Engaging Hemophilia Patients:

HemMobile™

Pfizer Hemophilia

JUICE
PHARMA WORLDWIDE

Hemophilia—an inherited blood disorder affecting approximately 20,000 people in the United States
Pfizer Hemophilia

Different Patients. Different Needs.
Pfizer Hemophilia

The Importance of Tracking
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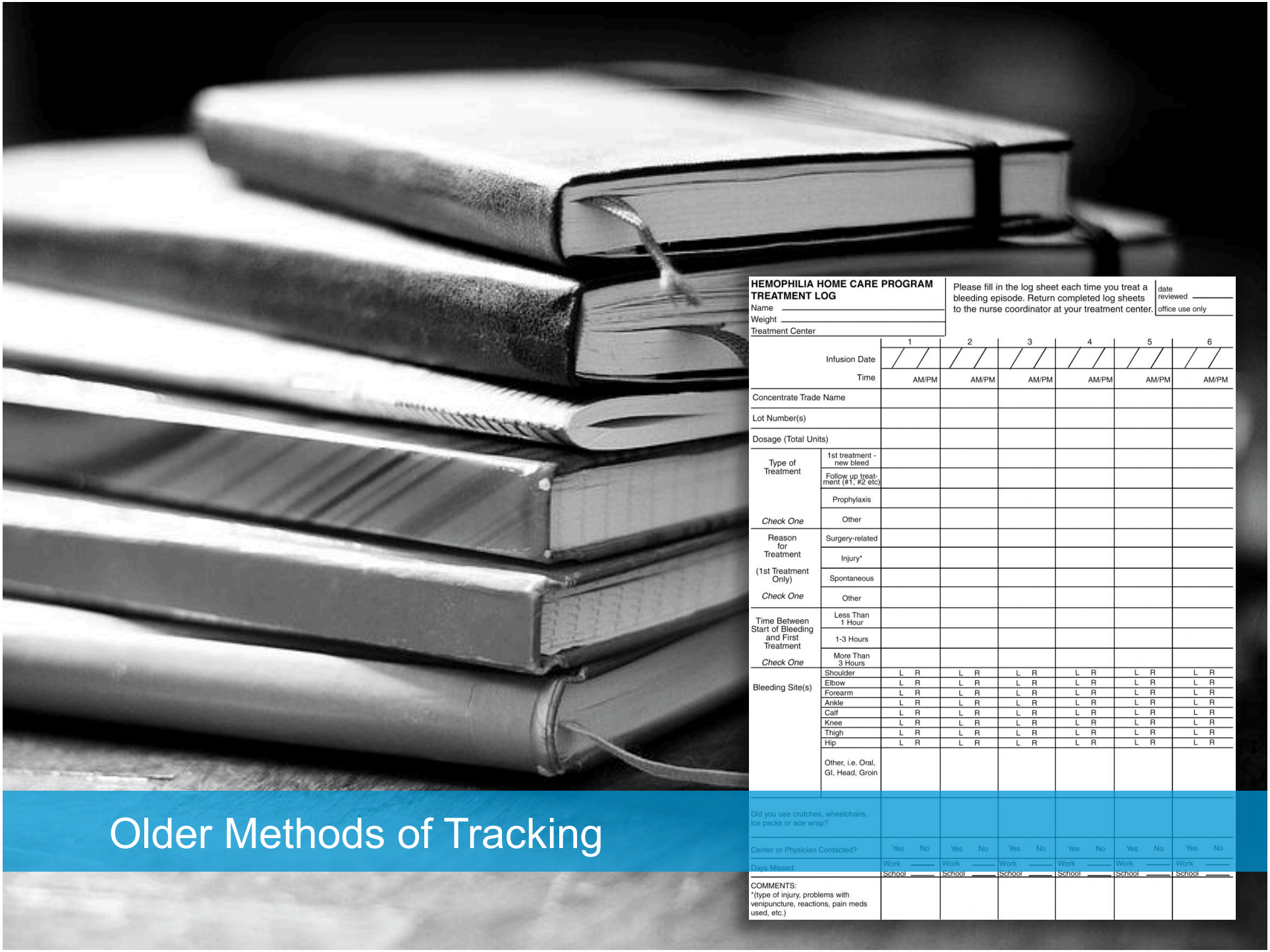


Older Methods of Tracking

HEMOPHILIA HOME CARE PROGRAM TREATMENT LOG

Name _____
Weight _____
Treatment Center _____

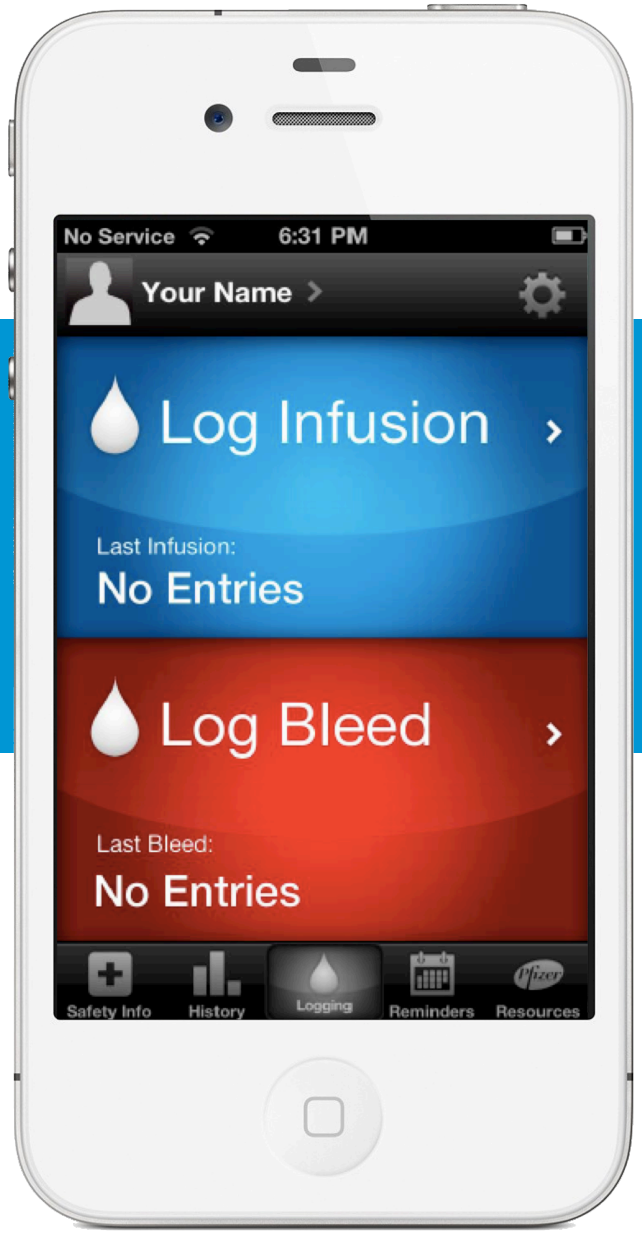
Please fill in the log sheet each time you treat a bleeding episode. Return completed log sheets to the nurse coordinator at your treatment center.

