

Individualization of **hemophilia treatment**

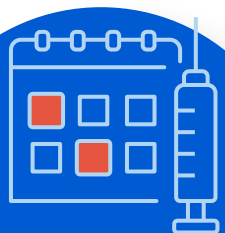
Treatment individualization

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.

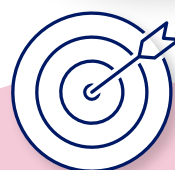
Individualization ensures treatment is **patient-centered**



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