

UNCOVERING ASTHMA

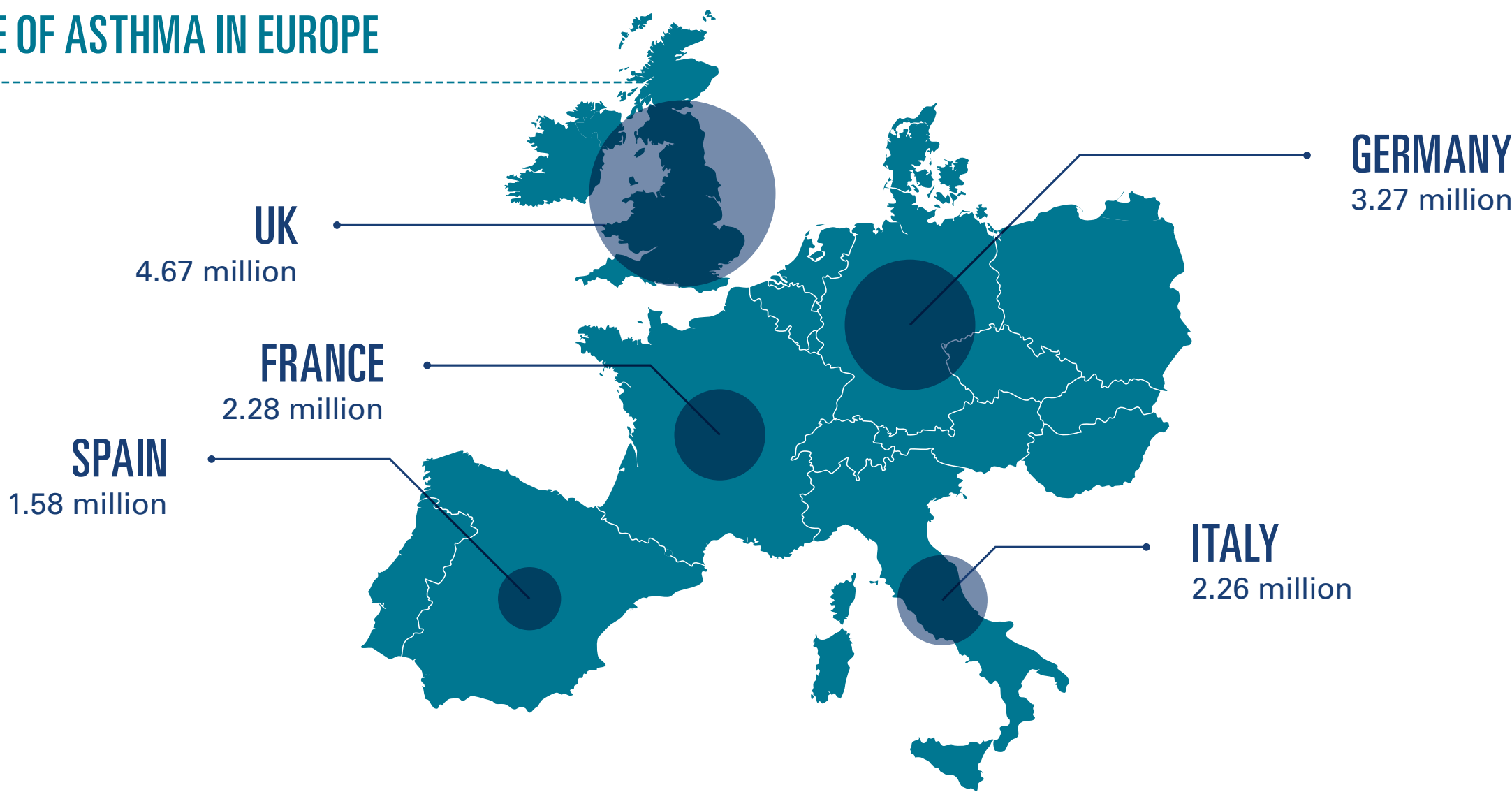
SEVERE ASTHMA ISN'T JUST 'REALLY BAD ASTHMA', IT REQUIRES SPECIALISED CARE

- Severe asthma affects up to **1.5 million Europeans**¹
- Asthma attacks are often triggered by irritants affecting the person's airways which are more sensitive, making it hard to breathe²
- Severe asthma is often described as difficult to control³
- Someone with severe asthma find it difficult to breathe almost all the time

