



ANNOUNCEMENTS

Introducing! KidK, A Self Infusion Program

Bayer HealthCare Pharmaceuticals has created an educational tool for patients with hemophilia A and their healthcare professionals.

KidK, A Self Infusion Program, is designed to help healthcare professionals teach patients how to self-infuse.

The kit has a new tool called the BayCuff™ which helps patients learn and practice how to safely self-infuse. The kit includes an educational booklet to guide the child through the learning process. This highly visual guide is a step-by-step handbook for practicing self-infusion with the BayCuff™. The kits will be available in September 2008.

The ability to self-infuse allows children to participate in their treatment and increases their knowledge of their condition and treatment.

Re-launch of livingwithhemophilia.ca!

Bayer HealthCare Pharmaceuticals Canada is pleased to announce we have re-launched livingwithhemophilia.ca in September 2008.

Our goal is to provide accurate, comprehensive information about hemophilia to parents, patients, and healthcare professionals in the hemophilia community.

The site will contain information about the treatment of hemophilia as well as tips for caring for a child with hemophilia and ways you can connect with the larger hemophilia community. You will find this information in our new Circle of Life section. The site will also feature a new community support section which will provide resources, information and support for patients with hemophilia, parents, and healthcare professionals.

We will continue to update the site with new information and features over the next few months so make sure to visit the site regularly!

We sincerely hope that you will find this site helpful and engaging. If you have comments about our new site or general comments, please email us at contactbayer@bayer.ca

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