date reviewed _____
office use only

		1	2	3	4	5	6
Infusion Date		/ /	/ /	/ /	/ /	/ /	/ /
Time		AM/PM	AM/PM	AM/PM	AM/PM	AM/PM	AM/PM
Concentrate Trade Name							
Lot Number(s)							
Dosage (Total Units)							
Type of Treatment	1st treatment - new bleed						
	Follow up treatment (#1, #2 etc)						
	Prophylaxis						
Check One	Other						
Reason for Treatment (1st Treatment Only)	Surgery-related						
	Injury*						
	Spontaneous						
Check One	Other						
Time Between Start of Bleeding and First Treatment	Less Than 1 Hour						
	1-3 Hours						
Check One	More Than 3 Hours						
Bleeding Site(s)	Shoulder	L R	L R	L R	L R	L R	L R
	Elbow	L R	L R	L R	L R	L R	L R
	Forearm	L R	L R	L R	L R	L R	L R
	Ankle	L R	L R	L R	L R	L R	L R
	Calf	L R	L R	L R	L R	L R	L R
	Knee	L R	L R	L R	L R	L R	L R
	Thigh	L R	L R	L R	L R	L R	L R
	Hip	L R	L R	L R	L R	L R	L R
	Other, i.e. Oral, GI, Head, Groin						
Did you use crutches, wheelchairs, ice packs or ace wrap?							
Center or Physician Contacted?		Yes No	Yes No	Yes No	Yes No	Yes No	Yes No
Days Missed		Work _____ School _____	Work _____ School _____	Work _____ School _____	Work _____ School _____	Work _____ School _____	Work _____ School _____
COMMENTS: *(type of injury, problems with venipuncture, reactions, pain meds used, etc.)							

Engaging With the Community

New York City Hemophilia Chapter Annual Meeting



HemMobile™—A solution for the community

2012

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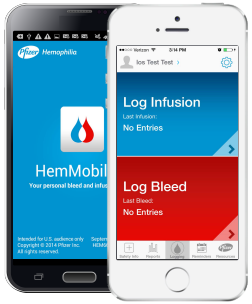
A Commitment to the Community

1.0
iOS

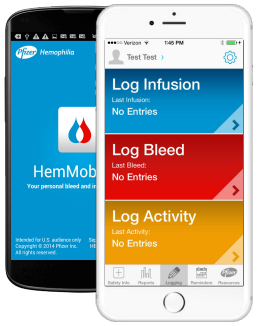
1.0
Android™

2.0
iOS/Android

3.0
iOS/Android



4.0
iOS/Android



2012 | 2013 | 2014 | 2015

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The Rise of Activity Tracking

25.1%

of adults use either a fitness tracker or smartphone app to track their health, weight, or exercise.

48.2%

of non-tracking adults said they would use a fitness tracking device provided by their physician.

44.2%

Said that better health care advice from their physician would be an incentive to use a fitness tracking device.

Source: Wearable Technology and Preventative Health. (2014, October). Retrieved October, 2015, from research.technologyadvice.com/wearable-technology-study