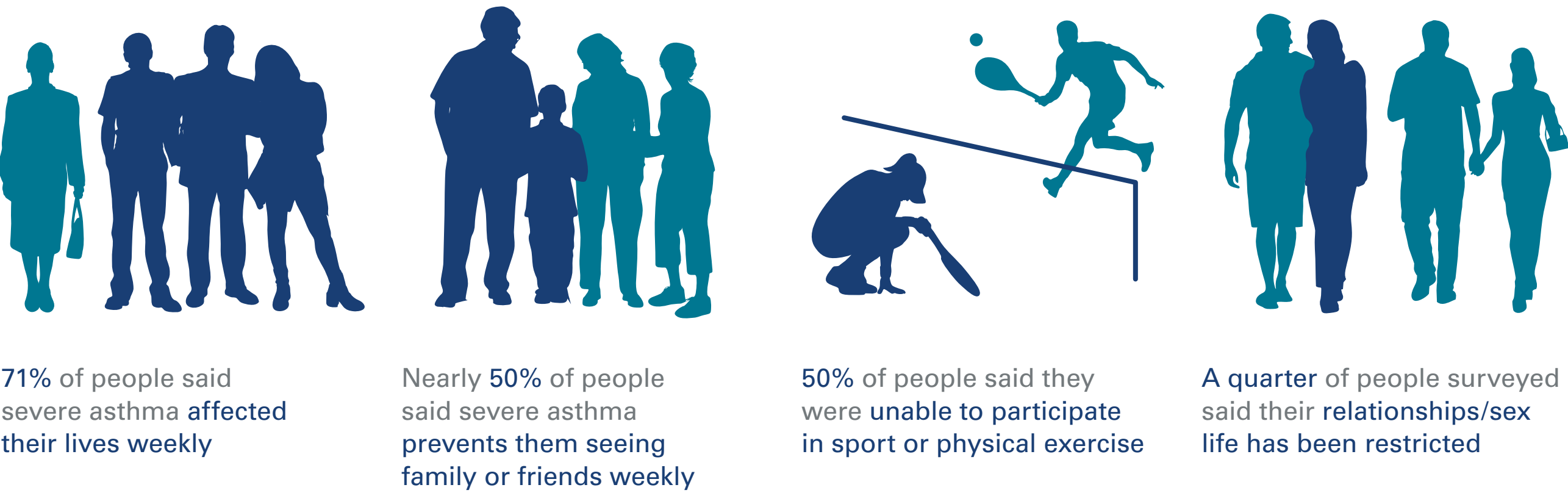
COMMON ASTHMA TRIGGERS:



