



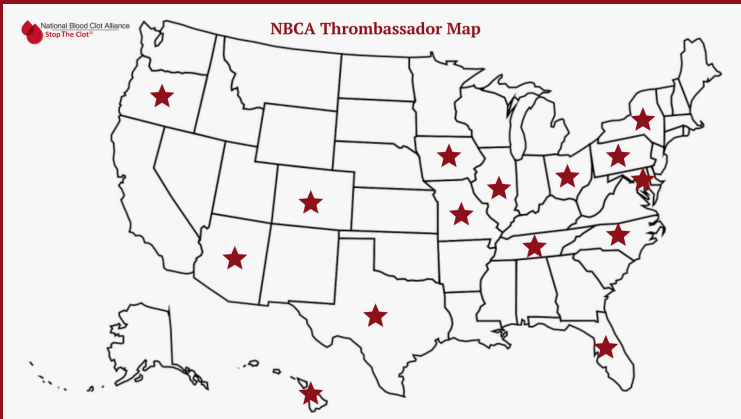
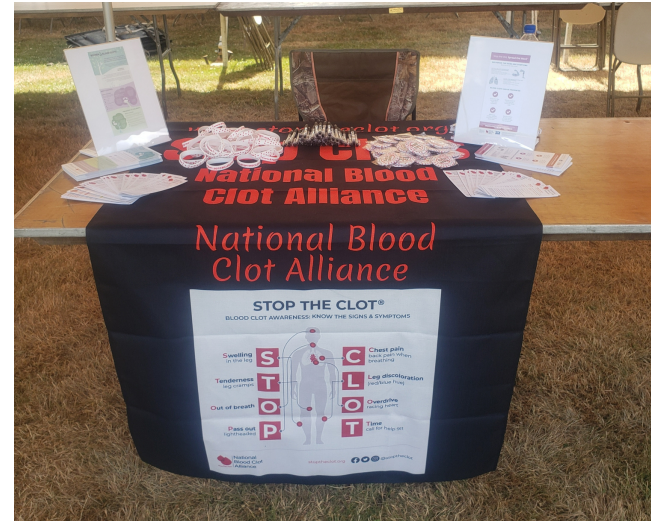
# NBCA Community Thrombassador Metrics Q1 2022

**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



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# 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.



# NBCA Community Thrombassador Metrics Q2 2022

**June 10, 2022 - September 8, 2022**

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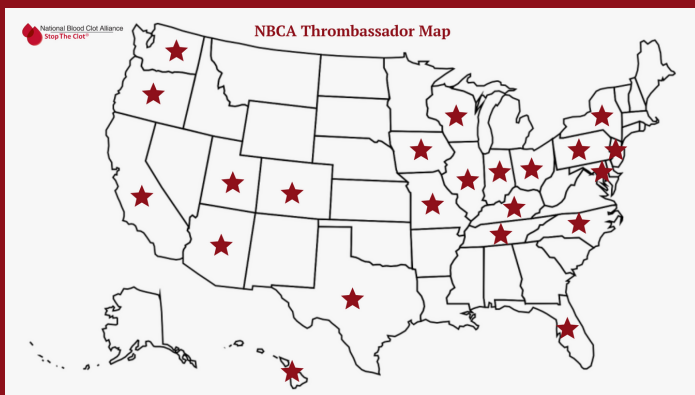
# Metrics

Total Thrombassadors  
Completed Training: 40

- Q1: 28
- Q2: 12



15% of thrombassadors are African American



- ✓ 22 states represented across the country
- ✓ Global reach includes:
  - Canada
  - Scotland
  - Kenya

## Q2 Stats

- ✓ 750 Thrombassador volunteer hours
- ✓ 47 community events
- ✓ 107,494 people reached

Total Program Reach (Feb. – Sept.): 294,949 People

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# Event Highlights

Total Q2 Reach of Thrombassadors: 107,494 people



- Sharing blood clot story for the first time ever
- Blood clot awareness BBQ
- Clay shoot memorial event to raise awareness about blood clot risk factors for young women
- Farmer's market informational booth
- Church newsletter
- News feature sharing blood clot story
- Winning Miss Voluptuous UK to share blood clot story
- Hanging posters in various gyms
- Presented materials at local township community day
- Awareness bike ride



# Populations Reached

Total Q2 Reach of Thrombassadors: 107,494 people

- African-Americans
- Trauma (MVA) patients going into surgery
- People aged 55+
- Medical providers
- Athletes
- Young women on birth control
- Women ages 40+
- African-American women of all ages
- Menopausal women
- Pregnant women
- Post-partum mothers



# Partnerships Formed

Total Q2 Reach of Thrombassadors: 107,494 people



- Explored partnership opportunities with Vanderbilt University
- Councilwomen in New York
- Engineers in Action
- AmeriFest beauty pageant
- Germantown Press
- KCCI TV
- Iowa Healthiest State Initiative
- Several local churches
- WBNG Action News
- Local community first responders
- Miss Voluptuous beauty pageant
- "That is Life" magazine



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# What's Next?

