

# A Comprehensive Online Communication and Education Strategy for Hemophilia Treatment Centers



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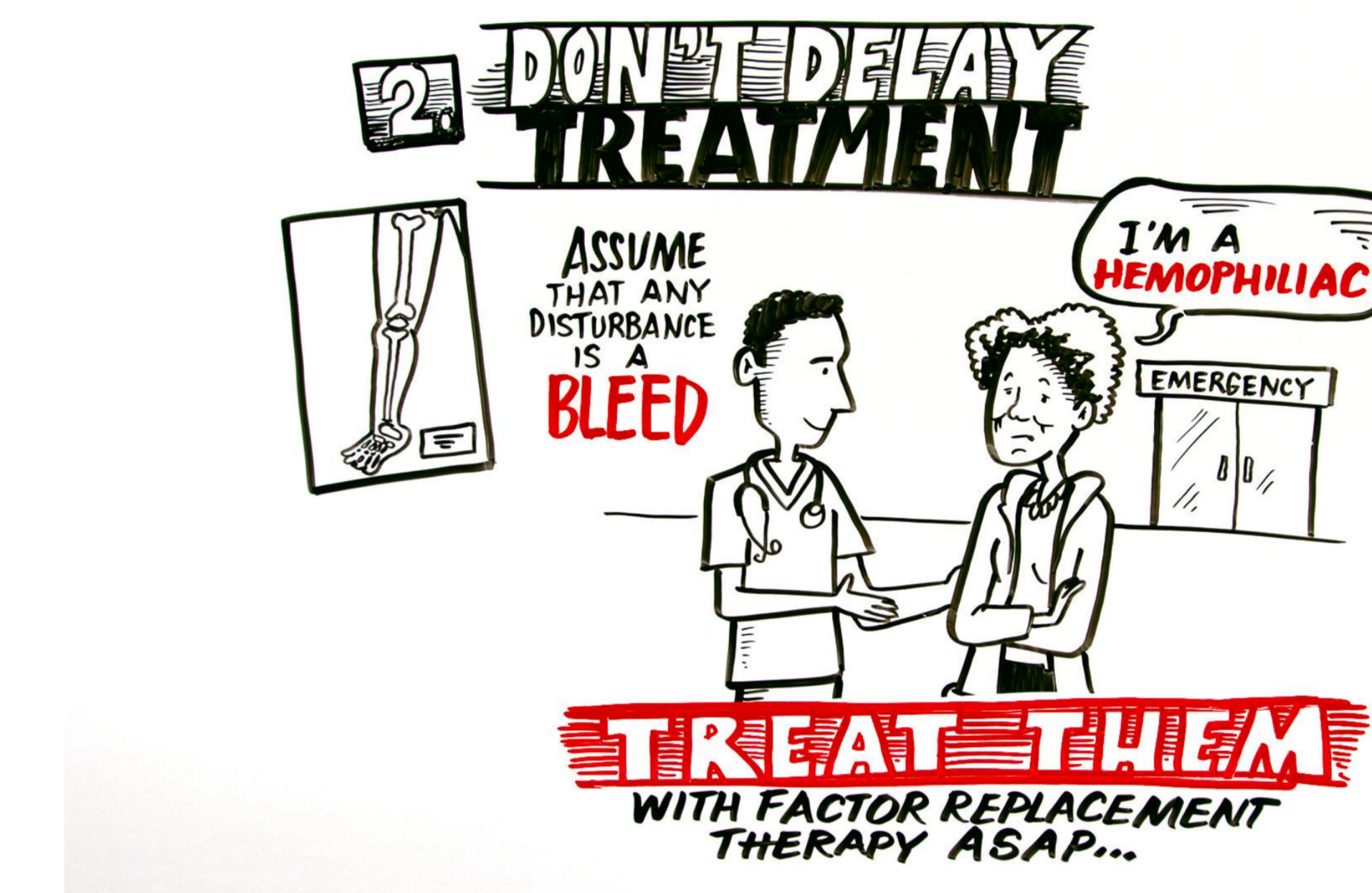
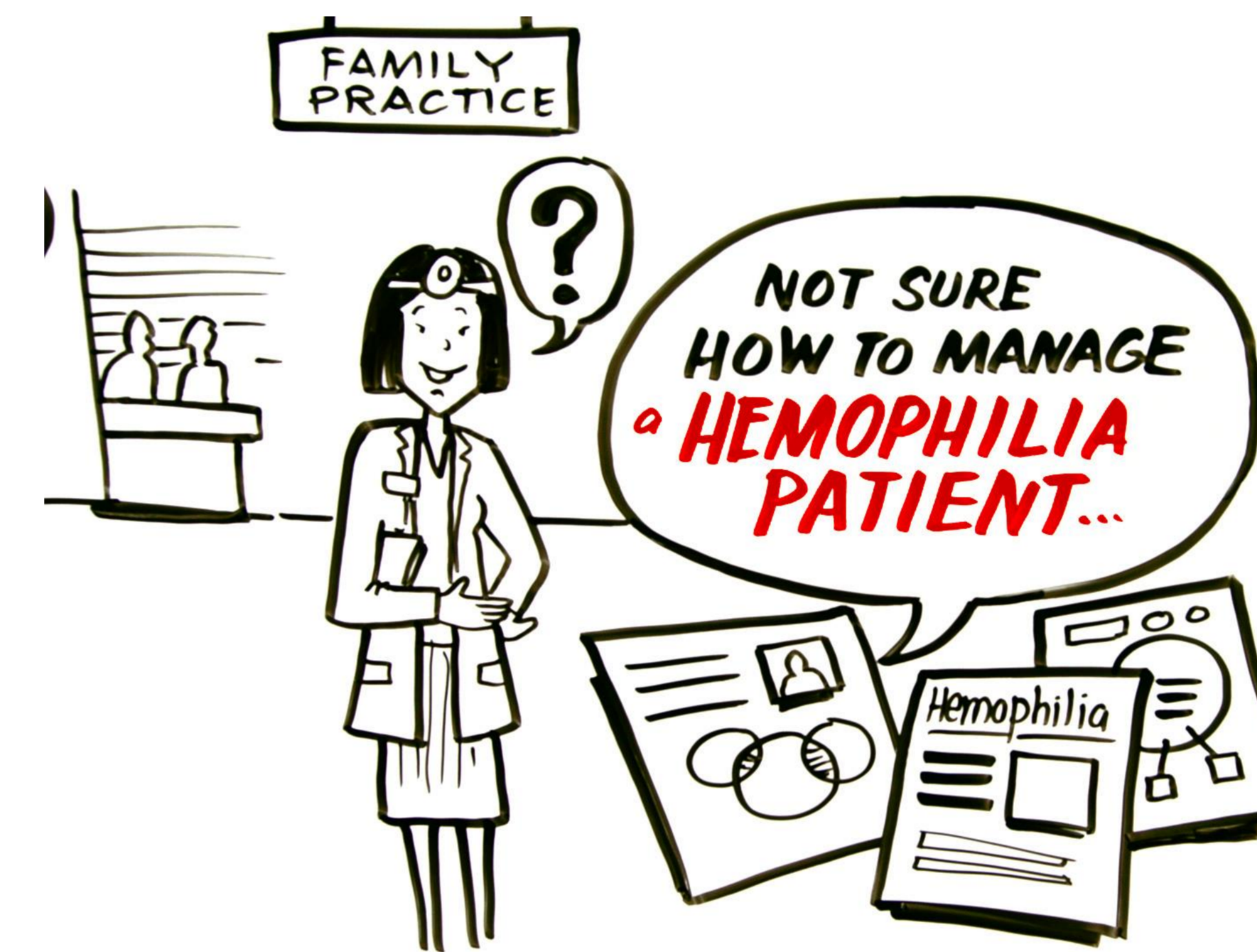
**Background and Aim:** Traditional communication and education tools used by Hemophilia Treatment Centers (HTC) to engage with our patients and families, referring doctors and dentists, schools and other institutions include individual patient visits, group meetings, letters, seminars and rounds, wallet cards, and mailed newsletters.

