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Shire drives awareness on hemophilia in APAC

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Singapore – Shire, the global biotech leader in rare diseases, is marking World Hemophilia Day to drive greater awareness of hemophilia in Asia Pacific (APAC) and improve standards of care for people living with rare bleeding disorders. This year's theme is "Sharing Knowledge Makes Us Stronger" and in this spirit, Shire businesses across the region are hosting local community engagement events to stand united with patient communities and their caregivers.

At Red Dot Design Museum Singapore, the hemophilia community (patients/ healthcare professionals), participated in a Gallery Walk on 17th April, 2018 led by three hematology experts from the Asia-Pacific Haemophilia Working Group (APHWG). The experts were Dr Alok Srivastava, Professor, Department of Haematology, Christian Medical College, India, Dr Scott Dunkley, Senior Staff Specialist Haematologist, Royal Prince Alfred Hospital, Australia and Dr Timothy Low, Head of Medical Affairs Asia Pacific at Shire. The focus was on establishing region-specific principles of care and providing optimal hemophilia care programs by collaborating with multiple agencies in the region.

"For more than 70 years, Shire has had the privilege of working together with healthcare professionals, non-profit organizations and patients themselves on advances in care. We seek to develop patient-focused innovation to raise global standards of care and advance treatments to help improve outcomes for every person with hemophilia. We believe there's a better future for those affected by hemophilia and we're working every day to make that future a reality," said Peter Fang, Head of Asia Pacific at Shire.

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To meet the evolving needs of patients and healthcare systems, Shire is accelerating scientific research into new, innovative areas in rare hematology. Its pipeline continues to grow as the company looks to develop new ways to deliver optimal care to

patients in the areas of personalized care, gene therapy, and other innovations. Additionally, with its partners, Shire is building a global environment in which novel treatments can reach those who need them, including funding patient support programs to improve access to therapy, developing evidence-based research approaches, and creating life-long educational programs.

"Shire has a broad global portfolio of 10 global products across nine indications for bleeding disorders. The company builds on a legacy of important advances, beginning in 1939 with the creation of the first long-term blood storage container and continuing to the present day with a software-based medical device to support physician dosing decisions," said Dr Timothy Low, Head of Medical Affairs Asia Pacific at Shire.