



Keenova Marks the 2nd Annual National Hand Health Month with New Dupuytren's Contracture Mixed Reality Experience and Awareness Initiatives

September 1, 2026

Monthlong campaign in September aims to elevate awareness of hand health, encourage early detection of Dupuytren's contracture, and connect patients with appropriate care

DUBLIN, Sept. 1, 2026 /PRNewswire/ -- Keenova Therapeutics plc today announced plans for the 2nd Annual National Hand Health Month (HHM), a nationwide U.S. observance held each September that is dedicated to raising awareness about hand health and encouraging people to take action when they notice signs of hand conditions.



"Our hands play a vital role in nearly everything we do," said Stephanie Wenstrup, Head of Marketing at Keenova. "National Hand Health Month encourages people to pay attention to changes in their hands, seek care when needed, and learn more about conditions such as Dupuytren's contracture. At Keenova, we're continuing to invest in innovative ways to advance hand health education and support healthcare providers and the patients they serve."

Dupuytren's Contracture Mixed Reality Program Launch

Dupuytren's contracture (DC) is a buildup of collagen in the hand that forms a rope-like cord that pulls fingers toward the palm so they can't be straightened.^{1,2}

As part of this year's observance, Keenova will debut DC Hand Anatomy, the next generation of its mixed reality (or "spatial computing") educational experience for Dupuytren's contracture, at the American Society for Surgery of the Hand (ASSH) Annual Meeting later this month.

DC Hand Anatomy is designed to help healthcare professionals better visualize hand anatomy, understand Dupuytren's contracture, and engage with educational content through immersive technology. The program builds on Keenova's leadership in innovative healthcare education. Last year, Keenova, which includes the former Endo, was the [first pharmaceutical company](#) to launch an external mixed reality spatial computing program. The next-generation DC Hand Anatomy on display at the ASSH meeting represents the Company's continued commitment to advancing hand health education.

Beyond DC 2.0: How Keenova Is Bringing HHM to Life

In addition to the launch of DC Hand Anatomy, Keenova will support HHM through several awareness and engagement initiatives, including:

- **Digital Outreach:** Targeted digital outreach through social media and online advertising will help educate patients and caregivers about hand health, promote symptom recognition, and encourage individuals to take charge of their health.
- **Online Educational Content:** [Keenova.com](https://www.keenova.com) will feature stories and resources focused on the importance of hand health, including common signs and symptoms of Dupuytren's contracture, a feature on the Tabletop Test to help diagnose the disease, tips for maintaining healthy hands, and tools to help patients locate a hand specialist. Related awareness and educational content will also appear on [Everyday Health](#), a trusted source of health information.
- **ASSH Annual Meeting Activation:** Attendees will have the opportunity to experience DC Hand Anatomy firsthand and engage with interactive educational resources focused on hand anatomy, disease awareness, and patient care.

Why It Matters

Despite the important role hands play in daily life, symptoms of hand conditions are often overlooked or dismissed. According to consumer research, many people with Dupuytren's contracture reported delaying treatment to avoid surgery and adapting to the condition rather than addressing it.^{3*} HHM aims to encourage conversations about hand health, promote earlier recognition of symptoms, and connect patients and healthcare professionals with the information, tools, and resources needed to support earlier intervention and appropriate treatment.

About National Hand Health Month

Our hands are essential to almost every aspect of daily life—from holding a loved one's hand and cooking for our families to throwing a ball with a grandchild to playing golf with a friend. National Hand Health Month highlights the importance of maintaining

hand health and function and emphasizes the crucial role our hands play in our lives. Learn about an underdiagnosed hand condition and unleash the joy of a hands-on life at factsonhand.com.

About Dupuytren's Contracture

Dupuytren's contracture is a lifelong condition that may get worse over time. It's caused by a buildup of collagen in the hand, which forms a rope-like cord that pulls fingers toward the palm so they can't be straightened.^{1,2} As Dupuytren's contracture progresses, it may become difficult for individuals to use their hand(s) for daily tasks and activities.^{1,2} It affects an estimated 13 million Americans.^{4,5†}

About Keenova

Keenova Therapeutics is a leading U.S.-focused branded therapeutics company that strives to help patients with rare or unaddressed conditions live happier and healthier lives.

Keenova's rare disease capabilities underpin our diversified brands portfolio, which is focused across a wide range of specialty therapeutic areas of significant unmet need. These include rheumatology, ophthalmology, nephrology, neurology, pulmonology, orthopedics, urology, and neonatal respiratory critical care.

Headquartered in Dublin, Ireland, Keenova benefits from a strong U.S. manufacturing footprint with facilities in Louisiana, New Jersey, New York, Pennsylvania, and Wisconsin. To learn more, please visit www.keenova.com.

Keenova uses its website as a channel of distribution of important company information, such as press releases, investor presentations, and other financial information. It also uses its website to expedite public access to time-critical information regarding the Company in advance of or in lieu of distributing a press release or a filing with the U.S. Securities and Exchange Commission ("SEC") disclosing the same information. Therefore, investors should look to the Investor Relations page of the website for important and time-critical information. Visitors to the website can also register to receive automatic e-mail and other notifications alerting them when new information is made available on the Investor Relations page of the website.

Information Regarding Forward-Looking Statements

This release contains forward-looking statements, including the potential of Keenova's products to improve health and treatment outcomes. The statements are based on assumptions about many important factors, including the following, which could cause actual results to differ materially from those in the forward-looking statements: satisfaction of, and compliance with, regulatory and other requirements; actions of regulatory bodies and other governmental authorities; changes in laws and regulations; changes in market demand; issues with product quality, manufacturing or supply, or patient safety issues or adverse side effects or adverse reactions associated with Keenova's products; and other risks identified and described in more detail in the "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" sections of Keenova's most recent Annual Report on Form 10-K, and other filings and furnishings with the Securities and Exchange Commission (SEC), all of which are available on the SEC's website (www.SEC.gov) and Keenova's website (www.keenova.com). The forward-looking statements made herein speak only as of the date hereof and Keenova does not assume any obligation to update or revise any forward-looking statement, whether as a result of new information, future events and developments or otherwise, except as required by law.

* Data sourced from 2024 consumer market research based on a web-based survey of 200 adults who were either diagnosed with Dupuytren's contracture or believe they have Dupuytren's contracture based on a detailed description of symptoms.

† Dupuytren's contracture prevalence estimation calculation in the U.S.: Average Dupuytren's contracture prevalence in the U.S. (5%) multiplied by U.S. adult population (~258 million adults per 2020 U.S. Census data) = ~13 million.

References

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4. MedlinePlus Genetics. Dupuytren contracture. National Library of Medicine. Accessed August 7, 2026. <https://medlineplus.gov/genetics/condition/dupuytren-contracture/#frequency>
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