- Thrombassador e-training launch by January 2023
  - 35 additional people interested in the program
- Q3 Check in: December 8, 2022
- Engage southern & western parts of the U.S.



**Thank you to our program sponsors:**





# NBCA Community Thrombassador Metrics Q3 2022

**September 9, 2022 - December 8, 2022**

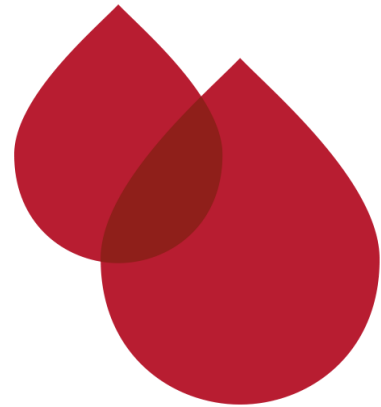
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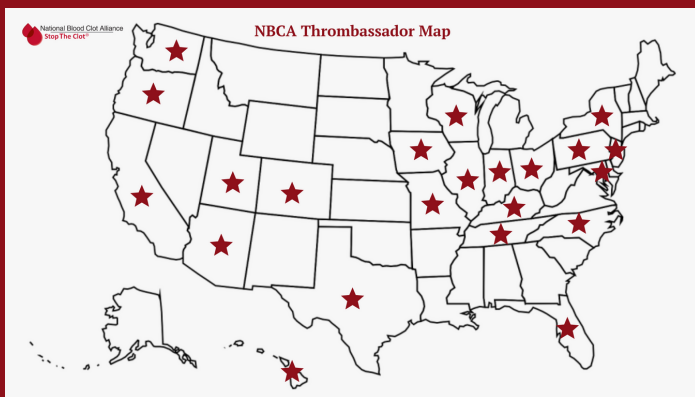
# Metrics

Total Thrombassadors  
Completed Training: 40

Total Thrombassadors Who  
Submitted Q3 Metrics: 21



15% of thrombassadors are African American



- ✓ 22 states represented across the country
- ✓ Global reach includes:
  - Canada
  - Scotland
  - Kenya

## Q3 Stats

- ✓ 414 volunteer hours
- ✓ 44 community events
- ✓ 54,149 people reached

Total Program Reach (Feb. – Dec.): 349,098 People



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# Event Highlights

Total Q3 Reach of Thrombassadors: 54,149 people



- Hosted Virtual 5K and ran a social media campaign fundraiser
- Hosted awareness event through college student health center
- Hosted an awareness booth at a Farmer's Market "Meet and Greet"
- Spoke at Women's Networking Groups for Entrepreneurs
- Started Blood Clot Awareness podcast
- Hosted awareness table at youth football game
- Posted a QR code with blood clot information on plaque on a bench where a tree was planted in daughters memory
- Spoke to Nursing School Facility
- Authored an article "Rising above Adversity- #STOPTHECLOT" published in a university magazine

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# High Risk Populations Reached

Total Q3 Reach of Thrombassadors: 54,149 people

- African-Americans
- Those with mobility disabilities
- Pregnant women
- Women of childbearing age
- Individuals navigating Hormone Replacement Therapy
- Native Americans
- Trauma (MVA) patients going into surgery
- People aged 55+
- Medical providers
- Young women on birth control
- Women ages 40+



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# Partnerships Formed

Total Q3 Reach of Thrombassadors: 54,149 people

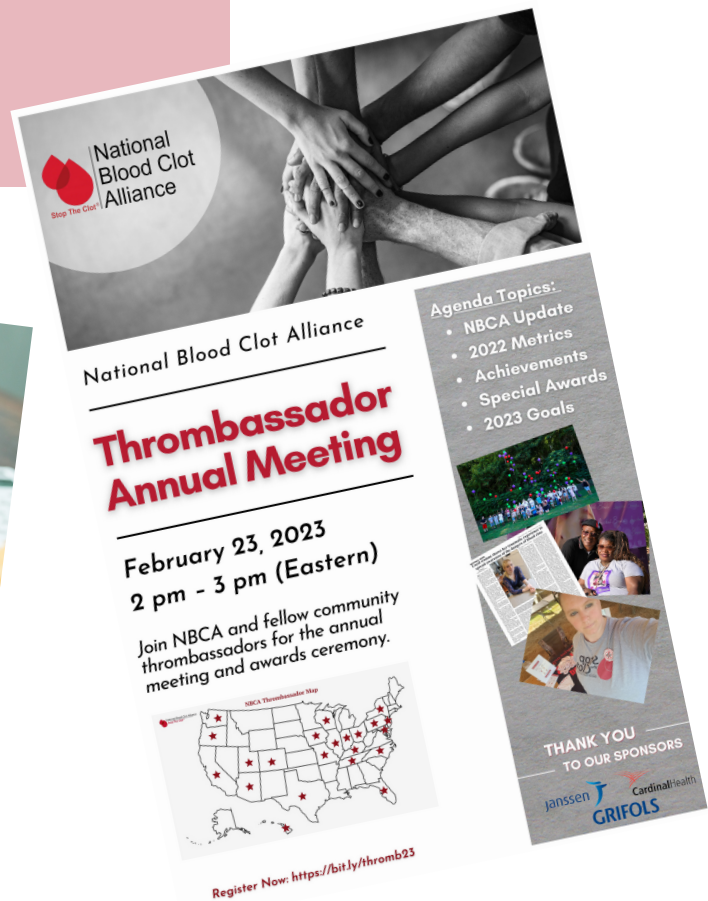


- Councilwomen in New York
- Engineers in Action
- AmeriFest beauty pageant
- Germantown Press
- Davidson College
- Local Maternity Clinics
- Ohio State University
- "Fabulous" magazine
- "That is Life" magazine