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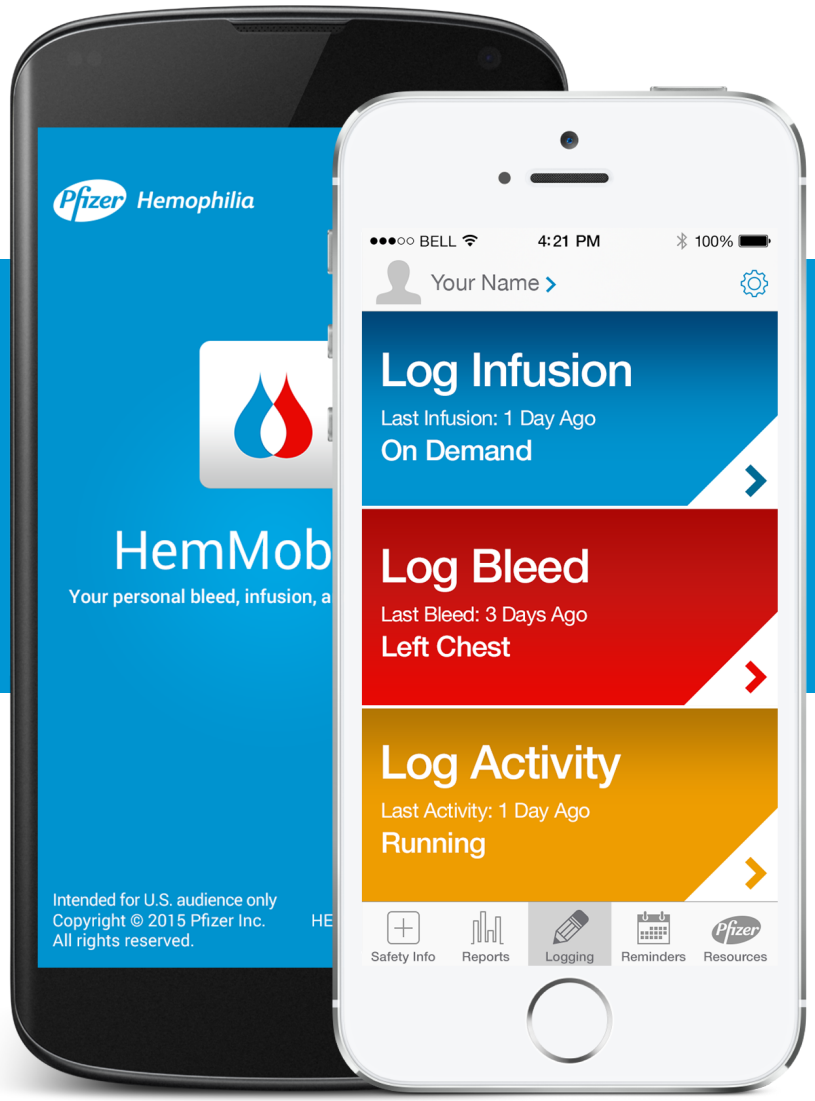
"You should avoid activities that cause bleeds."
No way I'm giving up basketball…
"OK"



HemMobile™ with Activity Tracking

2015

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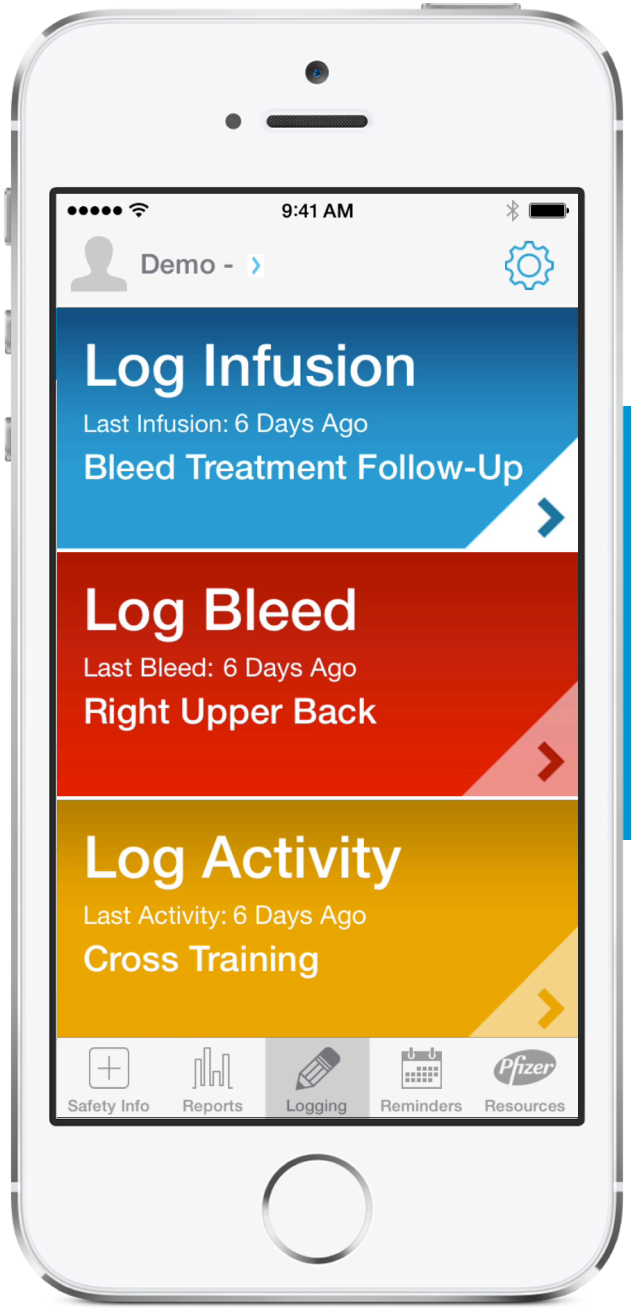

Tracking Infusions

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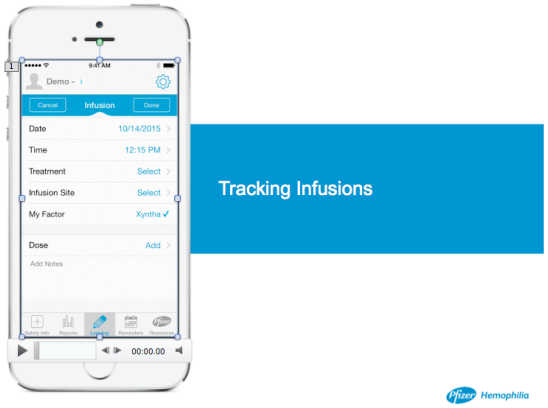
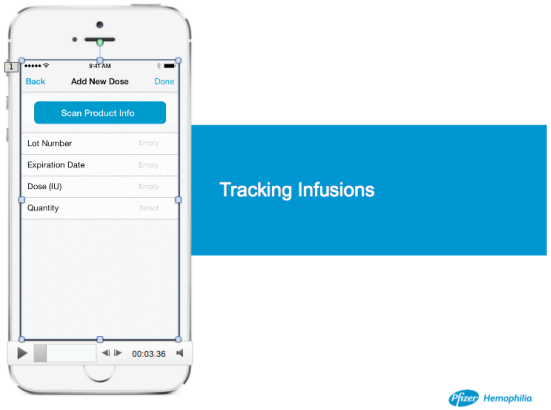
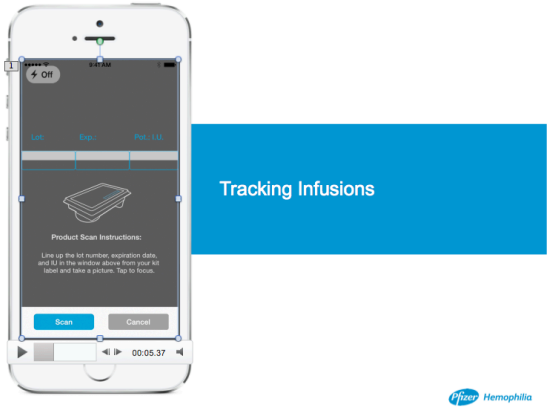
Tracking Infusions Video Storyboard



