



Canadian Hemophilia Society
Help Stop the Bleeding
Société canadienne de l'hémophilie
Arrêtons l'hémorragie



CODERouge
WHEN WOMEN BLEED TOO MUCH | POUR TOUTES CELLES QUI SAIGNENT TROP

**Press release
FOR IMMEDIATE RELEASE**

Me, the app that could end years of suffering for thousands of women

MONTREAL, March 8, 2016 – Sixteen years. That is the average time a woman can suffer before receiving a proper diagnosis of a bleeding disorder and, moreover, receiving the proper treatment that will change her life forever. With the new app *Me*, the Canadian Hemophilia Society (CHS) provides women concerned with their frequent and heavy menstrual bleeding with a practical and reliable tool to help them evaluate their menstrual flow and present their doctor with quantified evidence. This very simple assessment may allow them to finally put a name on what has been upsetting their lives for so many years.

Me – Period Flow Assessment

The CHS created, in collaboration with [Mirego](#), a mobile application called *Me – Period Flow Assessment*. It is a very easy and free app found on iOS and Android platforms. *Me* features the same components as a conventional menstrual chart which allows the assessment of blood saturation level of pads and tampons, augmented with the benefit of automatically calculating menstrual scores. Women are warned when their score represents a risk of possible menorrhagia and are recommended to contact their doctor for further assessment.

It is important to understand that this is not a menstrual calendar; the CHS developed this app specifically for women who have bleeding issues. For discretion, only *Me* is displayed on mobile devices.

Background

For more than fifteen years, the CHS has played a world-leading role in raising awareness about bleeding disorders that affect women. With this expertise, in 2012, the CHS initiated a national awareness program: **CODERouge** | WHEN WOMEN BLEED TOO MUCH.

As part of this program, the CHS attends various medical conferences, such as the Annual Clinical and Scientific Conference of the Society of Gynaecologists and Obstetricians of Canada (SOGC) or the Annual Family Medicine Forum, in order to increase knowledge among health care providers about the diagnosis and management of inherited bleeding disorders. Although participants at these conferences have been very interested in a conventional menstrual assessment chart distributed by the CHS, also available on its website, it became quite clear that a mobile app would be the next step.

With *Me*, the CHS hopes to substantially increase the number of women who will receive a proper diagnosis. At this time, 90% of women affected with a bleeding disorder do not know about it! *Me* can end up being the beginning of the answers

they have sought for so long. With *Me*, school weeks spent in bed, missed business meetings, activities cut short, could become things of the past. *Me*, a remarkable tool that will allow so many women to take control over their monthly struggles, to take control of their lives.

Links to download the app:

iOS: <https://goo.gl/SuXIF5>

Android: <https://goo.gl/1KOpJU>

About the Canadian Hemophilia Society

Founded in 1953, the Canadian Hemophilia Society is a national voluntary health charity. Its mission is to improve the health and quality of life of all people in Canada with inherited bleeding disorders and ultimately to find cures. Its vision is a world free from the pain and suffering of inherited bleeding disorders.

About CODERouge

CODERouge | WHEN WOMEN BLEED TOO MUCH has been created by the Canadian Hemophilia Society to help identify undiagnosed women with bleeding disorders, such as von Willebrand disease, and to ensure that they have access to appropriate medical care. To learn more about the symptoms related to bleeding disorders and on the **CODERouge** program, please go to www.coderougewomen.ca.

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For more information

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