

Leith J States, MD MPH MBA FACPM
Acting Director, Office of Science and Medicine
Chief Medical Officer to the Assistant Secretary for Health
Office of the Assistant Secretary for Health
Department of Health & Human Services
200 Independence Ave, S.W.
Washington, D.C. 20201
<https://www.linkedin.com/in/leith-states>

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To Cervo Media Group:

I am writing in support of Royal Blood and its meaningful objectives which have the capacity for real impact. The realities of individuals living with heritable bleeding disorders such as Hemophilia frequently go unseen, as the prevalence and demographic distribution of this population contribute to their stories remaining hidden on the fringes of society.

As a physician, public health professional, and lifelong public servant I readily recognize the value of a powerful narrative, especially when it comes to patients and communities that otherwise may not have access to conduits of influence and change.

These stories vividly add a tangible dimension to a compelling body of clinical trial data, observational studies, public health research and a variety of other peer-review literature which has been curated over time and promulgated by public health entities at the state, local and federal levels; advocacy groups across the nation; and health delivery entities of all types.

Coupled with the advances in transformative therapies and improved interdisciplinary delivery of care via entities such as Hemophilia Treatment Centers, there has been a decrease in morbidity, increase in quality in life and an increase in length of life for those living with Hemophilia. But these improvements have not been experienced equitably across the population.

I cannot overstate my belief in this project to increase awareness, empathy, and ability to drive change that results in improved wellness of those with Hemophilia and their families.

Thank you for your attention to this matter. Your stewardship of these stories is a great responsibility. Royal Blood is a powerful concept and contains stories that need to be told.

Very Respectfully,

Leith States

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