

🔴 GOAL

Increase diagnosis and access to care for women and girls with inherited bleeding disorders.

🔴 OBJECTIVES

- Raise awareness, through our outreach efforts, among women who have symptoms of inherited bleeding disorders and are undiagnosed.
- Increase understanding and knowledge about inherited bleeding disorders among health care providers (e.g. obstetricians/gynaecologists and family physicians) who may come into contact with women with inherited bleeding disorders (WBD) to optimize diagnosis and access to comprehensive care.
- Increase the number of comprehensive care programs for women with inherited bleeding disorders.
- Make CHS programs and services better known to women with inherited bleeding disorders.

🔴 KEY STRATEGIES

- Establish a multidisciplinary working group and partner with our existing networks on a collaborative approach to women's outreach.
- Develop a specific branding for the CHS Program: Women with inherited bleeding disorders.
- Develop a specific section for WBD on the CHS Web site.
- Develop efficient outreach tools targeted at relevant health care providers.
- Launch a targeted outreach campaign aimed at symptoms/diagnosis in WBD.
- Host **CODERouge 2012**, the 1st Canadian Conference on Bleeding Disorders in Women.
- Develop and implement a cause-related marketing strategy on WBD.

🔴 MEASURABLE OUTCOMES 2011 - 2015

- The number of women registered in comprehensive care clinics, according to the Canadian Hemophilia Registry (CHR), will have increased by 50% from 3,000 to 4,500.
- Formal programs for WBD will have been established in all 25 Canadian comprehensive care clinics.
- All comprehensive care clinics will adhere to national standards of care for WBD.
- Women with inherited bleeding disorders will be informed annually of the programs and services offered by the CHS.
- A cause-related marketing program will have been established.

