

# Media Release

## FOR IMMEDIATE RELEASE

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## LOCAL PHYSICIAN HONORED BY PEERS AT NATIONAL MEETING

ROCHESTER, NY – Local hematologist Dr. Peter Kouides was honored this month by the National Hemophilia Foundation at their annual meeting in San Diego with their first annual Award of Excellence in the Treatment of Bleeding Disorders. This award honors a distinguished physician who has made an outstanding contribution to the advancement of care for women with bleeding disorders.

Dr. Kouides is a most deserving recipient. He intertwined his career around conducting innovative research and providing outstanding medical care.

According to Dr. Donna DiMichele from Cornell University, “Dr. Kouides’ national and international reputation as a leader in the field of von Willebrand Disease and bleeding disorders in women greatly influence and guide the care many physicians provide to these populations of individuals. His great dedication to patients with these disorders, as both physician and clinical researcher, pervades his professional persona.”

Dr. Kouides along with his clinical expertise and service to patients at the Mary M. Gooley Hemophilia Center, is also an avid researcher in bleeding disorders. He is currently involved in several studies to advance knowledge and improve quality of life for women with bleeding disorders. These studies include:

- Women with Bleeding Disorders Study – A study sponsored by the Centers for Disease Control where quality of life is being studied along with PBA (pictorial blood assessment) during and after treatment.
- Levonorgestral Mirena IUD Study - This is a study designed to determine the effectiveness of the Levonorgestral intrauterine device in controlling menorrhagia in women with a diagnosed bleeding disorder.

- TA Study - This study allows women with menorrhagia and a bleeding disorder to be treated with TA (tranexamic acid) during their menstrual periods. This drug though popular in Europe is not yet available in the US and being tested here.

In presenting the award the presenter said, "What colleagues and patients say about Peter is that everything he does ensures that the care he provides is the best care available for the patients. His patient-centered approach is a model for care. He takes the time to interact with families and patients in the non-medical setting, including his participation in the Mary Gooley Center Finger Lakes Triathlon and volunteering at the Hole in the Wall Camp. He is steadfast and focused in his work to study and advance diagnosis and care for women's bleeding disorders."

According to Robert W. Fox, president/CEO of the Mary M. Gooley Hemophilia Center, "This award was well-deserved by Dr. Peter Kouides, and is a tribute to his contributions to the field of bleeding disorders. It is certainly not a coincidence that he was selected as the first recipient of this prestigious award. It is a tribute to his expertise, his scientific contributions and his wonderful way with patients. We are proud and very fortunate to have Dr. Kouides as our Research Director at the Mary M. Gooley Hemophilia Center, but our patients are the ultimate benefactors."

Peter Kouides, MD is board-certified in Hematology, Internal Medicine and Oncology and is Associate Professor of Medicine at the University of Rochester. He has a national reputation for his research into women with heavy menstrual bleeding, and has served on the U.S. Health & Human Services/Maternal and Child Health/Hemophilia Advisory Committee and a myriad of other boards and national committees. He was Associate Medical Director of the Center from 1993-1998, and became Medical Director on January 1, 1999 and is now Research Director.

The Mary M. Gooley Hemophilia Center is a not-for-profit organization whose mission is to improve the lives of people affected by bleeding disorders and iron overload. It is a diagnostic and treatment center established in 1959 by Mary Gooley. It was the first free-standing Hemophilia Center in the U.S. and served as a model for other treatment centers in the country.

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