

PRESS RELEASE

Brussels, Belgium, October 01, 2021
FOR IMMEDIATE RELEASE

PID Patient true stories: a campaign to raise awareness on the vital need of plasma derived medicinal products for patients with primary immunodeficiency

IPOPI is launching a campaign called 'PID patients true stories' dedicated to addressing the worldwide need for more regionally balanced plasma collection, aimed at reaching global sufficiency in Plasma derived medicinal products. This campaign takes place under the frame of the International Plasma Awareness Week (IPAW 4-10 of October).

Five videos featuring the lives of five PID patients from different continents will illustrate patients' need of plasma derived medicinal products and how this therapy is vital to them.

[Campaign teaser](#)

The videos will be shared on IPOPI social media from October 4 onwards.

Plasma is the starting material for immunoglobulin therapies and other life-saving plasma derived medicinal products.

With current tensions and, in some cases, shortages in many countries coupled with growing demand for immunoglobulins and only a few countries providing plasma for fractionation, there is a clear need for, not only, increased plasma production, but also more balanced approach to plasma collection between world regions.

PID is a key indication for immunoglobulin therapies as recognized in the WHO list of essential medicines. PID patients represent a significant group of people whose lives and quality of life rely on appropriate access to a range of immunoglobulin therapies. Access to plasma is key for these patients who have no alternative treatment.

Hashtags in use:

#plasmatruestory #plasma #primaryimmunodeficiencies #IPAW2021

About IPOPI

IPOPI is the leading advocate for primary immunodeficiencies' patients worldwide working in collaboration with patients, doctors, politicians, regulators, pharmaceutical industry and other relevant stakeholders. IPOPI is the Association of national PID patient organisations currently representing 68 countries.

More: [IPOPI.org](https://www.ipopi.org), [LinkedIn](#), [Twitter](#), [Facebook](#), [Instagram](#)

Contact: IPOPI – Magda Lourenço, Communications Manager <mailto:info@ipopi.org>
T. +351 916174909

###