, and the TreatMyClot.com300 race held in conjunction with the Auto Club Speedway event that took place in California, in March 2016.

In the summer of 2016, Siemens Healthcare coordinated a DVT/PE awareness initiative in connection with the 68th Annual Meeting of the American Association of Clinical Chemistry (AACC), which took place in Philadelphia during the summer of 2016. With NBCA social media support, Siemens conducted an onsite poll of participants attending the AACC meeting about their personal experience with blood clots and other matters. For every poll completed, Siemens donated $1 to the National Blood Clot Alliance, which resulted in a generous donation of $5,000 to NBCA.

And, as 2016 came to a close, NBCA capitalized on an exciting new opportunity that enabled us to have one of our core DVT/PE public health messages appear on a digital billboard looking out over NYC’s heavily trafficked Times Square, at the northeast corner of West 43rd Street and Broadway.

When this highly discounted placement opportunity became available, we were able to invest in billboard space that spanned a three-month period, including the prime holiday months of November and December.

Our Marcom team designed and produced the digital billboard ad, with alternate end slates that greeted pedestrians and passengers moving through Times Square with timely holiday wishes from NBCA as well. The video spot NBCA created was converted for use on the 29’ x 56’ HD screen, and the :10 spot, which appeared three times per hour, 20 hours per day, from early November through December 2016, said:

One person dies every six minutes due to a blood clot.
Don’t let that one person be you.
Learn more at www.stoptheclot.org.

This unique opportunity enabled NBCA to potentially reach the 300,000 to 500,000 people who pass through Times Square daily, and resulted in a measurable improvement in new visitors to NBCA’s website, compared to the same time period the previous year.

This final marcom initiative of the year provided a noteworthy end point on the organization’s Communications & Health Marketing achievements in 2016, and set the stage for the continued momentum of NBCA’s marcom efforts into the new year.