



Patient & Community Advisory Group (PCAG) Purpose and Guiding Principles

The Rowan Foundation's Patient & Community Advisory Group (PCAG) was established to ensure that the experiences of individuals and families affected by blood clots meaningfully inform the Foundation's work in women's health and clotting awareness.

Blood clots and clotting disorders can intersect with many aspects of women's health, including hormonal contraception, pregnancy, and other medical conditions. For many individuals and their families, these experiences shape how they understand symptoms, risk, and medical decision-making. PCAG brings these perspectives into the Foundation's work so that education, storytelling, and outreach efforts reflect the realities people face when navigating these issues.

Members of PCAG serve in an advisory capacity, offering insights drawn from their lived experiences to help inform Rowan Foundation initiatives. Their perspectives help strengthen patient education resources, awareness campaigns, and community engagement efforts related to blood clot risk and women's health.

The group is intended to be a respectful and supportive space where participants can share experiences, perspectives, and ideas. Conversations are guided by a spirit of kindness, curiosity, and collaboration, with the shared goal of improving awareness and helping others better understand clotting risks and healthcare decisions.

PCAG is forward-looking in its focus. Members help identify opportunities to strengthen education, communication, and outreach so that the Rowan Foundation's work continues to evolve in ways that reflect the perspectives of those whose lives have been touched by blood clots.

As founding members, PCAG participants are helping shape the direction of this initiative and contributing to a broader effort to ensure that community voices remain central to conversations about blood clot awareness, prevention, and informed decision-making in healthcare.

The Rowan Foundation is honored to work alongside these individuals as partners in advancing education, awareness, and patient-centered dialogue.

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