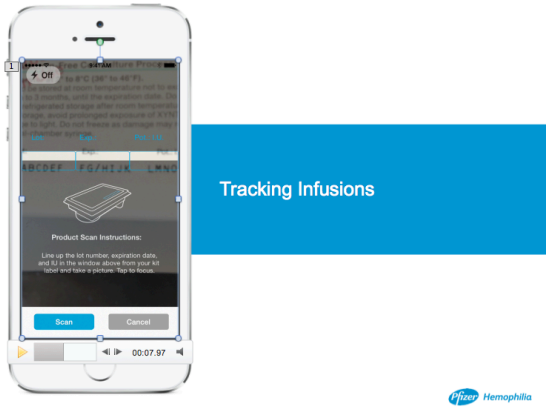
00.00 – 00.02: Log infusions home screen



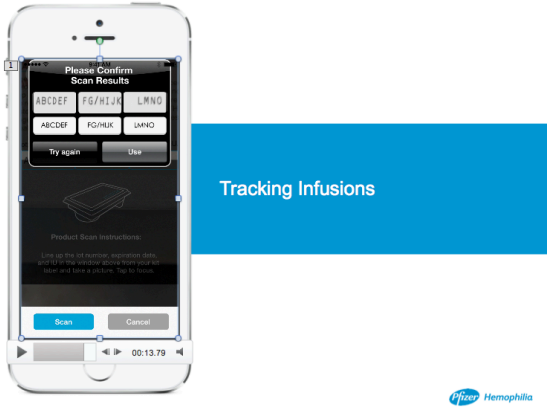
00.02 – 00.04: Scan product info home screen



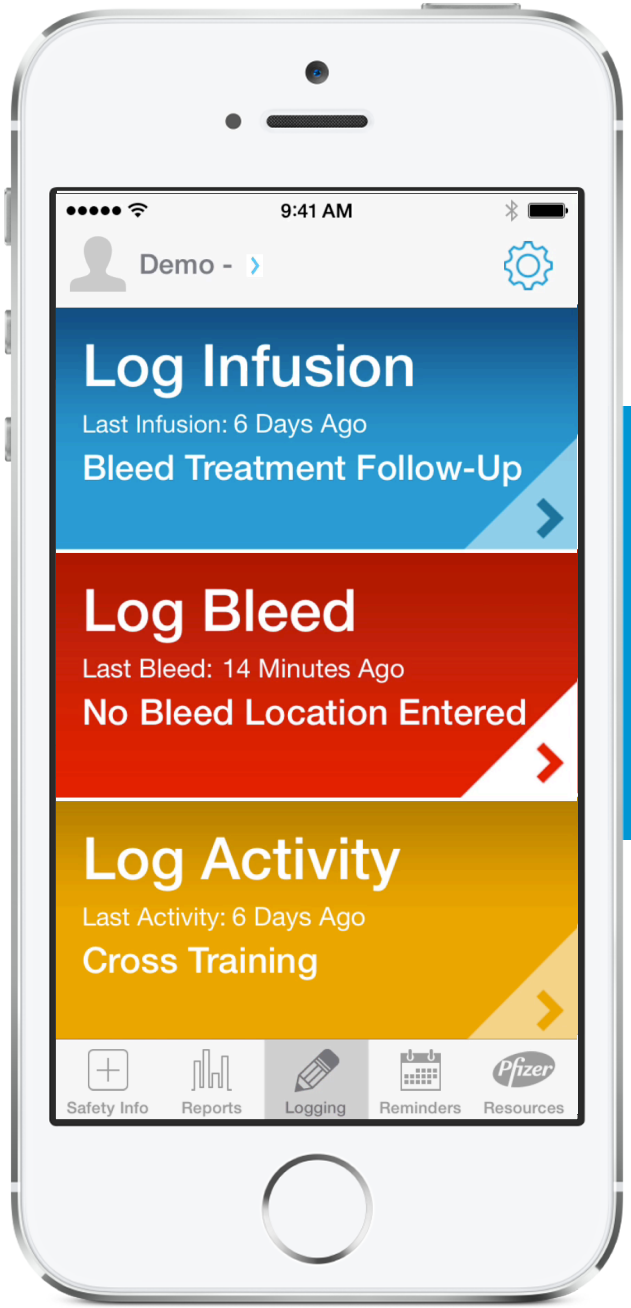
00.04 – 00.06: Initiate product scan/iPhone camera



