

DRIVING OUR ONLINE PRESENCE

IN 2010, THE COALITION INTRODUCED NEW ONLINE INITIATIVES IN AN EFFORT TO BUILD A STRONGER PRESENCE IN THE SOCIAL MEDIA SPACE AND TO CREATE ACCESSIBLE MEDIA PLATFORMS AND TOOLS FOR PATIENTS TO GENERATE BUZZ ABOUT DVT. THE COALITION IS CAPITALIZING ON CONSUMER INTEREST AND ENGAGEMENT IN UTILIZING THE ONLINE SPACE TO ACCESS HEALTH INFORMATION.

This gives us the opportunity to initiate, join and strengthen conversations about DVT and co-morbidities. By listening to and participating in online conversations, the Coalition has gained greater insights into consumer concerns and the ability to strengthen and build relationships with DVT patients, healthcare professionals and public health organizations across the country. These insights, in turn, can be used to deliver greater messages of awareness and support to DVT patients everywhere!

OUR 2010 ONLINE INITIATIVES:

By introducing webinars, patients have access and the opportunity to interact with Coalition medical professionals in a real-time forum to gather expert information on DVT/PE, the need for risk assessment and prophylaxis. These forums also provide a platform for patients to share some key insights into issues concerning them as it relates to DVT/PE.

The Coalition dove into the social media space by launching a Facebook group page. The Coalition's Facebook page has provided a place where those affected by DVT and PE can come together to find support, information, inspiration and hope. The page focuses on what DVT/PE is and its risks. It also provides consumers the ability to share their story and online educational resources.

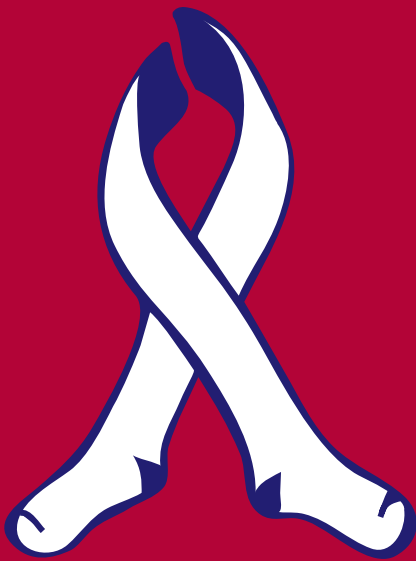
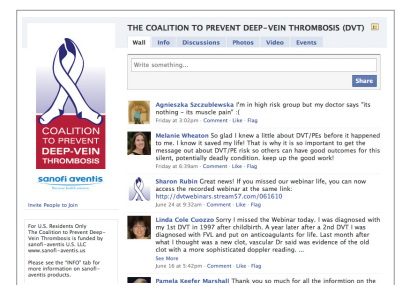
Through our new online initiatives, we have created a new channel for reaching thousands of new patients, caregivers and professionals and for strengthening pre-existing Coalition relationships to generate greater awareness, advocate more action and encourage online connections and support for a condition that remains a public health crisis across the nation.

COALITION "ONLINE GOALS"

- RAISE AND STRENGTHEN AWARENESS OF DVT AND ITS RISK
- INCREASE PATIENT INTERACTION AND VIRAL EXTENSION OF MESSAGE REACH VIA SHARED STORIES
- CEMENT COALITION'S FOOHOLD AS ONLINE RESOURCE
- ENCOURAGE CONVERSATIONS AND SHARING OF DVT MESSAGES AND TOOLS

COALITION'S FACEBOOK UPDATE

Since the Coalition's Facebook launch in March, the group page has reached a wide audience. To date, the group page has **nearly 1200 members** who actively post questions and discussion topics regarding their experiences with DVT.



COALITION TO PREVENT DVT
NEWSLETTER

FALL 2010 UPDATE

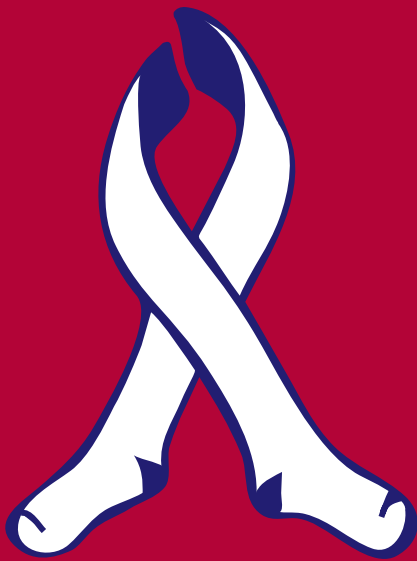
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COALITION TO PREVENT DVT NEWSLETTER

FALL 2010 UPDATE

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“OUR GOAL IS TO HELP YOU UNDERSTAND HOW OTHER HEALTH CONDITIONS MAY BE RELATED TO ONE ANOTHER...WHAT YOU SHOULD BE AWARE OF AND WHAT ACTION YOU CAN TAKE SO THAT YOU CAN ACTIVELY PARTICIPATE IN YOUR OWN HEALTHCARE.”

—NANCY SKINNER, R.N., CCM

Not only does the Facebook page work to extend and drive DVT conversations and messages, it also helps to educate healthcare professionals and those who want to assess their risk.

Facebook User “I am learning so much about this, which I hope will help someone in the future.”

Facebook User “I am so glad that I finally found a group with DVT Awareness. I am now 33 and I was diagnosed with DVT’s when I was 18... I am looking for any pointers that someone may have to offer!”

[Click here to join and share the Coalition’s Facebook page.](#)



SECOND DVT WEBINAR FOR THE PUBLIC

DVT WEBINAR FOR THE PUBLIC

The Coalition held a second DVT public webinar, hosted by Coalition member, Nancy Skinner, R.N., CCM at Riverside HealthCare Consulting, on Wednesday, June 16.

This webinar, titled: “DVT: How Health Complications Can Increase Your Risk,” reached 16 states across the nation with participants including both healthcare professionals, hospitals and patients.

DURING THIS WEBINAR, THE FOLLOWING QUESTIONS WERE ANSWERED:

- WHAT HEALTH COMPLICATIONS CAN PUT YOU AT AN INCREASED RISK FOR DVT?
- WHO IS AT INCREASED RISK?
- HOW TO REDUCE YOUR RISK?
- WHAT YOU CAN DO TO MANAGE LIFE WITH DVT AND OTHER HEALTH COMPLICATIONS?

The educational webinars will be archived on our website, www.preventdvt.org.

EXPANDING OUR MESSAGE

We are shifting our dialogue to be more patient-focused through online forums and will further drive patient conversations. Throughout the remainder of this year and moving into 2011, we will commit ourselves to further engage patients and healthcare professionals about DVT or PE and our Coalition resources in the ever-expanding online arena.



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