

The Coalition to Prevent Deep-Vein Thrombosis

Professional Membership

A Catalyst for Action



The Coalition to Prevent Deep-Vein Thrombosis

The 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. Professionals of all walks whose work lives touch on DVT will benefit from a close alliance with this organization that will enable 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

**To learn more about
The Coalition to Prevent Deep-Vein Thrombosis,
go to www.preventdvt.org**

The Coalition to Prevent Deep-Vein Thrombosis

The Professional Membership

Key milestones in 2008

The Surgeon General's Call to Action: national spotlight on a potentially fatal condition

On September 15, 2008, Acting Surgeon General Steven K. Galson issued a Call to Action to prevent DVT. The Call to Action placed DVT alongside other medical issues deemed national priorities, such as underage drinking, obesity and smoking.

Supporting DVT risk assessment: collaboration with quality measures organizations

The Coalition has extended efforts to leading authorities, such as the National Quality Forum, The Joint Commission, the Agency for Healthcare Research and Quality and the Centers for Medicare and Medicaid Services, in the implementation of consensus standards for the prevention and treatment of DVT/pulmonary embolism (PE).

Advancing key surgical measures: encouraging appropriate prophylaxis

In collaboration with The Joint Commission and the Office of the Surgeon General, the Coalition has advocated for the creation and adoption of guidelines and measures around appropriate surgical prophylaxis and post-discharge care.

The voice of the Coalition: a billion impressions and growing

Through Coalition efforts, DVT awareness and education messages reached every American at least 3 times over the past 5 years—that's more than 300 million professionals and consumers. Digital presence equaled 1 billion impressions over the last 5 years.

The Coalition to Prevent Deep-Vein Thrombosis

The Professional Membership

The 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 webkey, 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



The Coalition to Prevent Deep-Vein Thrombosis

The Professional Membership

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 available 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

The Coalition to Prevent Deep-Vein Thrombosis

The Professional Membership

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.

For more information about *The Professional Membership* in The Coalition to Prevent Deep-Vein Thrombosis, return the attached card or go to www.preventdvt.org.

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 due to DVT-related complications while reporting on the war in Iraq. Melanie Bloom is the national voice on DVT who shares her story in hope to raise awareness and educate others about reducing their risk of DVT.



Melanie Bloom
National Patient Spokesperson



The Coalition to
Prevent Deep-Vein
Thrombosis is funded
by sanofi-aventis
U.S. LLC





Fill out the card
below and join

The Coalition to Prevent Deep-Vein Thrombosis

*Professional
Membership*

- Yes, I/we would like to
become a member of The
Coalition to Prevent DVT**

YOUR NAME

YOUR ORGANIZATION'S NAME

ADDRESS

CITY

STATE

ZIP

E-MAIL

PHONE (INCLUDING AREA CODE)

AUTHORIZED SIGNATURE

MOISTEN, FOLD AND SEAL

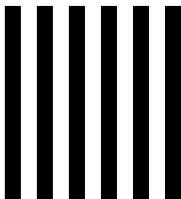
MOISTEN, FOLD AND SEAL

MOISTEN, FOLD AND SEAL

Be a catalyst
for action.
Speak out
against the most
common cause
of preventable
hospital death.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 4796 TRENTON NJ

POSTAGE WILL BE PAID BY ADDRESSEE

sanofi-aventis
PO BOX 12007
TRENTON NJ 08650-9606

