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Creating A Movement

DVT public awareness strategy set forth in 2003 has surpassed all major milestones via the

Objectives (2003)

Achievements (2006)

Establish DVT as a public health priority



OSG commits to a Call to Action for DVT

Increase consumer awareness of the risk factors, signs and symptoms of DVT



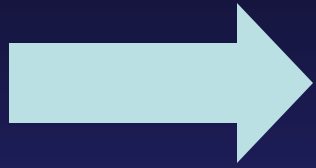
Almost one billion media impressions to date - reaching each American more than three times

Motivate physicians to be more aggressive in prevention efforts of DVT

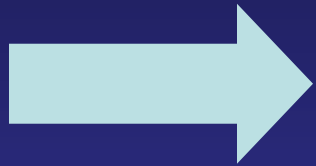


NQF/JCAHO endorses consensus standards for prevention and care of VTE

Achieving Political Action



Surgeon General



National medical organizations



Congressional champions



Public awareness

OSG Calls for Action on DVT

- Medical leaders across the country gathered for an Office of the Surgeon General Workshop on DVT
 - Sponsored by the Office of the Surgeon General and the National Heart Lung and Blood Institute
 - Key Coalition members participated in the event, comprised of 150 attendees from major medical society representatives and patient organizations
- Workshop culminates in U.S. Surgeon General publicly declaring the need for an OSG “CALL TO ACTION” on DVT



40+ Coalition Members Join the Charge

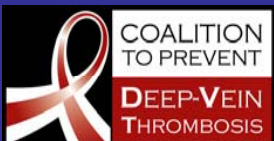
Academy of Managed Care Providers (AMCP)
American Academy of Home Care Physicians (AAHCP)
American Academy of Nurse Practitioners (AANP)
American Academy of Physicians Assistants (AAPA)
American Academy of Physical Medicine and Rehabilitation (AAPM&R)
American Association of Managed Care Nurses (AAMCN)
American Board of Managed Care Nursing (ABMCN)
American College of Health Care Administrators (ACHA)
American College of Chest Physicians (ACCP)
American College of Physicians (ACP)
American Geriatric Society (AGS)
American Nurses Association (ANA)
American Obesity Association (AOA)
American Osteopathic Association (AOA)
American Pharmacists Association (APhA)
American Public Health Association (APHA)
American Society for Aesthetic Plastic Surgery (ASAPS)
American Society for Bariatric Surgery (ASBS)
American Society of Consultant Pharmacists (ASCP)
American Society of Health Risk Managers (ASHRM)

American Society of Health-System Pharmacists (ASHP)
American Society of Hematology (ASH)
American Venous Forum (AVF)
Association of Black Cardiologists (ABC)
Barnes Jewish Hospital
Case Management Society of America (CMSA)
ClotCare Online Resource Center (www.clotcare.com)
Hematology/Oncology Pharmacy Association (HOPA)
Hospital Corporation of America
Emergency Nurses Association (ENA)
The Leapfrog Group
National Association of Managed Care Physicians (NAMCP)
National Association of Orthopedic Nurses (NAON)
National Alliance for Thrombosis and Thrombophilia (NATT)
National Business Coalition on Health (NBCH)
National Medical Association (NMA)
National Quality Forum (NQF)
Society of Hospital Medicine (SHM)
Society of Critical Care Medicine (SCCM)
Visiting Nurse Associations of America (VNAA)
Vascular Disease Foundation (VDF)

Educating the Public About DVT



- Melanie Bloom, widow of NBC correspondent David Bloom
 - National Spokesperson for the Coalition to Prevent DVT
- **Coalition speaking engagements reach healthcare professionals nation-wide, including:**
 - New Jersey Legislature Event
 - National Quality Forum (NQF) Annual Meeting
 - Society of Hospital Medicine (SHM) Annual Meeting
 - Surgeon General's Workshop on DVT
 - Show Us Your Best Program / Quality Control Initiative Event
 - Blue Cross / Blue Shield of Tennessee Event
 - Prairie Vascular Summit
 - Vascular International Advances (VIVA) Annual Conference
 - Walter Reed Army Medical Center DVT Awareness Event
 - Dr. Caprini National Screening Program Launch Event
 - American Public Health Association (APHA) Annual Meeting
 - American Society of Health-System Pharmacists (ASHP) Midyear Meeting
 - Scripps Cancer Center
 - Society of Vascular Nursing