PREVALENCE OF ASTHMA IN EUROPE



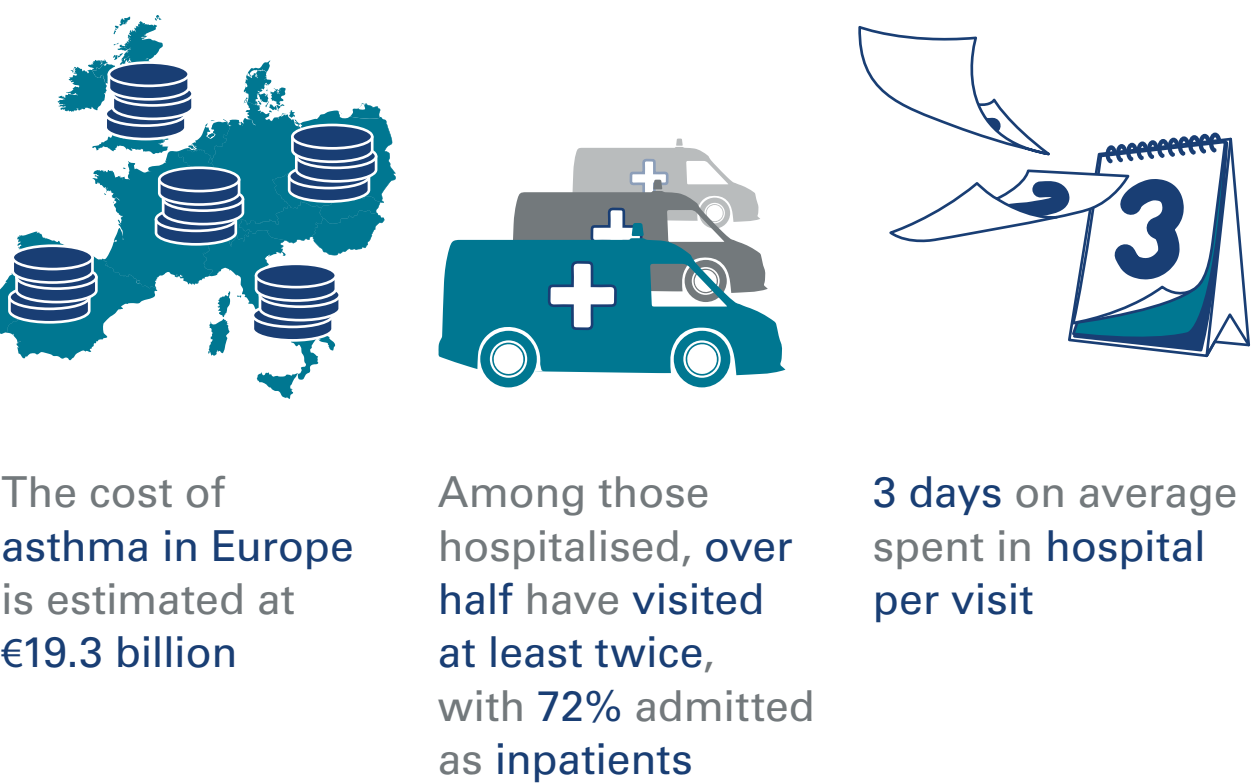
THE PERSONAL IMPACT OF SEVERE ASTHMA⁵



SOCIETAL BURDEN OF SEVERE ASTHMA



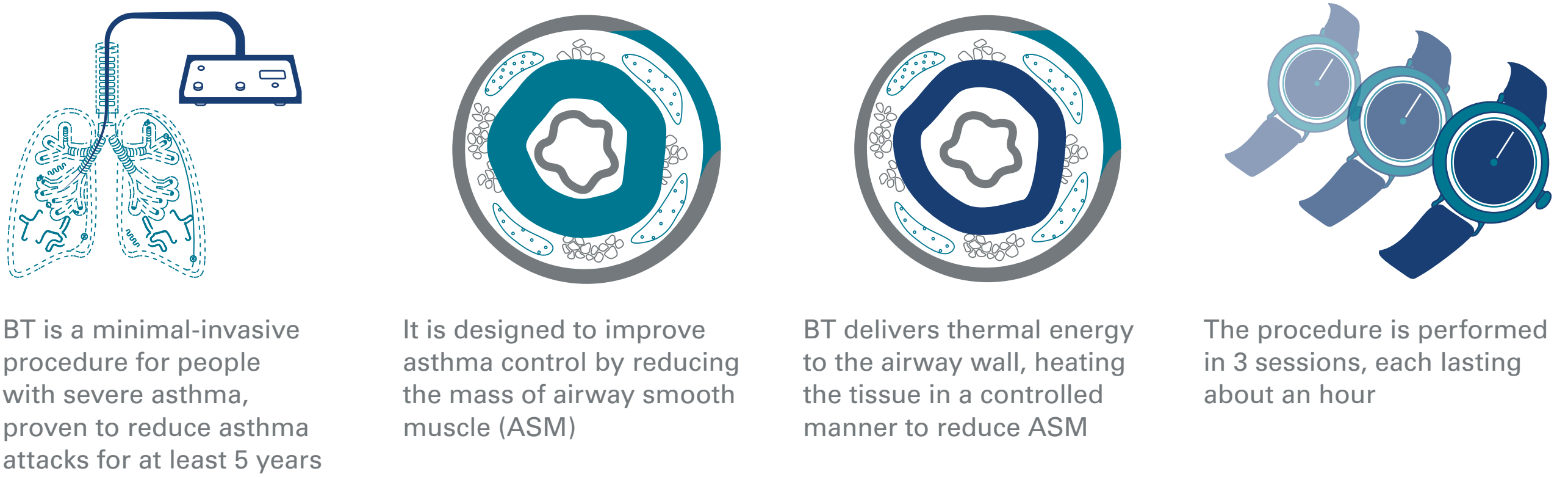
THE INCREASING BURDEN ON HEALTHCARE SYSTEMS



BETTER MANAGEMENT OF SEVERE ASTHMA IS URGENTLY NEEDED



A ONCE IN A LIFETIME NON-DRUG TREATMENT OPTION – BRONCHIAL THERMOPLASTY (BT)^{6,7}



References

1. European Lung White Book. Available online at <http://www.erswhitebook.org/chapters/adult-asthma/>. Last accessed April 2. Asthma UK <http://www.asthma.org.uk/advice-what-is-asthma> Last accessed April 2016 3. Asthma UK <http://www.asthma.org.uk/advice-severe-asthma> Last accessed April 2016 4. Eur Respir Rev 2009; 18: 112, 105–112 Prevalence of asthma control among adults in France, Germany, Italy, Spain and the UK 5. Uncovering Asthma Report 2015. Available online at http://www.bostonscientific.com/content/dam/bostonscientific/BT/Uncovering_Asthma/PDF_Documents/The%20Uncovering%20Asthma%20Report_ENG_230915.pdf 6. AIR2 Extension Study: WechslerM, et al, for the AIR2 Trial Study Group. J Allergy Clin Immunol. 2013;132:1295-1302. 7. AIR2: Castro M, Rubin AS, Lavioleae M, et al. Effectiveness and safety of bronchial thermoplasty in the treatment of severe asthma: A multicenter, randomized, double-blind, sham-controlled clinical trial. Am J Respir Crit Care Med. 2010;181:116–24.