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Subject Line: **Global I-WISH Survey Shines Light on Life with Immune Thrombocytopenia**

Hi [insert name],

On behalf of [insert patient group name], I am contacting you regarding one of the largest surveys ever conducted in immune thrombocytopenia (ITP)*, the **ITP World Impact Survey (I-WISH) collaboration**, which reveals the extensive impact that this rare blood disorder can have on patients' quality of life.

Would you be interested in writing an article in [insert name of media outlet] to help spread awareness of the I-WISH findings and shine a light on the true burden of life with ITP?

Please see a summary of the I-WISH key findings below. Attached you will also find a key findings infographic, should you wish to include this in your communications.

I-WISH Key Findings:

- **Fatigue** was one of the most frequent patient-reported symptoms, both at diagnosis (58%) and survey completion (50%), with the majority of patients considering it severe. In comparison, physicians felt that fatigue fell outside the top five symptoms that patients were likely to present with at diagnosis, and overall, **physicians believe that under a third of patients experience fatigue.**
- There were **differing views** between patients and physicians when asked to consider **their top three treatment goals**:
 - Physicians stated reduction of spontaneous bleeds (72%), improving quality of life (64%) and healthy blood counts (51%).
 - Patients also highlighted healthy blood counts (64%), as well as preventing episodes of worsening ITP (44%) and increasing energy levels (41%)
- I-WISH illustrates that a **patients' wellbeing goes far beyond their platelet count.** ITP can encompass considerable challenges, from the physical effects of the condition – including impact on energy levels, capacity to exercise and limited ability to perform daily tasks – right through to negatively affecting productivity at work, education, and social activities. As these can all result in a significant **emotional burden**, it's particularly important to set treatment goals and measure effectiveness through more than just clinical markers alone.

I-WISH was a cross-sectional survey, including 1,507 patients and 472 physicians from 13 countries, that aimed to establish the impact of ITP on quality of life (QoL) and productivity from patient and physician perspectives. The findings should facilitate tailored support and resources in areas such as wellbeing during diagnosis, meeting patient anxieties with compassion, and longer-term assistance around social and work-based activities.

These real-world insights, as well as the voices of those living with ITP, must be listened to carefully. By promoting awareness and understanding, we can take action to improve lives.

I hope the I-WISH findings are of interest to [insert name of media outlet]. You can find additional information on the survey here: <https://globalitp.org/index.php/what-is-iwish>.

Please let us know if you have any questions or require any further information.

Kind regards,

[Name]

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Global I-WISH Survey Background:

- Global research conducted in 2018
- A collaboration between global ITP experts, patient groups and Novartis
- 1,507 patients and 472 physicians across 13 countries answered questions and undertook interviews
- The survey captured perceptions across areas including symptom burden, treatment decisions, and impact on quality of life, demonstrating aspects of good practice and effective management of ITP, as well as areas with scope for improvement

*ITP is a rare autoimmune disorder that can cause excessive bruising or bleeding due to a reduced number of platelets in the blood ($<100 \times 10^9/L$). It can result in debilitating fatigue and a substantial impact on quality of life, requiring ongoing medical management