

# HERO

(Hemophilia Experiences, Results and Opportunities)

# Global Research Highlights



RENATO BERTOLI  
Renato has hemophilia A  
with inhibitors

A collaborative approach to  
better hemophilia care



# What is HERO?

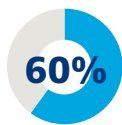
- Multinational study focusing on [psychosocial aspects of life](#) for people with hemophilia and their caregivers
- [Largest-ever psychosocial study](#) in hemophilia with 1,236 participants
- [Undertaken in 10 countries](#) around the world, including Canada
- Results gathered through [Internet-based questionnaires and in-person interviews](#)
  - o In Canada, participants were recruited through the [Canadian Hemophilia Society](#)

RENATO BERTOLI

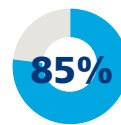
Renato has hemophilia A with inhibitors

# Highlights of the global HERO results include:

## POPULATION AND DEMOGRAPHICS



of people with hemophilia (**72%** of parents of people with hemophilia) indicated that they were working, but many selected their job taking hemophilia into account



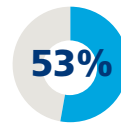
of people with hemophilia around the world indicated that they had formal education, with an additional **10%** still in school

## RELATIONSHIPS AND SEXUALITY

**HERO** participants provided the first-ever evidence-based data set about sexuality in hemophilia.

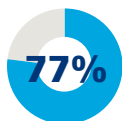


noted that having hemophilia has not had a negative impact on their ability to form close relationships

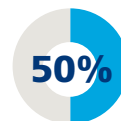


of people with hemophilia indicated that hemophilia affected the quality of their sex lives

## TREATMENT AND ADHERENCE



of people with hemophilia and **86%** of parents of people with hemophilia feel that they have the main responsibility for treatment decisions



of people with hemophilia are always treated at home

# What can HERO mean for you?

## FOR PEOPLE WITH HEMOPHILIA:

- An opportunity to exchange ideas about experiences and solutions to the many shared challenges faced by people with hemophilia and their caregivers
- A strong platform for advocacy
- Improved understanding in society

## FOR PARENTS AND CAREGIVERS:

- Decreased social stigma
- Improved emotional understanding of hemophilia

## FOR HEALTHCARE PROFESSIONALS:

- Improved understanding of the feelings and needs of people with hemophilia
- Evidence to guide appropriate comprehensive care
- Increased job satisfaction through more effective communication with patients



Changing Hemophilia® represents Novo Nordisk's commitment to the hemophilia and rare bleeding disorder community.

Visit [www.novonordisk.ca/changinghemophilia](http://www.novonordisk.ca/changinghemophilia) to learn more about HERO.