



## 2021 Sponsorship Opportunities

### About the North American Thrombosis Forum

The North American Thrombosis Forum (NATF) is a nonprofit organization dedicated to improving the lives of those affected by blood clots and related diseases. Through our comprehensive resources and innovative programming, we strive to educate patients and healthcare providers about thrombosis and its complications. The increasingly recognized link between thrombosis and inflammatory conditions (e.g., cholesterol, diabetes, obesity, and cancer) underscores the need for educational programming beyond the scope of deep vein thrombosis (DVT) and pulmonary embolism (PE) alone. To that end, we have expanded our library of programs and resources to more aptly reflect key advancements in the thrombosis and vascular medicine fields.

Our commitment to strengthening patient-provider communication makes NATF unique. We create educational materials for *both* clinicians and patients, with the aim of facilitating bidirectional communication between the two groups. Our [Anticoagulation Comparison Chart](#) is one example of a tool that was developed to enhance communication between provider and patient. This straightforward chart effectively explains the differences among currently available, FDA-approved anticoagulants and highlights key considerations that clinicians and patients should entertain when deciding on an anticoagulant.

### About Our Education and Outreach

NATF disseminates world-class education and supports outreach initiatives across several platforms, including (click on individual program name for more information):

Program Name	Clinician	Patients/Caregivers	Impact		
			Medical Education/Health Literacy	Provider-Patient Communication	Behavior/Practice Change
<a href="#">Anticoagulant Comparison Chart</a>	✓	✓	✓	✓	✓
<a href="#">The Beat</a> bimonthly newsletter		✓	✓		
<a href="#">The Patient Pulse</a> Video Education Series		✓	✓	✓	
<a href="#">The Clot Chronicles</a> Video Education Series	✓		✓		
<a href="#">Action Initiatives</a> Practical guidance Documents	✓		✓		✓
<a href="#">Ask the Expert</a> Patient Education Programs		✓	✓	✓	✓
<a href="#">CME Virtual and In-Person Programs</a>	✓		✓		✓
<a href="#">Thriving with Thrombosis</a> Patient Packets		✓	✓	✓	✓
<a href="#">In-Person and Virtual Patient Support Groups</a>		✓	✓	✓	✓
<a href="#">www.NATFonline.org</a>	✓	✓	✓	✓	✓
<a href="#">NATF Social Media Outreach</a>	✓	✓	✓		

## Sponsorship Levels and Benefits

The following sponsorships are available:

1. **Gold:** Supports the creation of new educational content, programs, and resources developed by NATF, such as:
  - Content on the NATF website ([www.NATFonline.org](http://www.NATFonline.org))
  - Clinician education materials (e.g., published *Action Initiatives* and our video education series, the *Clot Chronicles*)
  - Printed and online resources for patients (e.g., *The Beat*, our bimonthly newsletter, *Thriving with Thrombosis*, our newly diagnosed patient support packet, and *Patient Pulse*, our monthly patient education webinar series)
  - Virtual and in-person patient support groups
  - Social media outreach on Twitter, Facebook, LinkedIn, and Instagram
  
2. **Silver:** Supports virtual educational content, programs, and resources developed by NATF, such as:
  - Content on the NATF website ([www.NATFonline.org](http://www.NATFonline.org))
  - The *Clot Chronicles*, our clinician-facing video education series
  - Virtual patient support groups
  - *Patient Pulse*, our monthly patient education webinar series
  - Social media outreach on Twitter, Facebook, LinkedIn, and Instagram
  
3. **Bronze:** Supports the overall mission of NATF, including:
  - Development of website content, educational programs, and resources

All sponsors will benefit from their association with a nonprofit whose ultimate purpose is to save lives by providing education and support to healthcare providers and patients. Sponsorship will provide a variety of opportunities to get positive exposure and access to NATF's large, diverse, and growing clinician and patient audience and NATF leadership.

Please see detailed table on next page for a breakdown of all sponsorship benefits available at each level.

	<b>BENEFIT</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
<b>Visibility and Exposure</b>	Logo on NATF Website	★	★	★
	References in NATF Social Media	★	★	★
	Logo on invitations, webinars, and event signage	★	★	
	Logo on new content or educational materials created	★	★	
	Acknowledgement in published manuscripts	★		
	Mention in remarks by NATF leadership at in-person and virtual programs	★		
<b>Access</b>	Invitations to attend selected virtual and live events	★	★	★
	Invitation to attend annual joint NATF Executive Board and Medical Advisory Board Meeting	★		

## Clinician Testimonials

“The educational program that NATF ran included an engaging and very knowledgeable group of speakers. The program struck a great balance between reviewing the most relevant data available with practical information that can be incorporated into practice immediately. Despite working in this field regularly, the speakers highlighted many areas in a new way and challenged my current thoughts or built on my existing practice. Leaving this program, I was excited to further my learning and do additional research on the topics presented and the evidence reviewed.”



*Katelyn Sylvester, PharmD., CACP, BCPS  
Pharmacy Manager – Anticoagulation Services,  
Brigham and Women's Hospital*

“Outstanding, balanced, and highly relevant educational content with excellent delivery by the speakers. I appreciated that NATF partnered with our local/regional experts to deliver the program – I think this made the content all the more meaningful for our community. I also thought the regional meeting ended up being a great networking opportunity for vascular medicine/surgery, cardiology, hematology, and medicine experts (physicians, APPs, nurses, and pharmacists) in our area.”



*Heather Gornik, MD  
Co-Director, Vascular Center, University Hospitals  
Harrington Heart and Vascular Institute  
Professor of Medicine CWRU*

“The NATF program I attended had great faculty with a lot of clinical and research expertise. This was a program that gave the audience a lot of practical information about anticoagulation/DOACs in general, with a focus on the most common complication associated with anticoagulation: bleeding. Rates of bleeding were presented based on clinical trials and real-world registries, along with management strategies aimed at reducing bleeding. The question and answer session was very helpful – answers were focused on real-world solutions to contemporary anticoagulation issues.”



*Eva Kline-Rogers, NP  
University of Michigan*

## Patient Testimonials

“Loved the webinar. Learned a couple of new things and already have a question or two for the next meeting. I find these the best source of accurate information. Keep up the great work.”

*Gary G.*

“Thank you again. I am so happy to be part of this group. It was amazing to hear from others, and I look forward to more. What a public service you are providing.”

*Barbara S.*

“I want to thank you all for the very informative live support group meeting last night. It was so interesting and all the members were so supportive of each other. I was able to share my story with others and it felt good to talk about it with people who have been frightened by the disease of thrombosis. Having had PEs scares me, but it helps to be able to ask questions and talk to others afflicted. The monthly webinars have been very helpful to me as well. As a CT Technologist, I meet many patients on anticoagulants post-PE or DVT and I constantly share the NATF website with them.”

*Ellen M.*