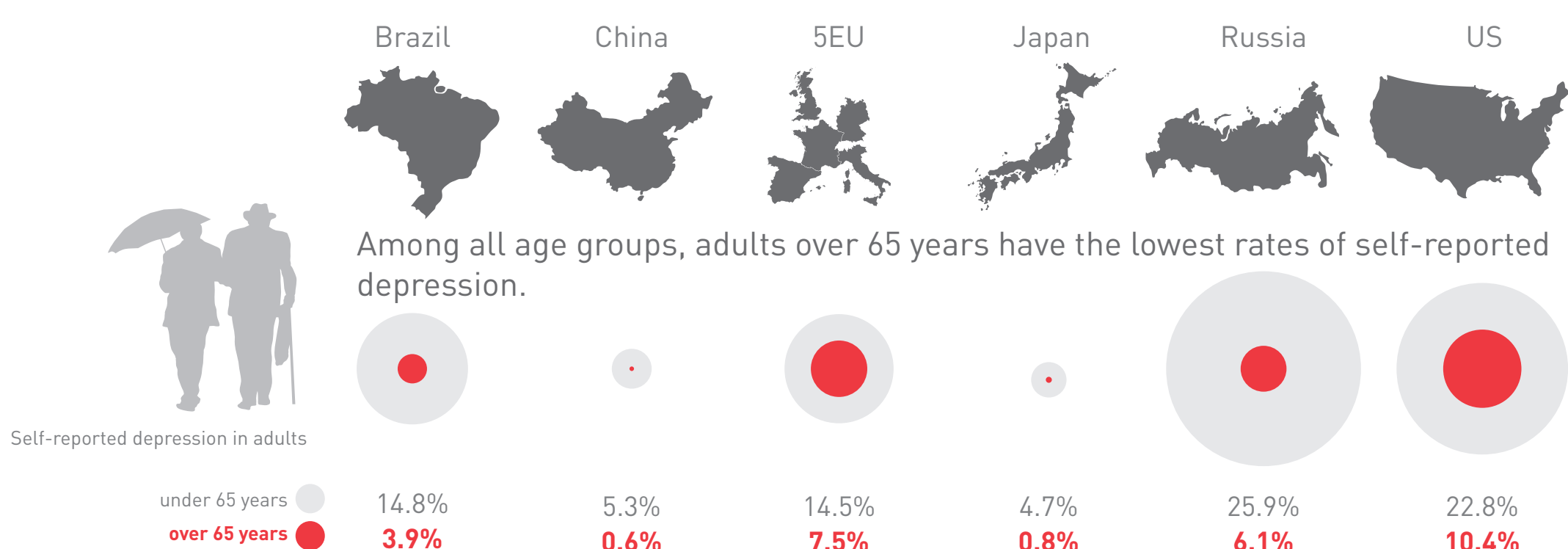
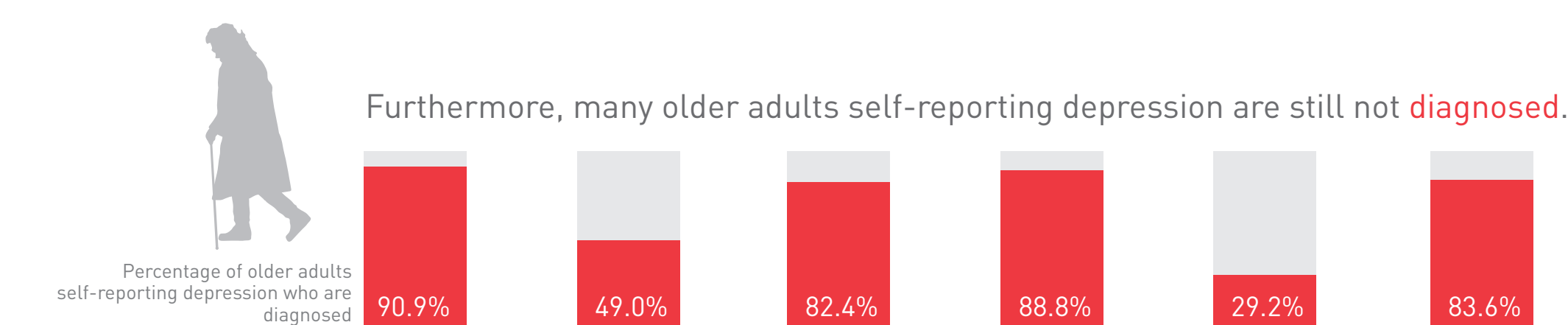


Depression and the Elderly Patient: Not a Normal Part of Growing Older

Depression affects over 350 million people worldwide, according to the World Health Organization, including adults 65 years and older¹. The development of chronic conditions and pain, which are more common in older adults, can also lead to depression². Awareness and treatment are key to managing depression, as it is a highly treatable condition. When left untreated depression can impair daily activities as well as mental quality of life.