00.06 – 00.10: Scan sample packaging barcode



00.10 – 00.12: Product barcode scan result



Tracking Bleeds

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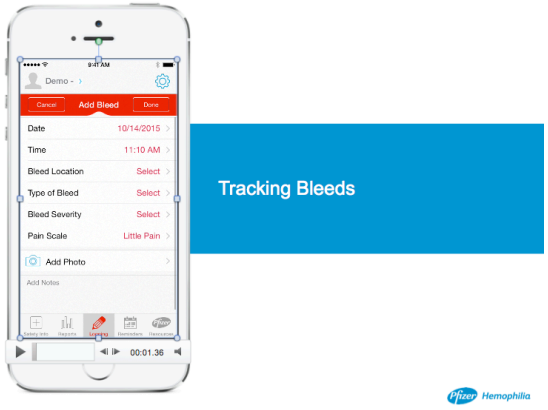
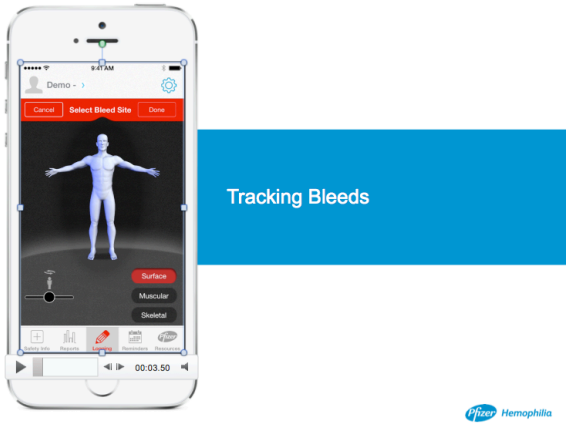
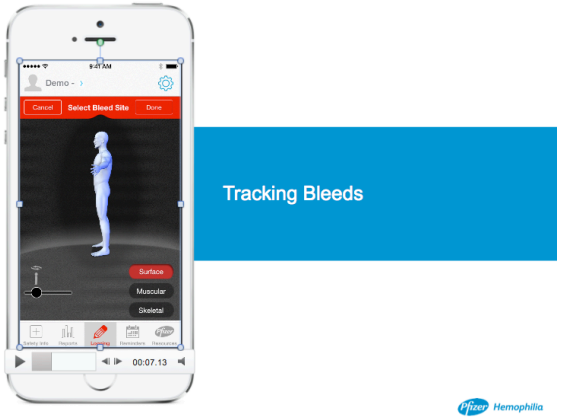
Tracking Bleeds Video Storyboard



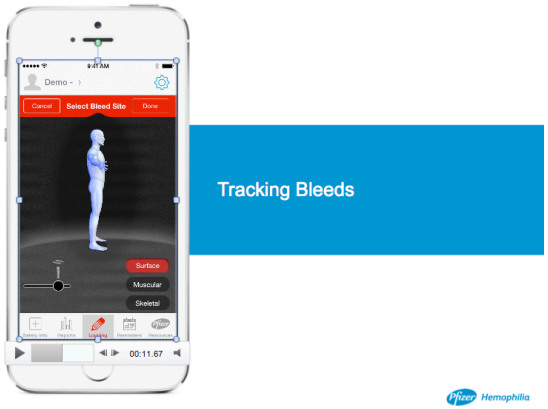
00.00 – 00.02: Log bleeds home screen



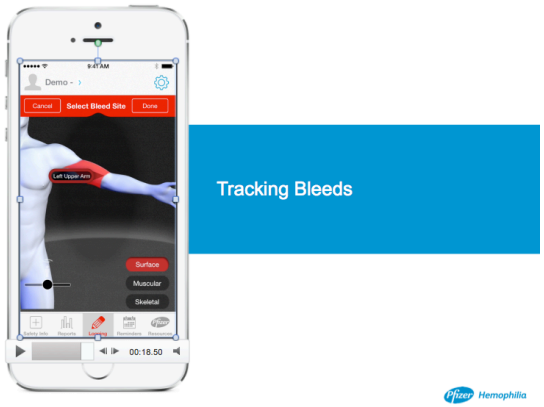
00.02 – 00.04: select bleed location – front view



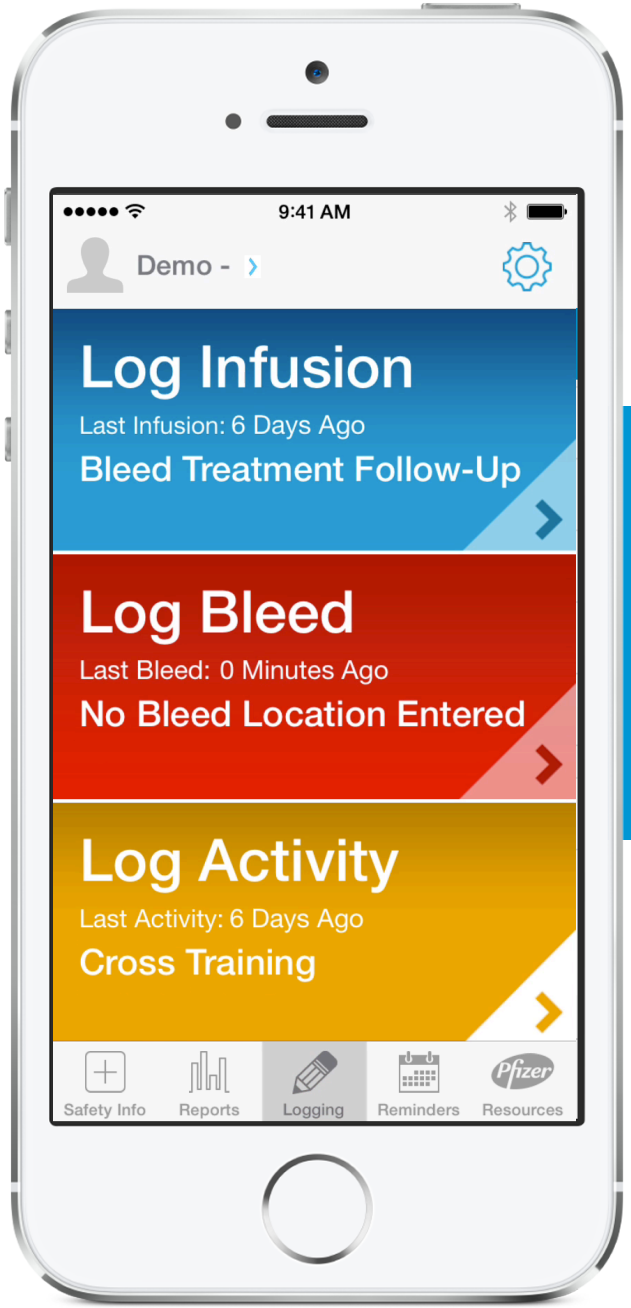
00.04 – 00.06: select bleed location – left side view



