

## PersonalizeHemA.ca

Every person living with hemophilia A is unique and deserves a personalized approach to bleed prevention.

The objective of *PersonalizeHemA.ca* is to offer a full spectrum of personalization resources that support a personalized approach to managing hemophilia A.

When asked about the meaning of “full spectrum of personalization”, one site user defined it as “Hemophilia care that encompasses the full patient, not just the disease.”

Designed with expert advice to help people living with hemophilia A:

- Be aware of individual bleeding patterns
- Understand the impact of hemophilia A on daily life
- Determine current and desired activity levels
- Recognize the role of individual pharmacokinetic profiles when making bleed management and lifestyle decisions
- Improve quality of life

*PersonalizeHemA.ca* helps users engage in self-discovery and reflection to identify the impact of hemophilia A, with the goal of working together with their healthcare team to design a personalized approach to their hemophilia A management.

To date, *PersonalizeHemA.ca* has provided insights and support to approximately 20,000 unique users.

Find out more at [www.PersonalizeHemA.ca](http://www.PersonalizeHemA.ca)