

Advancing patient centric care through innovation



Wednesday 7 February 2018, 18:00-19:30
Plenary Room, Palacio Municipal, Madrid



Shire-sponsored symposium at the 11th Annual EAHAD Congress



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This symposium, **Advancing patient centric care through innovation** provides a forum to consider the ongoing challenges in the management of haemophilia and bleeding disorders and the need for a personalised approach to achieve optimal care for all patients.

Together with my colleagues on the expert Faculty we will aim to provide insights into the ongoing commitment to drive innovation to advance patient care in this complex area, focusing on a patient-centric approach.

We look forward to welcoming you to the symposium.



Dr Carmen Escuriola

Director of the Haemophilia Centre Rhein Main – HZRM,
Frankfurt-Mörfelden, Germany

18:00-18:10	Welcome and introduction	Chair: Carmen Escuriola
18:10-18:30	The evolution of aPCC: an update on real-world outcomes	Kate Khair
18:30-18:50	Advancing patient centric care in Haemophilia A	Carmen Escuriola
18:50-19:10	Innovation in the management of VWD	Erik Berntorp
19:10-19:30	Panel discussion and Q&A	

