

NBCA COMMUNICATIONS & HEALTH MARKETING 2016 STEWARDSHIP REPORT

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.

335+
MILLION
PEOPLE
REACHED
WORLDWIDE

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



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.

75% OF
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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 central intent of Stop the Clot, Spread the Word™ is to urge people nationwide to ask themselves one potentially life-saving question: Could I be at risk for a blood clot?

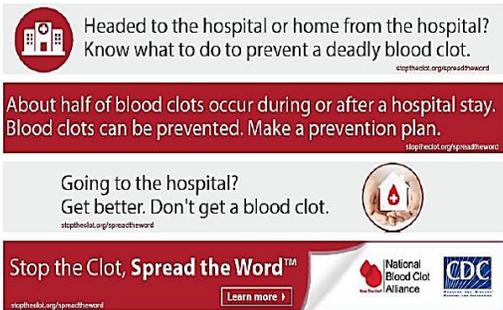
The centerpiece of this *Stop the Clot, Spread the Word™* campaign involves a [dedicated educational portal or Web microsite](#) designed specifically to provide people with the information they need to know about blood clot risks, signs/symptoms, and prevention.

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.

NBCA's women's health initiative, made possible due to generous funding provided by the Alexandra L. Rowan Memorial Foundation, focuses on the continuum of blood clot risks faced by women throughout their lives, including risks connected to birth control and family planning, pregnancy and childbirth, and the treatment of menopause symptoms later in life.

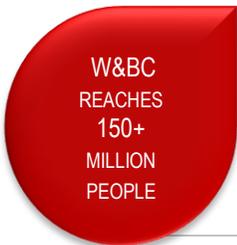
During 2016, NBCA added a new suite of resources focused specifically on the blood clot risks women need to be aware of when they make important choices about birth control and family planning. The use of estrogen-based birth control places a woman at increased risk for dangerous blood clots, but many 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.



Hormonal Contraception Screening Guide & Risk Assessment Tool

Use this questionnaire when considering birth control options that contain the hormone estrogen, which may include the birth control pill, patch, or ring. This questionnaire will help you and your healthcare provider determine if you are a good candidate for hormonal contraception. Show the results of this questionnaire with your healthcare provider before taking hormonal birth control. Your healthcare provider will use your answers to the questions below to help you determine if you are a good candidate for hormonal contraception or if you should consider different birth control options that do not contain hormones.

Name _____ Healthcare Provider's Name _____ Date _____
 Date of Birth _____ Age _____ Weight _____ What was the date of your last women's health clinical visit? _____
 Any Allergies to Medications? Circle One: Yes / No If yes, list them here: _____

1	What was the first date of your last menstrual period? (month/day/year)	___ / ___ / ___
2	Do you think you might be pregnant now?	Yes <input type="checkbox"/> No <input type="checkbox"/>
3	Have you ever taken birth control pills, or used a birth control patch, ring, or shot/injection? If no, go to question 4. If yes, please indicate date(s) here:	Yes <input type="checkbox"/> No <input type="checkbox"/>
A.	Did you ever experience a bad reaction to using hormonal birth control?	Yes <input type="checkbox"/> No <input type="checkbox"/>
B.	Are you currently using birth control pills, or a birth control patch, ring, or shot/injection?	Yes <input type="checkbox"/> No <input type="checkbox"/>
4	Have you ever been told by a medical professional not to take hormones?	Yes <input type="checkbox"/> No <input type="checkbox"/>
5	Do you smoke cigarettes?	Yes <input type="checkbox"/> No <input type="checkbox"/>
6	Are you currently breastfeeding an infant who is less than 1 month of age?	Yes <input type="checkbox"/> No <input type="checkbox"/>
7	Have you given birth within the past 6 weeks?	Yes <input type="checkbox"/> No <input type="checkbox"/>
8	Do you have diabetes?	Yes <input type="checkbox"/> No <input type="checkbox"/>
9	Do you get migraine headaches, or headaches so bad that you feel sick to your stomach, you lose the ability to see, it makes it hard to be in light, or it involves numbness?	Yes <input type="checkbox"/> No <input type="checkbox"/>
10	Do you have high blood pressure, hypertension, or high cholesterol?	Yes <input type="checkbox"/> No <input type="checkbox"/>
11	Have you ever had a heart attack or stroke, or been told you had any heart disease?	Yes <input type="checkbox"/> No <input type="checkbox"/>
12	Have you or any member of your family ever had a blood clot in your leg or in your lung?	Yes <input type="checkbox"/> No <input type="checkbox"/>
13	Have you ever been told by a medical professional that you are at a high risk of developing a blood clot in your leg or in your lung?	Yes <input type="checkbox"/> No <input type="checkbox"/>
14	Have you had bariatric surgery or stomach reduction surgery?	Yes <input type="checkbox"/> No <input type="checkbox"/>
15	Have you had recent major surgery or are you planning to have surgery in the next 4 weeks?	Yes <input type="checkbox"/> No <input type="checkbox"/>
16	Do you have or have you ever had breast cancer?	Yes <input type="checkbox"/> No <input type="checkbox"/>
17	Do you have or have you ever had hepatitis, liver disease, liver cancer, or gall bladder disease, or do you have jaundice (yellow skin or eyes)?	Yes <input type="checkbox"/> No <input type="checkbox"/>
18	Do you have lupus, rheumatoid arthritis, or any blood disorders?	Yes <input type="checkbox"/> No <input type="checkbox"/>
19	Do you take medication for seizures, tuberculosis (TB), fungal infections, or human immunodeficiency virus (HIV)? If yes, list them here:	Yes <input type="checkbox"/> No <input type="checkbox"/>
20	Do you have any other medical problems or take regular medication? If yes, list them here:	Yes <input type="checkbox"/> No <input type="checkbox"/>

Adapted from the California Board of Pharmacy and California Code of Regulations, Protocol for Pharmacists Dispensing Self-Administered Hormonal Contraception
 www.pharmacy.ca.gov/publications/hormonal_contraception_protocol_0716.pdf

Online Support Group and Discussion Community

Also, 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.



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.

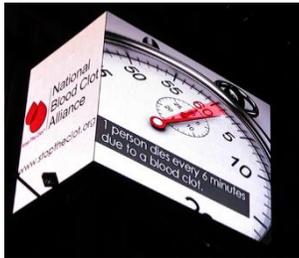
The outcome of these efforts resulted in a generous \$25,000 donation to NBCA by Janssen, as an extension of their efforts to raise blood clot awareness in connection with their spokesperson and NASCAR driver Brian Vickers, and the TreatMyClot.com300 race held in conjunction with the Auto Club Speedway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



L-R, Mark Jablonski (NBCA Board Member), Brian Vickers (Driver; Stewart-Haas Racing), Michael Moye (Director of Marketing, Janssen)



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.