

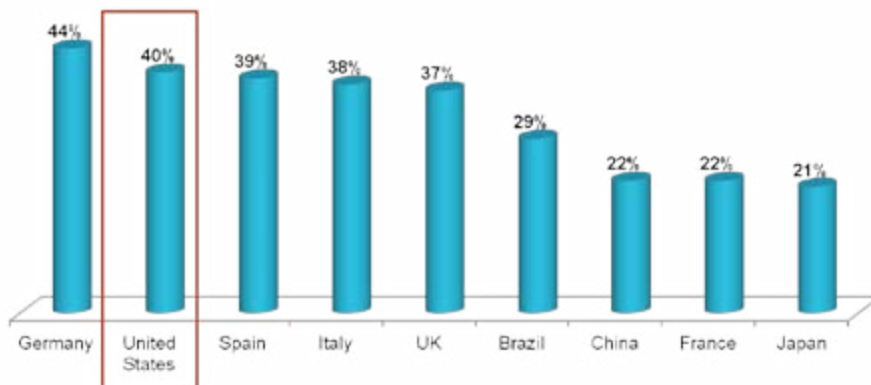
About NHWS

The **National Health and Wellness Survey (NHWS)** database provides disease-specific measures that help healthcare clients size market opportunities, measure direct and indirect costs, gain insight into disease-specific segments and develop marketing and publication strategies directed at specific consumer or patient segments. It provides broad coverage of healthcare, with results that are projected to the population to deliver prevalence information in more than 165 conditions. Access to data-mining patient information is delivered through a 12-month subscription service and includes a First View Therapeutic Condition report covering:

- Epidemiology of the condition
- Patient diagnosis and treatment choices
- Demographic and health profile of sufferers
- Patient compliance and satisfaction
- Utilization of healthcare resources
- Patient attitudes and approaches to healthcare
- Patient-reported outcomes
- Condition-specific questions

February is American Heart Month

Cardiovascular disease is the leading cause of death in the United States, accounting for 26% of deaths annually. While cardiovascular disease is prevalent in other countries, U.S. respondents to Kantar Health's National Health and Wellness Survey (NHWS) have the highest levels of diagnosed heart disease* compared with respondents in other survey countries, with the exception of Germany.



54% of Americans who have heart disease are willing to make any lifestyle changes necessary to avoid having to take a prescription medication. However, they still exercise less and a higher percentage are obese than the U.S. population overall.

Why Kantar Health?

Kantar Health is a global, evidence-based decision support partner to the world's leading pharmaceutical, biotech, device and diagnostic companies. Our 700+ staff in over 40 countries act as catalysts, bringing together clinical, medical and methodological expertise, commercial/marketing know-how and proprietary data. It is this rare combination, together with our unparalleled stakeholder reach, that enables us to mobilize incisive, imaginative and timely ROI-driven solutions, empowering clients to deliver better healthcare options to their customers.

Lifestyle Statistics	Total Population	Diagnosed with Heart Disease
Exercise ‡	66%	61%
Smoke	20%	19%
Drink alcohol	65%	63%
Obese (BMI ≥ 30)	32%	43%

*Cardiovascular conditions include the adult population suffering from angina pectoris, arrhythmia, atherosclerosis, atrial fibrillation, congestive heart failure, deep vein thrombosis, heart attack, high cholesterol, hypertension, left ventricular hypertrophy, peripheral arterial disease, peripheral vascular disease, pulmonary embolism, pulmonary arterial hypertension and stroke/mini-stroke.

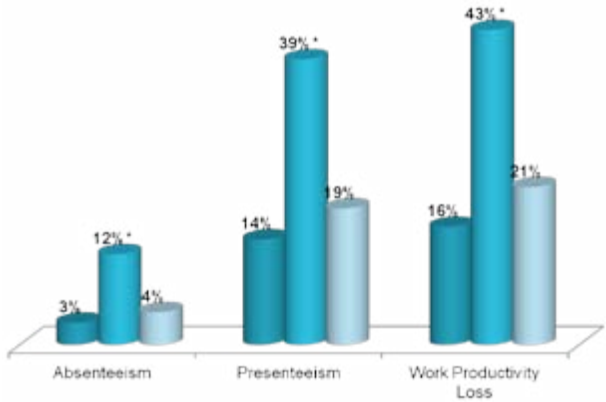
‡At least one day per month of vigorous exercise lasting 20 minutes or more.

