

# HEALTH ON SOCIAL MEDIA

DESIGN AND DATA GATHERED BY KANTAR HEALTH

It includes data from  
**AsthmaMonitor 2015**  
a Kantar Health's research

**ASTHMA**  
Spain Data - May 2016

## WHAT IS ASTHMA?

**Asthma** is a common long term inflammatory disease of the airways of the lungs, hindering air flow and hampering normal breathing. In Spain, it affects more than three million people, both children and adults.

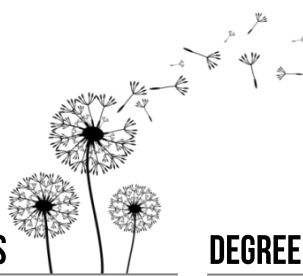
## SOME SYMPTOMS OF THE DISEASE

### THE MORE FREQUENT

- ❖ Coughing (with or without sputum)
- ❖ Wheezing
- ❖ Dyspnea on exertion

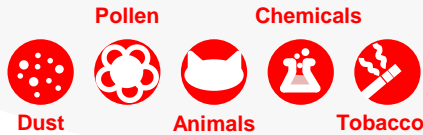
### OTHER

- ❖ Rhinorrhea
- ❖ Nasal congestion
- ❖ Sneezing



## THE MAIN TRIGGERS...

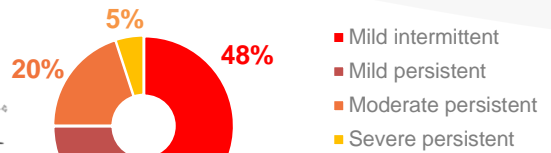
### INHALATION



### ACTIVITY/ENVIRONMENT



## SEVERITY OF ASTHMA IN ADULT PATIENTS (> 18 YEARS OLD)



IF YOU WANT TO KNOW MORE ABOUT  
**ASTHMA**  
CONTACT US

## EMERGENCIES AND HOSPITALIZATIONS

**18%**

went to the emergency room last year

→ **1,7** times a year

**4%**

have been hospitalized in the last year

→ **1,3** times a year  
→ **8** days per year



## DEGREE OF ASTHMA CONTROL

■ Asymptomatic ■ Controlled with symptoms ■ Deficient control

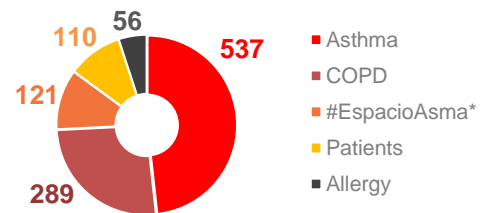


## ASTHMA ON TWITTER

### THE MOST INFLUENTIAL TWEETS

- #Child Asthma:** prevention and pharmacological treatment **#Infographic**  
<https://t.co/y9DK12xTxT>  
**@HospitalMoncloa**
- #Anti-tobaccoLaw** reduces 15% the number of admissions due to **#child asthma** <http://buff.ly/1RwTGs5> según @semfyc  
**@infosalus\_com**
- Why inhalers are so difficult to use? <https://t.co/of44ByTcXN> **#Asthma #COPD** @elmundoes <https://t.co/iErc7v2upw>  
**@HospitalMoncloa**
- Do you know that this portable spirometer gets connected to a Smartphone? **#eHealth #Asthma #COPD** <http://ow.ly/ZfqHv>  
**@SmallAirways\_es**
- Hay fever or pollen **#allergy** appears as rhinitis, conjunctivitis and **#asthma**  
<https://t.co/mzSEqTn6zc> **#WorldHealthDay**  
**@SEICAP**

### THE MOST MENTIONED KEYWORDS



\*The #EspacioAsma hashtag refers to the magazine **Espacio Asma**, an initiative created by "Ediciones Mayo" and sponsored by the pharmaceutical company **Chiesi**, where Asthma-related topics are discussed, both from a clinical practice perspective as well as a continuous learning tool for specialists.

## HOW THE NEW DIGITAL ENVIRONMENT AFFECTS ASTHMA TREATMENT?

The new digital solutions have favoured the appearance of Apps and Webs that offer, both patients and physicians, a support that helps the appropriate asthma control and treatment. Some of the most renowned Apps are:



### ASTHMASENSE

App from **iSonea** that offers data such as pollen levels in real time or reminders to take your medicines, and allows a daily record of measurement of respiratory functions.



### SEPAR ASTHMA AND PREGNANCY

App from **S.E.P.A.R** (Spanish Society of Pulmonology and Thoracic Surgery) that includes a guide with educational materials regarding asthma and pregnancy for specialists.



### MYASTHMA

App from **GSK** that allows physicians to monitor patients that suffer from asthma in real time, using a daily test to the patient.