

HOW IS YOUR DAY?

Plasma Donors Save Lives



“How Is Your Day?”

Every day, around the world, thousands of people living with rare and debilitating diseases receive plasma protein therapies to help them live better lives. They offer these patients a better day. “How is Your Day?” is a global initiative to inform and educate policy makers and the public of the unique, lifesaving value that plasma protein therapies provide to patients and their loved ones.

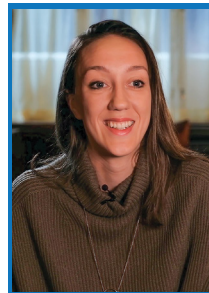
“Immunoglobulins are not interchangeable with each other, they are not generic medicines, prescribers must have long-lasting and readily available preparations.” ¹

“It is **critical that the bleeding disorder community has access to a diverse range of therapies** and that prescriptions for specific clotting factor concentrates are respected and reimbursed.” ²

“Arguably the most important attributes of PPTs are the benefits they provide to the patients who use them. PPTs extend life expectancy, increase quality of life, and decrease complications related to conditions. **Without these treatments, many patients would either not be able to survive or would have a substantially diminished quality of life and productivity.**” ³



“OUR DAUGHTER HAS A RARE, INCURABLE DISEASE. WITH IMMUNOGLOBULINS SHE IS A HAPPY, LIVELY, CHEERFUL CHILD!”
Parents of Nele, living with CVID



“FOR EVERYONE OUT THERE DONATING PLASMA, I WANT TO THANK YOU. YOU MAKE A HUGE IMPACT ON PEOPLE’S LIVES.”
Janika, living with CVID



“TODAY, MY DAUGHTER AND I HAVE SEVERAL BLOOD CLOTTING FACTORS AVAILABLE TO US. THEY ARE SUCH A BLESSING AND ALLOW US TO ENJOY OUR DAILY ADVENTURES.”
Chris and Allyson, living with Hemophilia



“THANKS TO PLASMA DONORS, I WAKE UP EVERY DAY KNOWING THAT I WILL BE ABLE TO DO THE JOB I LOVE.”
Yes, living with Alpha-1

www.HowIsYourDay.org

HIYDglobal HIYDglobal

¹ Immuno-déficience primitive, Recherche, Information, Soutien (I.R.I.S.) Position Statement Summary.

² National Hemophilia Foundation, Medical and Scientific Advisory Council Recommendation #159.

³ Grabowski, H., & Manning, R. *Key Economic and Value Considerations in the U.S. Market for Plasma Protein Therapies*, p.2, www.BatesWhite.com.