Contact Us

For more information on the National Health and Wellness Survey and Kantar Health, please contact Paula Paradise, Vice President of Global Marketing, at paula.paradise@kantarhealth.com or +1-484-442-1431.

A Closer Look at ACS

Work Productivity ‡

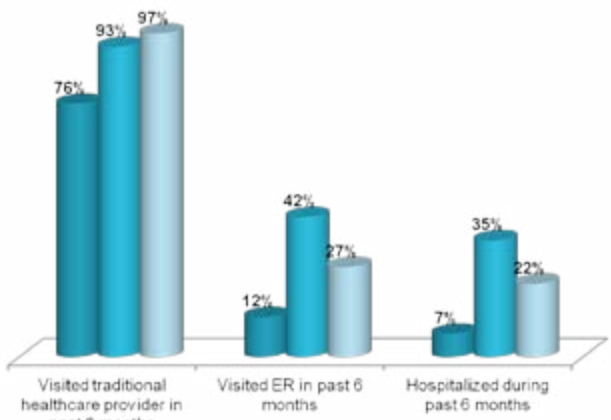


■ Total U.S. Population ■ Experiencing ACS (Age 18-49) ■ Experiencing ACS (Age 50+)
 *Statistically significant difference at 95% confidence level between age groups
 Higher number = worse outcome.

Experiencing ACS has a significant negative effect on patients' physical and mental quality of life. The most notable difference is in mental quality of life among ACS patients aged 18-49, whose mental quality of life is significantly lower than not only non-ACS patients in this age group but also ACS patients aged 50 and older.

Most ACS patients (84%, or 5.3 million) take non-drug steps to manage their condition, such as diet modification, regular exercise, trying to lower their blood pressure and/or cholesterol, quitting smoking and losing weight. Three-quarters (4.7 million) take aspirin or baby aspirin; 30% (1.9 million) take Plavix; and 64% (4.0 million) take another prescription medication.

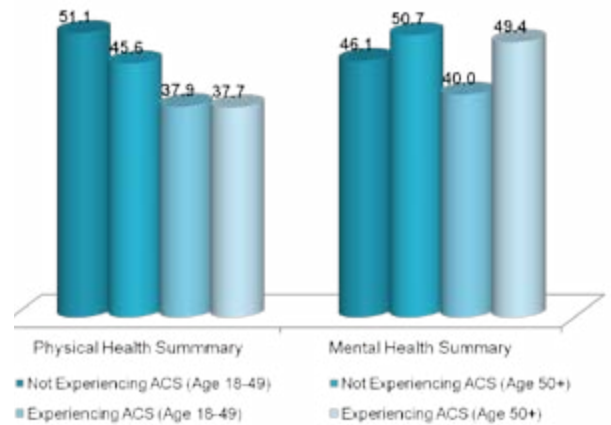
Utilization of Healthcare Resources



■ Total U.S. Population ■ Experiencing ACS (Age 18-49) ■ Experiencing ACS (Age 50+)

Of the 226 million adults in the United States, 2.8% (or an estimated 6.2 million) experience acute coronary syndrome (ACS), which is defined as having experienced a heart attack or been diagnosed with unstable angina. Over one-quarter of ACS patients have had bypass surgery/CAGB, and 9% have had a stent placement. Patients who have a stent have the highest utilization rate of healthcare resources of all patients experiencing ACS (including nearly once-a-month healthcare provider visits), the worst activity impairment, and lower physical and mental health scores. In particular, younger patients with ACS have much higher levels of work productivity loss compared with both the general population and older ACS patients.

Physical and Mental Health Scores



ACS patients also have heavier utilization of healthcare resources, especially ER visits and hospital stays. Not surprisingly, they have higher out-of-pocket costs and much worse work productivity than the average U.S. adult.

Approximately 60% of ACS patients have used some cost-saving strategy for their prescription medications, which is much higher than among the U.S. adult population. The most common cost-savings strategies are asking for generic medications and asking for samples.

‡Absenteeism is the percentage of work time missed due to health. Presenteeism is the percentage impairment while working due to health. Total Work Productivity Loss is the percentage of overall work impairment due to health.