

NBCA Community Thrombassador Metrics Q1

February 10, 2022 - June 9, 2022

NBCA Community “Thrombassadors” is a network of patients, caregivers, and family members committed to spreading blood clot education, awareness and prevention in their communities. In partnership with local organizations, “thrombassadors” share their personal stories—and life-saving information—about blood clots.

Metrics

Total Thrombassadors
Completed Training: 26



- ✓ 15 states represented across the country
- ✓ Global reach includes additional representation in
 - Canada
 - Scotland
 - Kenya

Program Highlights

Total Reach of Thrombassadors: 187,000+ people



- Blood clot lecture to a college exercise class at Southern Illinois University
- Exploring strategic partnership with the Illinois Department of Health
- Amerifest Pageant focusing on a special interview regarding blood clot platform
 - NBCA Thrombassador took National AmeriFest title, and is using this platform to spread awareness about blood clot risks, signs, and symptoms
- Meetings with local councilmen and women about the importance of community blood clot awareness and education programs
- Custom website & support group created in Scotland "Unmask the Clot"



Program Highlights Cont.

- Distribution of blood clot awareness materials throughout local fitness centers
- Thrombassador interviews featured in local newspaper articles & television networks
- Riding bike across the state of Missouri to raise awareness about blood clots
- Speaking at a high school scholarship ceremony about the signs and symptoms of blood clots
- Countless posts and shares on social media
 - One thrombassador has over 30,000 connections on LinkedIn and uses his platform to share life-saving blood clot information



What's Next?

- Next thrombassador training date: August 29, 2022
 - 29 additional people interested in the program
 - Estimated 15 people in attendance
- Q2 Check in: September 8, 2022
- Engage western half of the U.S.