00.06 – 00.10: select bleed location – right side view



00.10 – 00.12: select bleed location - zoom



Tracking Activity

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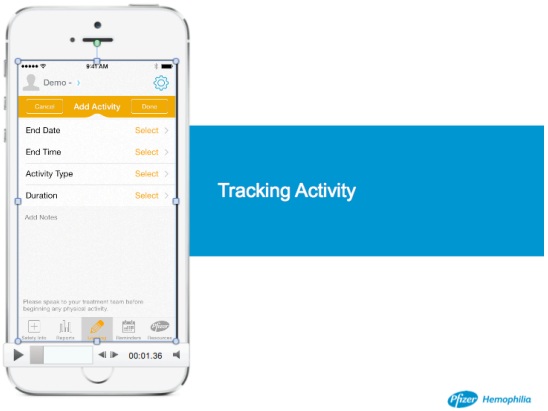
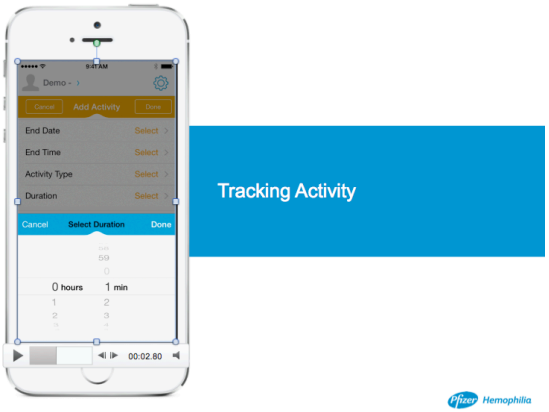
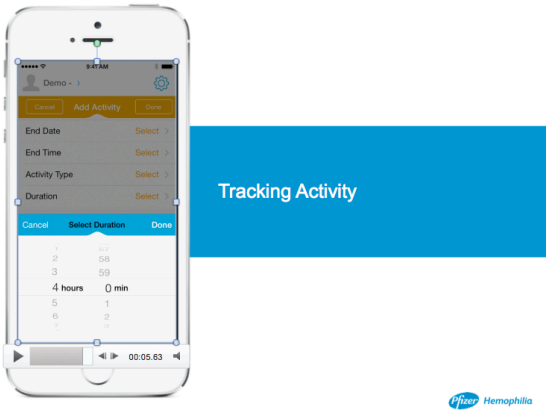
Tracking Activity Video Storyboard



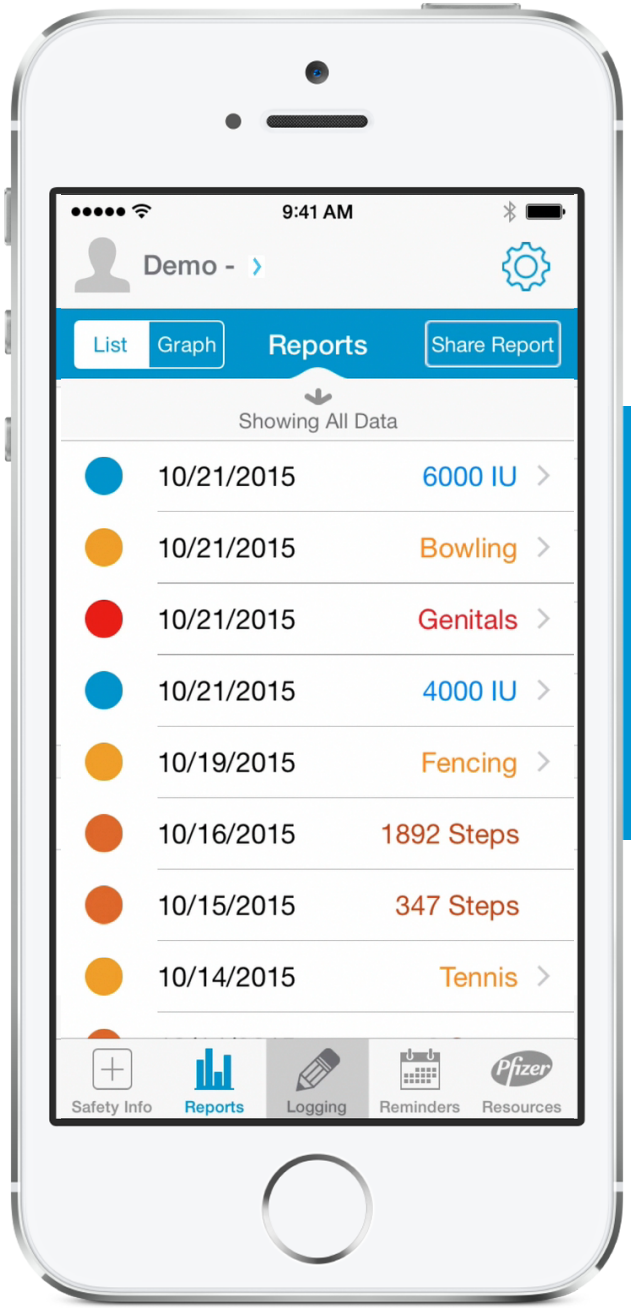
00.00 – 00.02: log activity home screen



00.02 – 00.04: select duration (hours/minutes)



00.04 – 00.06: select duration (continued)



