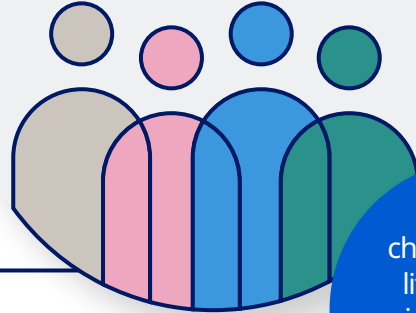


Individualization of hemophilia treatment

Treatment individualization

is a dynamic process that involves tailoring product type and dosing regimen according to **clinical characteristics**, patient lifestyle and preferences, and local healthcare environment, to provide optimal protection from bleeds, preserve/improve joint health, and enhance patient-related outcomes.

Individualization ensures treatment is **patient-centered**



Clinical characteristics, lifestyle, and environment **differ** between people with hemophilia

Individualization involves tailoring product type and dosing regimen

Aims of individualization

- Optimize **bleed protection** and improve **hemostatic efficacy**
- Improve **patient outcomes**: adherence, satisfaction, QoL

Individualization requires **shared decision-making**

Dynamic process of SDM between patient and MDT

- SDM requires **investment of time** and regular review
- SDM requires **HCP/patient education** and patient **empowerment**

Multiple variables to consider for treatment individualization

- Clinical characteristics**: eg, bleeding phenotype, joint status, venous access
- Patient lifestyle/preferences**: eg, physical activity, adherence
- Local healthcare environment**: eg, access/coverage, family support