



The Coalition to Prevent Deep-Vein Thrombosis

Professional Membership

Raise your voice

Few professional memberships afford healthcare professionals the opportunity to help advance public awareness and policy related to deep-vein thrombosis (DVT) as directly as professional membership in The Coalition to Prevent Deep-Vein Thrombosis. Diverse healthcare professionals whose work lives touch on DVT will benefit from a close alliance with this organization, enabling them to drive the national effort around DVT awareness and improved patient safety.

We invite you to join the growing group of professionals committed to reducing the risks of this serious medical condition that claims more lives each year in the United States than AIDS and breast cancer combined.

Raise DVT awareness and help improve patient outcomes

- Advocate to help shape public policy on DVT risk reduction
- Access key Coalition members directly for peer-to-peer exchange and screening tool dialogue



Milestones

First National DVT Screening Day, March 25, 2008

The Coalition to Prevent Deep-Vein Thrombosis, with the support of Premier Healthcare Alliance, declares March 25, 2008 the first National DVT Screening Day, as part of DVT Awareness Month.

The Surgeon General's Call to Action, September 15, 2008

Acting Surgeon General Steven K. Galson issues a Call to Action to prevent DVT. The Call to Action places DVT alongside other medical issues deemed national priorities, such as underage drinking, obesity, and smoking.

Coalition logo unveiled, January 2009

The Coalition unveils its new logo to continue to elevate awareness of DVT. The Coalition partnered with Parsons The New School for Design—one of the world's leading institutions for design education—to create this powerful awareness icon.

U.S. House recognizes National DVT Screening Day, March 2009

The Coalition kicks off its sixth annual DVT Awareness Month with the introduction of a resolution by the U.S. House of Representatives to mark the second Tuesday of every March as National DVT Screening Day.

Nationwide tour to raise awareness, March 2009

The Coalition announces the launch of its first nationwide tour to raise public awareness about DVT. A customized RV visits hospitals and local communities nationwide during the "Driving to Reduce the Risks of DVT" tour, promoting the importance of risk assessment. The RV's first stop is at Rockefeller Center, New York, NY, on March 10, 2009.

The voice of the Coalition: a billion impressions and growing, since 2003

Since the Coalition's inception, DVT awareness and education messages have reached more than 300 million professionals and consumers, with 1 billion media impressions since 2003.



Professional Membership includes

- A full complement of healthcare professional support tools, and comprehensive patient education resources and community awareness tools, downloadable from the Coalition Web site and refreshed through mailings and updates

Healthcare professional support tools

- DVT educational Web key, newsletter for hospital use, DVT backgrounder, screening tools, and template press release
- DVT pocket guide
- DVT overview presentation to educate patients about DVT risk
- Access to travel exhibits and other Coalition resources to help hold an awareness event at your healthcare facility
- *Improving Patient Safety* video
- Access to Professional Members' forums

Patient education resources

- Patient education brochure outlining key facts on DVT risk factors and symptoms
- Patient risk assessor
- Patient DVT diaries
- DVT fact sheet

Community awareness tools

- Coalition public service announcement
- Melanie Bloom patient video
- Press kit for DVT Awareness Month hospital activities
- Broadcast-quality mechanism of action videos
- DVT fact sheet
- Online banner public service announcement



Get involved

Professional Membership in The Coalition to Prevent Deep-Vein Thrombosis was established to meet the needs of healthcare professionals who are involved, or wish to become involved, in activities related to the Coalition's mission and charter. Benefits of membership include:

- Joining a national effort to help raise awareness and improve health outcomes by reducing the risk of DVT
- Participation in advocacy efforts with other professionals that help shape public policy relating to DVT risk reduction
- Participation in local and national public policy efforts
- Collaboration with peers in research, discussions, think tanks, and other groundbreaking activities
- Partnership with the Coalition when planning a DVT awareness or educational event at your healthcare facility
- Resources for your hospital's or clinic's efforts to prevent DVT and align with DVT risk-reduction guidelines
- Access to the *Members Only* section of the professional Web site at www.preventdvt.org

Membership is free of charge and is available to healthcare professionals:

- Hospitals
- Health Plans
- Health Systems
- Medical Societies
- Medical Associations
- Patient Support Groups
- Advocacy Groups
- Patient Safety Organizations



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Mission

To reduce the immediate and long-term dangers of DVT and PE, which together comprise one of the nation's leading causes of death. The Coalition will educate the public, healthcare professionals, and policymakers about risk factors, symptoms, and signs associated with DVT, as well as identify evidence-based measures to prevent morbidity and mortality from DVT and PE.

National Patient Spokesperson Melanie Bloom

The Coalition to Prevent Deep-Vein Thrombosis is supported by Melanie Bloom, the widow of NBC News Correspondent David Bloom, who lost his life to DVT-related complications while reporting on the war in Iraq. Melanie Bloom is the national voice on DVT who shares her story in hopes of raising awareness and educating others about reducing their risk of DVT.



Melanie Bloom
National Patient Spokesperson

