

2022 Free Webinar on MPN Blood Cancer Awareness Month



INTRODUCTION & AIMS

Due to the on-going covid-19 pandemic, our patient group joined force with Thai Cancer Society (TCS) to organize the annual free webinar (Facebook Live) on the occasion of MPN Awareness Month in September 2022 with objectives;

- To raise Awareness of MPN Blood Cancer with Public and potential patients
- To provide education and answer all questions about disease's symptoms, screening process, risks and treatment options of MPNs i.e. PV, ET and MF
- To share patients' journeys and how to support MPN patients in terms of quality of life

RESULTS

- 100 persons were registered to join the event. The peak number was about 60 mostly MPN patients.
- One of the most impacts we got from the official announcement and promotion of our annual free webinar, was the high performance of both Reach and Engagement on FB Live Platform with 1,095 People Reach and 668 Engagement



METHODOLOGY

Professional partners were a powerful backup to run our project ;

- Co-hosted with Thai Cancer Society (TCS) and Thai MPN Working Group (Doctors) from 3 major public hospitals
- Sponsored by Novartis (Thailand) Ltd.
- Event date: Sat. 17th September 2022

Main communication channels to promote our free webinar ;

- Facebook Page of TCS
- Landing page of TCS
- Facebook Page of MPN Patient Advocacy Group Thailand
- LINE group of MPN Patients

Additional communication channels are:

- Asked for the collaboration from some "Influencers" such as popular singers ,movie stars and printing media to promote our event.



CONCLUSIONS

Our objectives in organizing our annual free webinar were successfully achieved;

1. MPN Awareness was raised with high number of both Reach and Engagement.
2. Many questions mostly from MPN patients and caregivers were sent to our MPN doctors during Q&A session. This was our "Success"
3. FB live webinar is a workable platform for virtual meeting esp. for the existing pandemic of covid-19 but it is really difficult to get and control the number of participants if It is not the good time for live streaming.