Congressional Champions



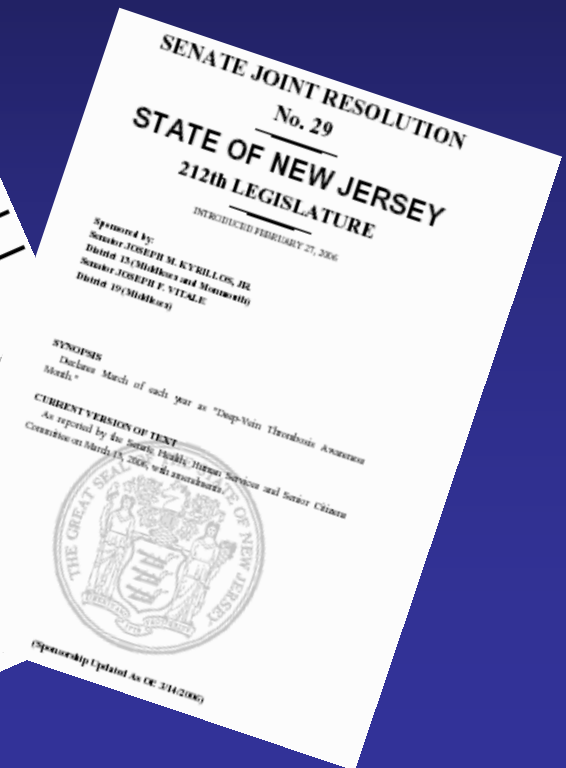
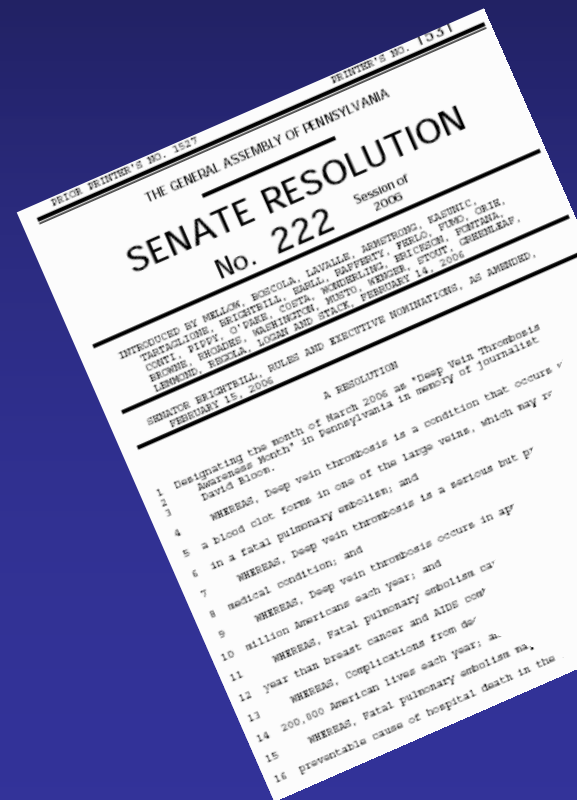
Senator Specter
R (PA)



Senator Dorgan
D (ND)

Pennsylvania and New Jersey Join the Charge

- New Jersey and Pennsylvania echo Senate resolution and declare March DVT Awareness Month



2006 DVT Awareness Month Drives Attention

- March 7th the Coalition to Prevent DVT “Kicked Off” the 3rd annual DVT Awareness Month with 3 simultaneous kick line events in New York, D.C., and Miami
 - Coverage included: *The Today Show*, *Larry King Live*, *WebMD*, *Inside Edition*, *The View*, *USA Today* and the *Los Angeles Times*
 - Media coverage reaches an audience of more than 300 million
 - Coalition public service announcement carries patient voices to raise awareness