Sharing Reports

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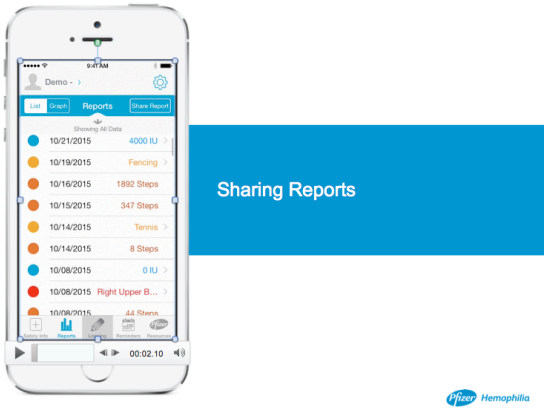
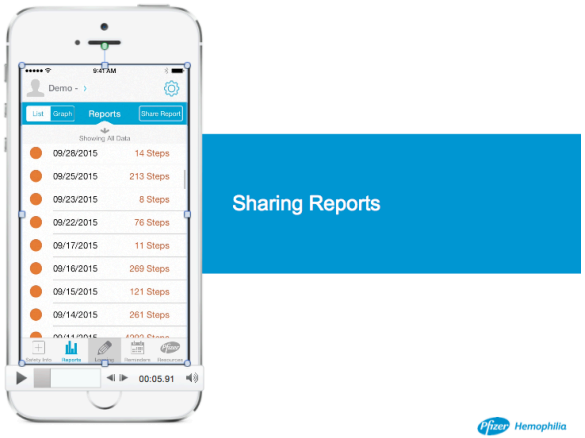
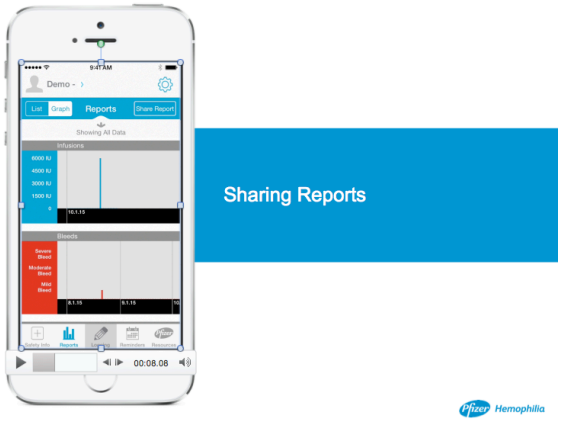
Sharing Reports Video Storyboard



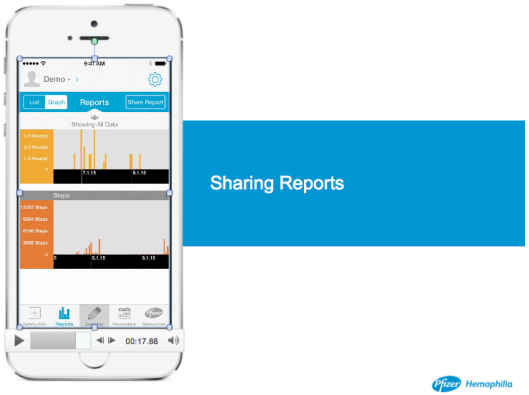
00.00 – 00.02: reports list view



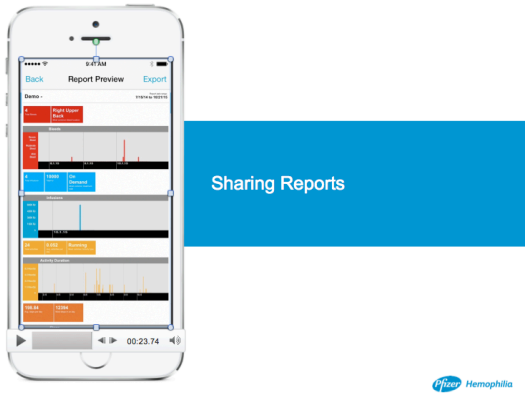
00.02 – 00.10: reports list view (continued)



00.10 – 00.13: reports graph view



00.013 – 00;15: reports graph view (continued)