# What's Next?

- Thrombassador e-training launch by February 2023
  - 45 additional people on waiting list for program
- Thrombassador Annual Meeting & Awards Ceremony
  - February 23, 2023
- Engage southern & western parts of the U.S.



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# NBCA Community Thrombassador Metrics Q4 2022

**December 9, 2022 - March 1, 2023**

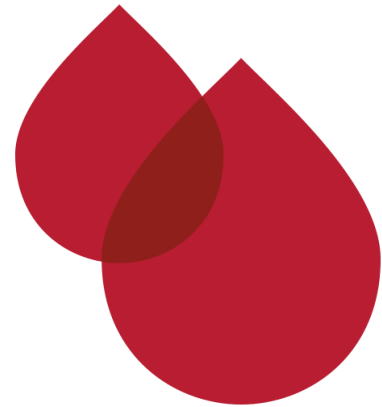
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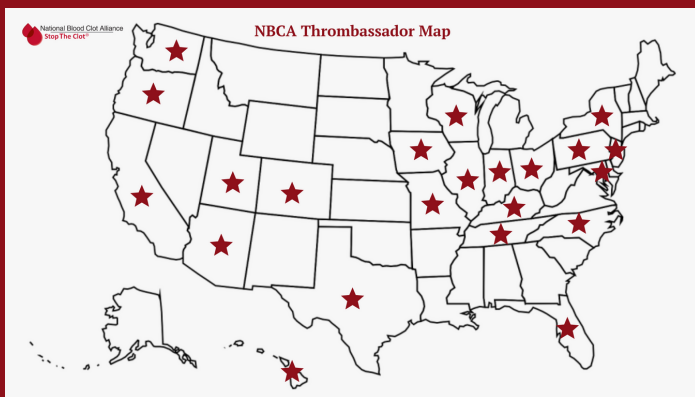
# Metrics

Total Thrombassadors  
Completed Training: 40

Total Thrombassadors Who  
Submitted Q3 Metrics: 17



15% of thrombassadors are African American



- ✓ 22 states represented across the country
- ✓ Global reach includes:
  - Canada
  - Scotland
  - Kenya

## Q4 Stats

- ✓ 544 volunteer hours
- ✓ 32 community events
- ✓ 6,644 people reached

Total Year 1 Program Reach: 355,742 People



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# Event Highlights

Total Q4 Reach of Thrombassadors:



- Birthday celebration highlighting blood clots
- Reaching out to local representatives about blood clot awareness
- Shared blood clot resources with physicians
- Coffee shop "clot talk"
- NBCA booth at a Dance Group Vendor Fair



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# High Risk Populations Reached

Total Q4 Reach of Thrombassadors:

- African-Americans
- Low-income students
- Women of all ages
- Women of childbearing age
- Latino community
- Medical providers



# Partnerships Formed

Total Q4 Reach of Thrombassadors:



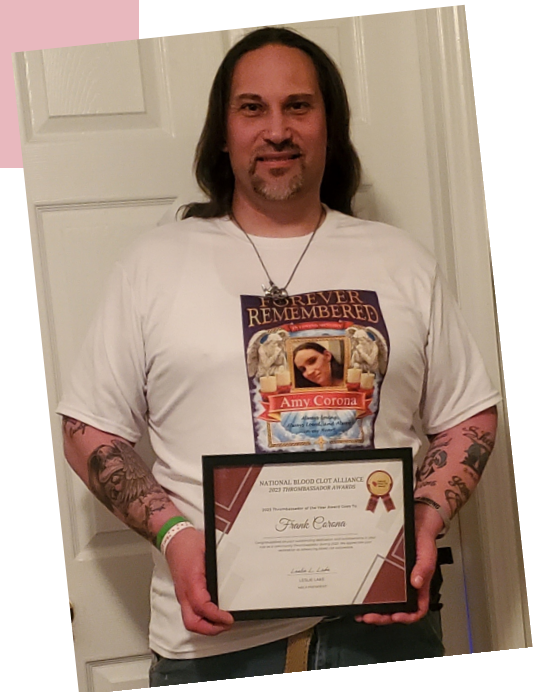
- Schneider Electric
- Germantown Press
- Geneva School Board
- Women's Chamber of Commerce
- Local High Schools
- WaWa Foundation
- Babies and Bumps





# What's Next?

- Thrombassador e-training launch
- Engage southern & western parts of the U.S.



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