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News Release

Bayer Committed to Contribute to Advancement in Blood Clot Management in Pakistan

- **Global Expert Shares Clot Management Experience with Pakistani Doctors**
 - **The Bayer-organized conference was attended by doctors in three cities**
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Karachi, May 7, 2019: In order to better equip Pakistani doctors with best practices for blood clot management in conditions such as venous thromboembolism (VTE), and atrial fibrillation (which can lead to stroke), Bayer Pakistan arranged a webinar featuring internationally acclaimed specialist and researcher Prof. Lord Ajay Kakkar, Professor of Surgery at University College London (UCL), UK, and Director of the Thrombosis Research Institute, London.

VTE affects 10 million patients worldwide each year, while people with atrial fibrillation are five times more likely to experience a stroke than the average person; approximately 15 million patients annually suffer a stroke.

Prof. Lord Kakkar spoke to about 250 Pakistani healthcare professionals on the subject of stroke prevention and treatment of venous thromboembolic disease during the webinar, which was simultaneously held in Karachi, Lahore and Islamabad. Participants of the webinar from across the country included professors and leading consultants specializing in various disease areas.

During the course of his career, Prof. Lord Ajay Kakkar has been involved in studies which helped bring about a fundamental change in the treatment of thrombosis. Addressing conference participants, he spoke about the prevalence of thrombosis with particular focus on the transformation in blood clot management protocols during the past 10 years. The webinar marked the 10-year anniversary of a breakthrough drug, rivaroxaban, developed by Bayer, which has benefitted 45 million people in 130 countries around the globe.

Clinical study indicates that Bayer's drug was a paradigm shifter, as it showed an 82% risk reduction in the recurrence of these conditions against conventional therapies. Prior to the introduction of rivaroxaban, patients at risk of developing blood clots had to undergo regular monitoring by doctors, and treatment which included injections, to manage their condition. With the emergence of this innovative and simple oral therapy, treatment was made easier for patients who could simply take their medication at home, and no longer needed as stringent monitoring as previously required.

“Bayer is committed to addressing modern day health challenges impacting life,” said Dr Imran Ahmad Khan, MD and CEO Bayer Pakistan, in his comments regarding the event, “We strive not only to improve the lives of people with our products but also to introduce new therapies, shifting the treatment paradigm of challenging diseases.”

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