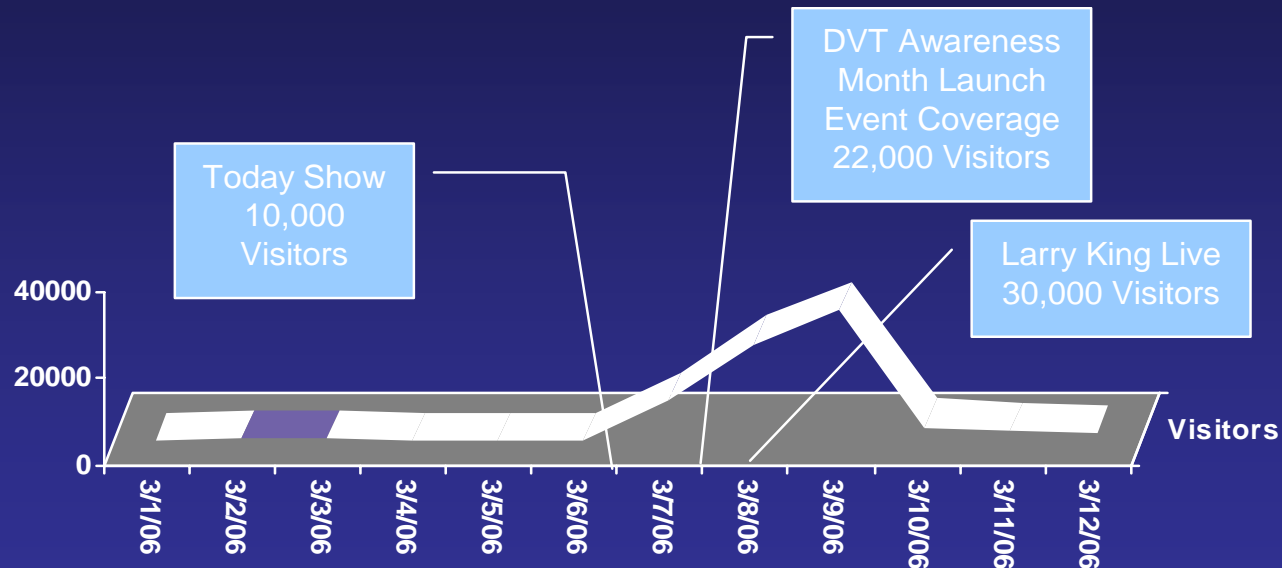


Los Angeles Times



2006 DVT Awareness Month Results

- During DVT Awareness Month, Web traffic increased 500%, as 115,000 people visited www.preventdvt.org
 - More than 19,000 individuals downloaded the Coalition's risk assessment tool



- More than 10,000 letters and emails of support have been received
- More than 2,000 people have shared their story of DVT

Achievements

- 8 December 2003: public-health leaders establish the Coalition to Prevent DVT, to raise awareness of DVT
- 8 March 2004: public-health leaders mark the first US DVT Awareness Month
- 25 February 2005: Melanie Bloom joins the Coalition to Prevent DVT
- 3 March 2005: congressional declaration of March as DVT Awareness Month
- 7 March 2006: third-annual DVT Awareness month “kick-offs”...one billion Americans in cities across the country have been reached by DVT Awareness messages
- March 2006 Surgeon General’s workshop on DVT culminates in the need for a Call to Action to prevent DVT
- Website: www.preventdvt.org
- Patient risk-assessment tool for physician offices

www.ThrombosisClinic.com

The screenshot shows the ThrombosisClinic.com website. At the top, the navigation bar includes links for Home, Contact Us, Help, and Sitemap. A search bar is present with the placeholder text "Enter a Keyword" and a "Search" button. The main header features the site logo "Thrombosis Clinic™" and the tagline "Bringing the Latest Evidence-based Clinical Practices to Clinicians".

The left sidebar contains several sections: "Latest News" with links to CME Learning Center, Expert Commentary, Case Studies, Resource Room, Conferences, and User Survey; "About Us" and "Contact Us"; "Updates" with a link to watch for frequent updates; and a "Register now!" link. At the bottom of the sidebar are logos for TRACK (Thrombolytic Therapy Research for the Association of Clinical Thrombologists) and Excerpta Medica.

The main content area is divided into several sections: a promotional box for a complimentary CD-ROM containing the latest Thrombolytic Therapy Guidelines from the ACCP; "In the News" featuring three articles: "Old and new risk factors for upper extremity deep venous thrombosis" by Blom JW, Doggen CJM, Osanto S, et al.; "Attitudes toward genetic testing for thrombophilia in asymptomatic members of a large family with heritable protein C deficiency" by Korlaar IM, Vossen CY, Rosendaal FR, et al.; and "Deep-vein thrombosis rates after major orthopedic surgery in Asia. An epidemiological study based on postoperative screening with centrally adjudicated bilateral venography" by Piovella F, Wang C-J, Lu H, et al.; "More In the News Stories"; "Hot Topics" featuring "ESC Highlights" and "Prophylaxis of VTE in the Obese Patient"; and "Participate in the Poll!" with a question about prophylaxis for women at risk of VTE and three multiple-choice options.

The right sidebar includes a date stamp "Tuesday, September 27, 2005, 0:59 PM", an "Expert Commentary" section with a photo of Edith A. Nutescu and a link to read and listen to commentary, a "CME Center" section with a logo for CME Direct.com, a "ThrombosisClinic User Survey" section with a link to click here, and a "Participate in the Poll!" section with a question and three multiple-choice options.

Advancing the Message of Thrombosis

- Surgeon General issues need for a “Call to Action”
- Congressional member relationships continue to advance DVT as a national public health priority
- State leaders join the charge
- CMS/NQF establish DVT/PE prevention as core measures
- Public-awareness programs reach healthcare professionals and patients
- Media coverage reaches audiences across the country
- Hospital grant program for DVT/PE prevention programs