These tools are time and labor-intensive, and are particularly inefficient for HTC such as ours which are large (>400 adults with hemophilia and similar numbers with other symptomatic bleeding disorders), and have wide catchment areas and referral bases.

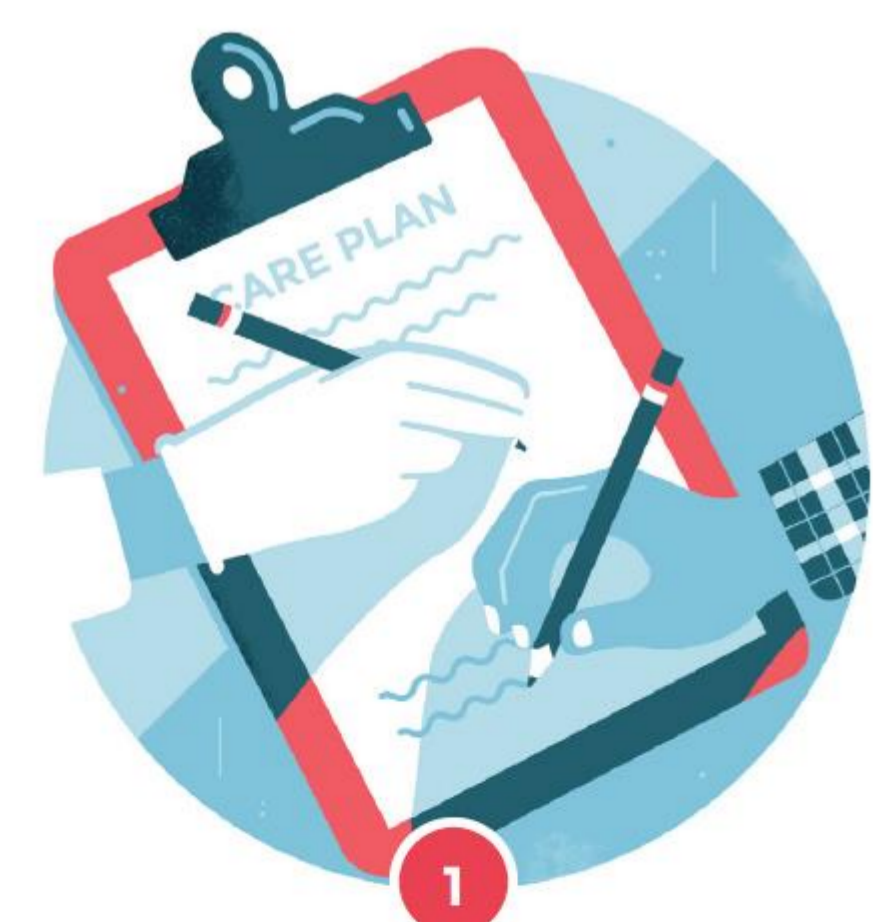
To address this knowledge-to-action gap, we have partnered with a major medical media company, the Evans Health Lab (EHL) (<http://www.evanshealthlab.com/>) to design, build and implement a combination of electronic support tools for patients, families and health care providers (HCP). Our goal is to modernize, streamline, and improve the interactions and communications among our HTC, our patients, and other stakeholders.

The initial components of our KTE project include: 1) development of whiteboard videos targeting HCP who are not hemophilia experts (especially primary care and Emergency physicians) as well as other stakeholders; 2) development of infographics with critical information to assist HCPs in outside Emergency Departments to deliver urgent care to our patients; 3) creation of online social media communities for HTC updates, discussion, and peer-to-peer support, as well as an invitation-only community with curated content to facilitate communication between our HTC and our patients and their families.

