

“Life-Transforming Treatments: ITP Poke-R ClubSM: A Clinical Support Program Bringing Comfort and Support to Kids Coping with Immune Thrombocytopenia”



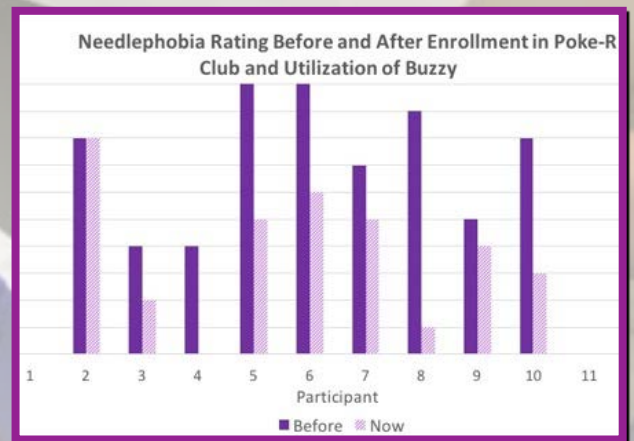
Relentless needle sticks are often part of the brutal reality of disease management for kids living life with immune thrombocytopenia, the most common autoimmune bleeding disorder. Imagine being a child in a hematology/oncology unit or clinic where most patients have cancer. Sound frightening, lonely and disheartening?

For a kid with ITP, it is.

Most programs created for child hematology/oncology patients are for those with cancer. PDSA has designed the ITP POKE~R CLUBSM to empower kids with ITP by alleviating needle phobia and giving patients a support group of their own.

Needle phobia significantly decreased after enrollment in the POKE~R CLUBSM demonstrating that PDSA has accomplished its goal in minimizing the anxiety correlated with treatments, draws and pokes, although BUZZY[®] doesn't necessarily eliminate pain from venipuncture. The program has had a significant positive impact on pediatric patients with ITP and is most effective for children and preteens with chronic ITP.

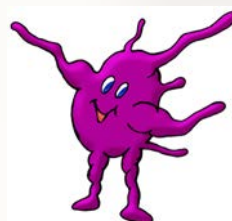
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"I just want to say that we **LOVE** the **BUZZY**[®] and my son was so excited to get one of his own so that no matter where we have to go for draws, we always know we have a **BUZZY**[®] available. ... We are grateful for the help and support from **PDSA** as we navigate this journey with **chronic ITP**. Thank you!" ~ Jana



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Making the **world of ITP**
a more manageable
place to be!