

PersonalizeHemA App

The PersonalizeHemA Ecosystem was developed to go beyond general disease information and treatment options, and offer people living with hemophilia A a full spectrum of personalization resources that support a personalized approach to managing hemophilia A.

The PersonalizeHemA App enhances the individual's experience with personalized content pins and push notifications of curated information based on the user's primary interests. Users are regularly alerted when the app is updated with new and dynamic content developed by patients and experts in the field of bleeding disorders. This keeps users informed, engaged, and motivated to stay active, and feel confident about their ability to prevent bleeds.

There are also device-based appointment reminders to help them manage their HCP support and treatment.

Currently in development are a travel information section, including a location tracker of worldwide hemophilia A treatment centres, and an integrated health and fitness tracker.

Since its recent launch, the PersonalizeHemA App is providing timely information to over 75 users who are engaged for an average of about 12 minutes per day.

App Store:

<https://apps.apple.com/us/app/personalize-hem-a/id1558842635>

Google Play:

<https://play.google.com/store/apps/details?id=com.takeda.personalizehema>