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# COMMUNIQUE

For Bleeding Disorders

DECEMBER 2023

## Making Maximum Impact

I made some major changes in how I run my business during and after Covid. One is to start giving directly to those in need. And to reduce overhead, employees, and expenses, with no middleman. I also searched for a way to give for a purpose that is not normally covered by any hemophilia organization. After traveling the world since 1996, I realized that much-needed surgeries and durable medical equipment are not normally covered for bleeding disorder patients.



So, I started a new program this year, called **Maximum Impact for Bleeding Disorders**, as part of LA Kelley Communications. And so far, we've made a direct impact on many lives of patients with bleeding disorders living in developing countries.

Imagine having a twenty-year-old artificial leg, living on a second floor in a city remote from the main hemophilia treatment center, and trying to get around in a twenty-year-old wheelchair. And not owning a car and trying to support a family of four on \$150 a month. Our patient now has a new wheelchair, walker, factor and cash in the bank.



Imagine living on a remote island of 300 in the Caribbean Sea, with no direct access to medical care, having hemophilia and no access to factor. We supply a constant shipment of factor, and also a \$3,000 gift to start a business.

A patient in Barbados needed a new wheelchair too; that was easy but the request changed to a motorized scooter. Much better than a wheelchair. The patient has inhibitors and almost no access to product. We try to supply product but the scooter? It



is fiery red, cost over \$3,000 and was there in a week.

We've purchased prosthetic legs for two young men with hemophilia. And paid for MRIs, CT scans, medical bills and more.

Surgeries? We've paid for five now with two more in the queue for 2024, I hope.

And factor. With all the donations we've received this year, we hit over 6 million IU... that's well over \$8 million worth, and that's not counting the NovoSeven, which is measured differently.





Why do I say “we” when there are no employees, no overhead, no fundraisers? Because you are part of this. You help. These efforts are 100% funded by our profits. And that’s thanks to you, readers, because you watch us on social media, you accept our mailings and email blasts. You encourage pharma to give, and we in turn, give back.

Let’s keep making Maximum Impact in 2024!

Wishing you all happy holidays and a peaceful new year,

Laurie

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