Here are some still images from our whiteboard video:



Here are some panels from our Infographic:



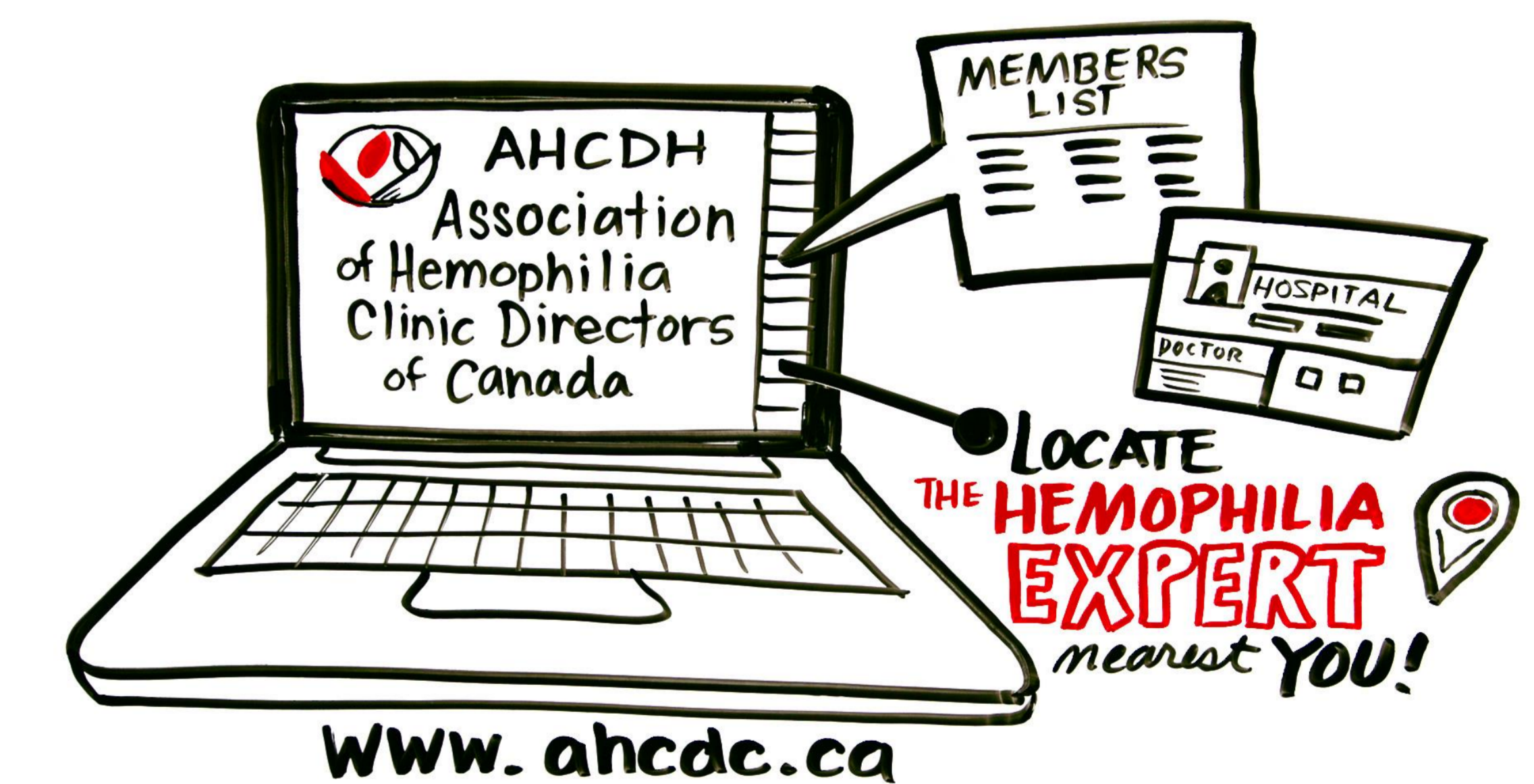
**Hemophilia patients can help you design their care plan**  
 Most are highly-knowledgeable; they've been living with this congenital disease their whole life



**When in doubt, treat**  
 There is no harm in giving a dose of Factor VIII or IX to a hemophilia patient who turns out to not be bleeding



**Support is available**  
 Do not hesitate to call the Doctor or Nurse at the Treatment Center where that patient is registered



**Conclusion:** We predict that the adoption of modern electronic communication tools will improve health care delivery by greatly facilitating information exchange between the HTC, our patients, and the broader hemophilia community. After establishment of our social media communities, our next step will be an evaluation of our interventions to date.

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