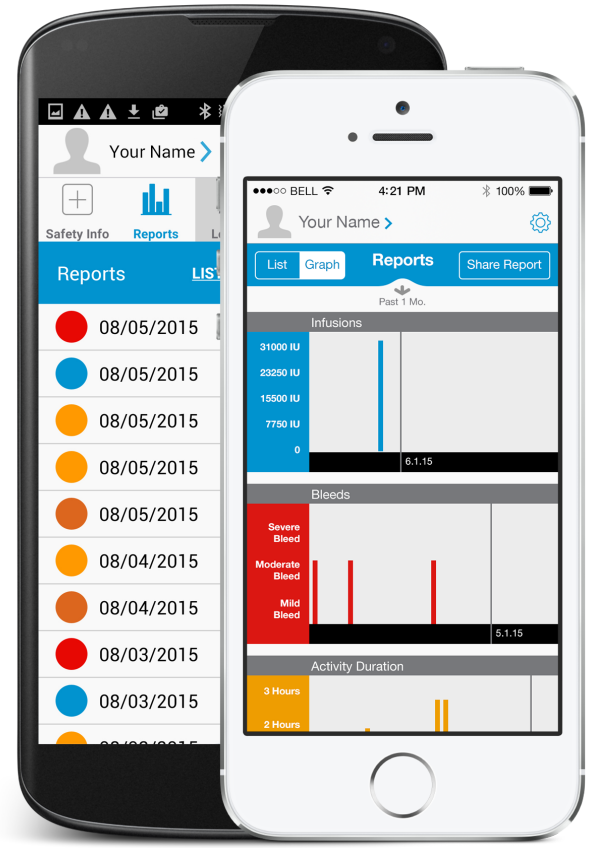


00.15 – 00.18: export report preview

Activity Tracking Integrated With Health™ and Google Fit™

Health™

Google Fit™



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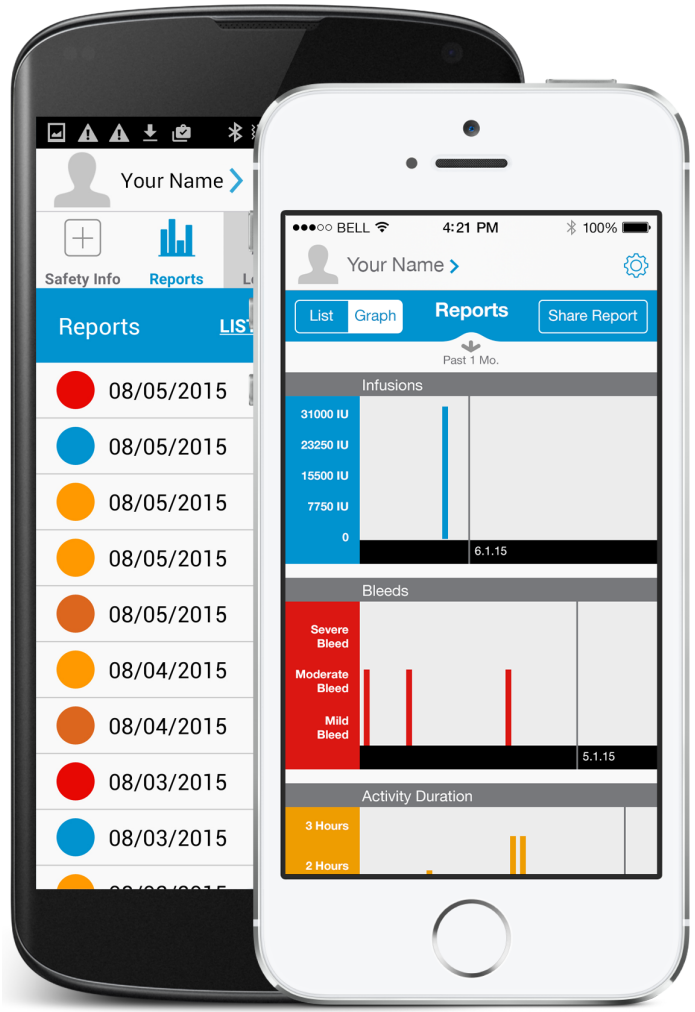
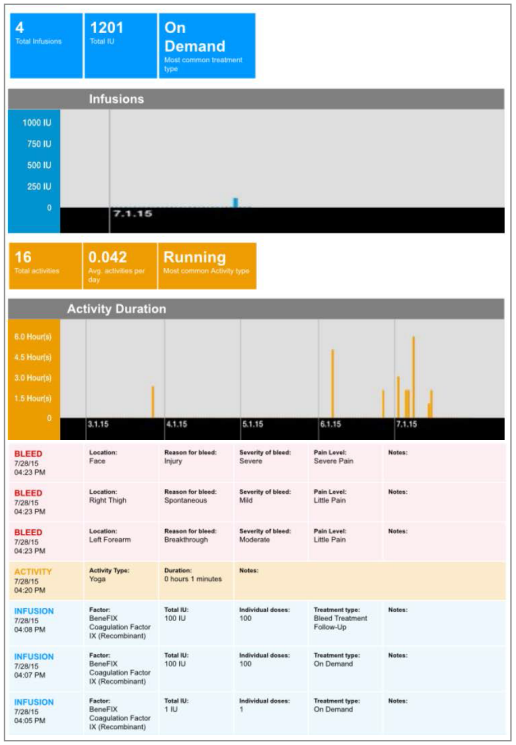
Multiple Formats for Sharable Reports



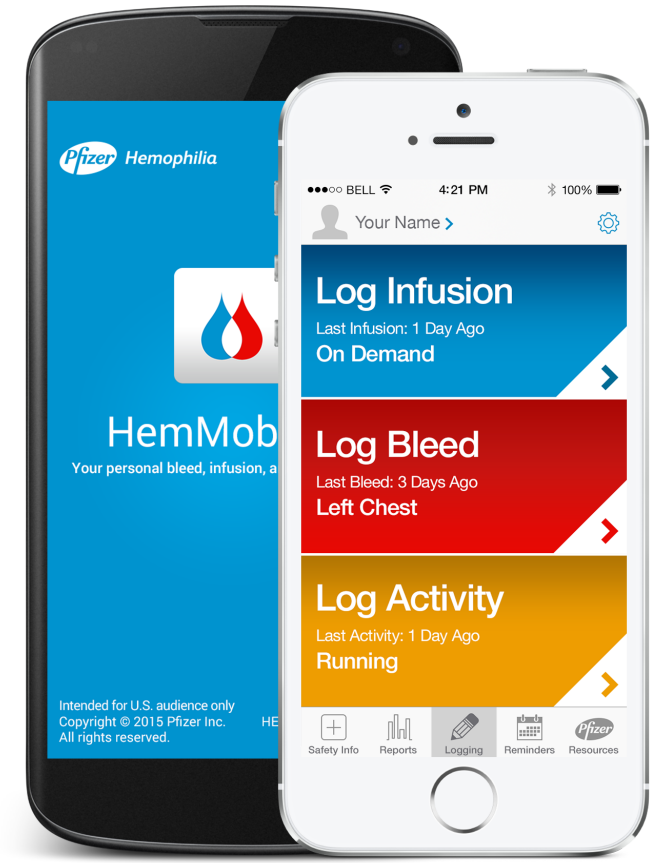


Excel®, Adobe® PDF and
Dropbox data back-up available

Pfizer Hemophilia

"I see from your HemMobile™ report that you've been active lately. Tell me about that."
Pfizer Hemophilia

For the community. By the community.



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MM&M MEDICAL MARKETING & MEDIA

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HealthTap

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