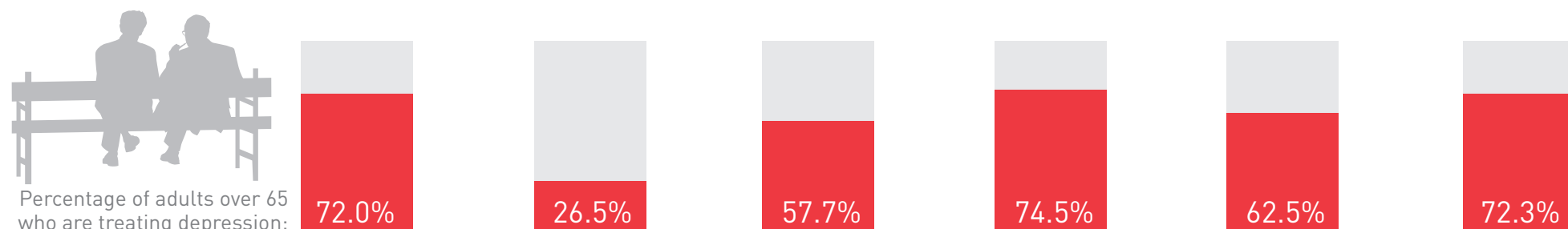
Although self-reported depression is low in older adults, it may go unnoticed and undiagnosed, as patients may not be experiencing sadness as the main symptom, and also may not be willing to discuss their feelings with their doctors.



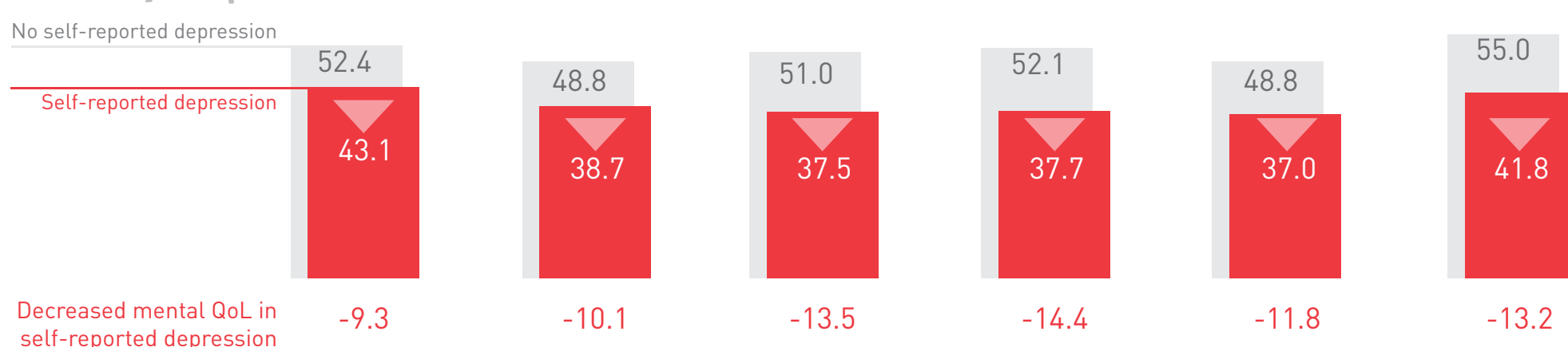
In China and Russia, less than half of older adults self-reporting depression are diagnosed.

This signals the need for increased awareness and diagnosis of depression.

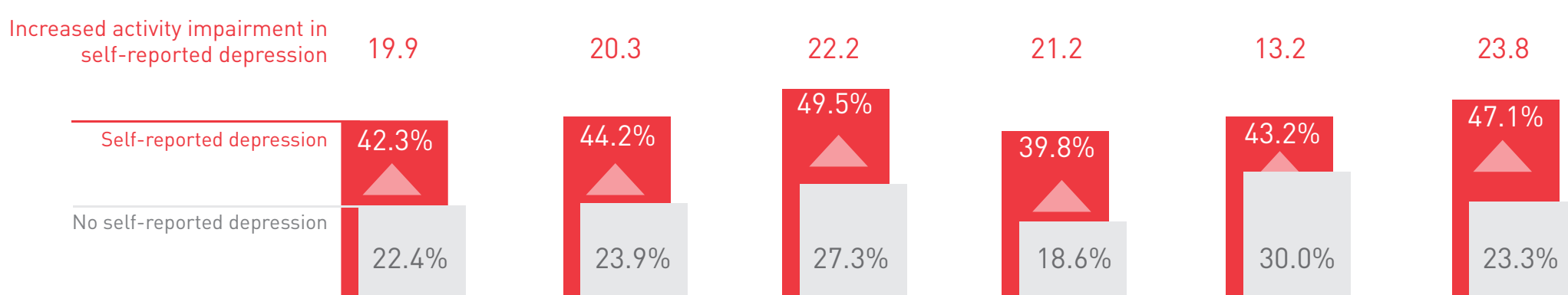
Further, many older adults self-reporting depression are not **treated** with prescription or over-the-counter drugs.



Mental QoL
Older adults reporting depression also reported a significantly lower **mental quality of life** than those who did not report depression.



Activity Impairment
In most cases, adults 65 years and older who self-report depression also report higher rates of **activity impairment** compared with adults who do not report depression.



Awareness, diagnosis and proper treatment are key to healthy living for older adults with depression – it's never too late to make a change.



¹WHO. <http://tinyurl.com/whodepression>
²National Institute of Mental Health. <http://tinyurl.com/depressionNIMH>
³Kantar Health, NHWS, 2012 [Brazil, China, Japan, US], Princeton, NJ.
⁴Kantar Health, NHWS, 2011 [Russia], Princeton, NJ.
⁵Kantar Health, NHWS, 2013 [5EU], Princeton, NJ.
⁶Self-reported depression vs. no self-reported depression