

# UNCOVERING ASTHMA

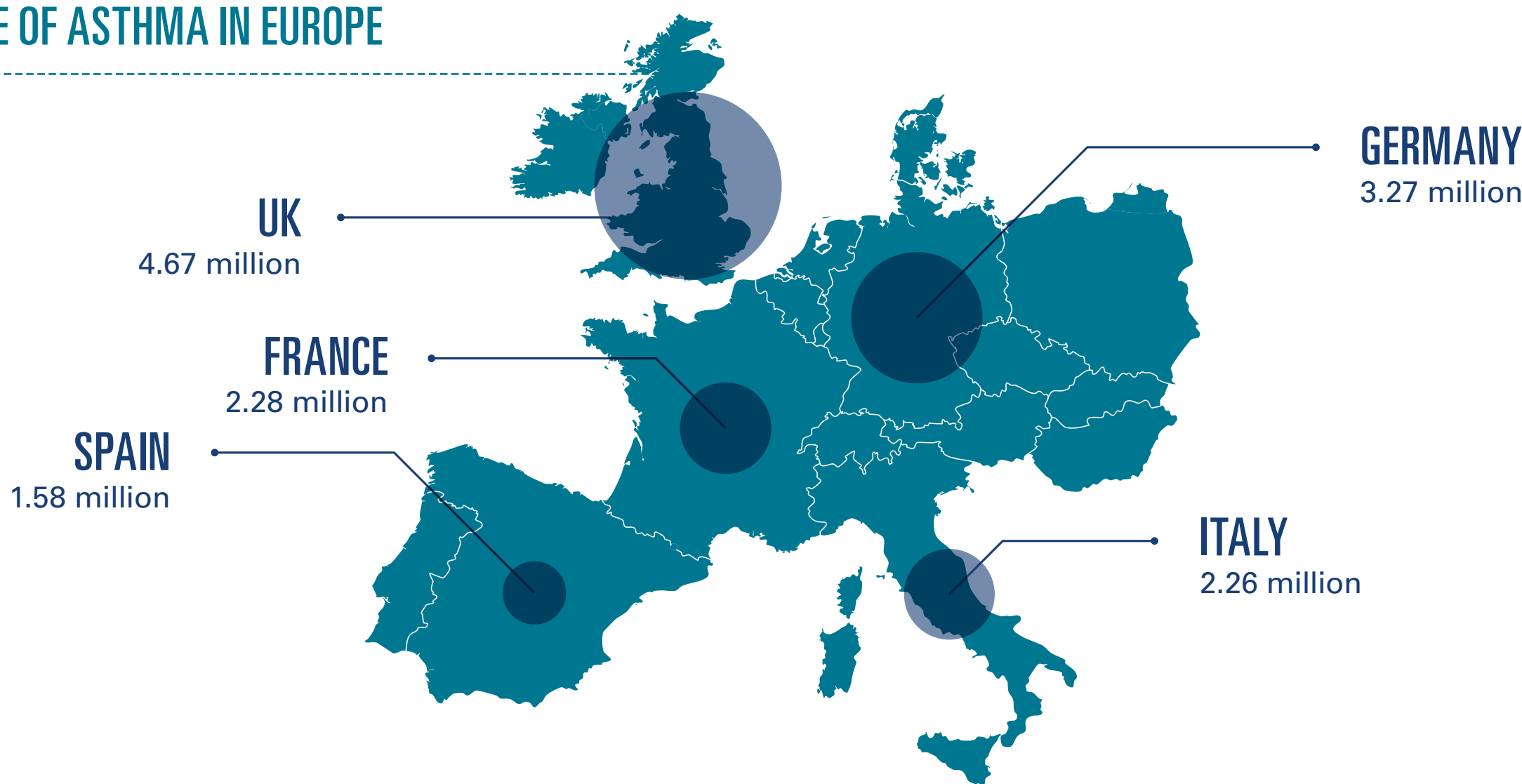
## SEVERE ASTHMA ISN'T JUST 'REALLY BAD ASTHMA', IT REQUIRES SPECIALISED CARE

- Severe asthma affects up to 1.5 million Europeans<sup>1</sup>
- Asthma attacks are often triggered by irritants affecting the person's airways which are more sensitive, making it hard to breathe<sup>2</sup>
- Severe asthma is often described as difficult to control<sup>3</sup>
- Someone with severe asthma finds it difficult to breathe almost all the time

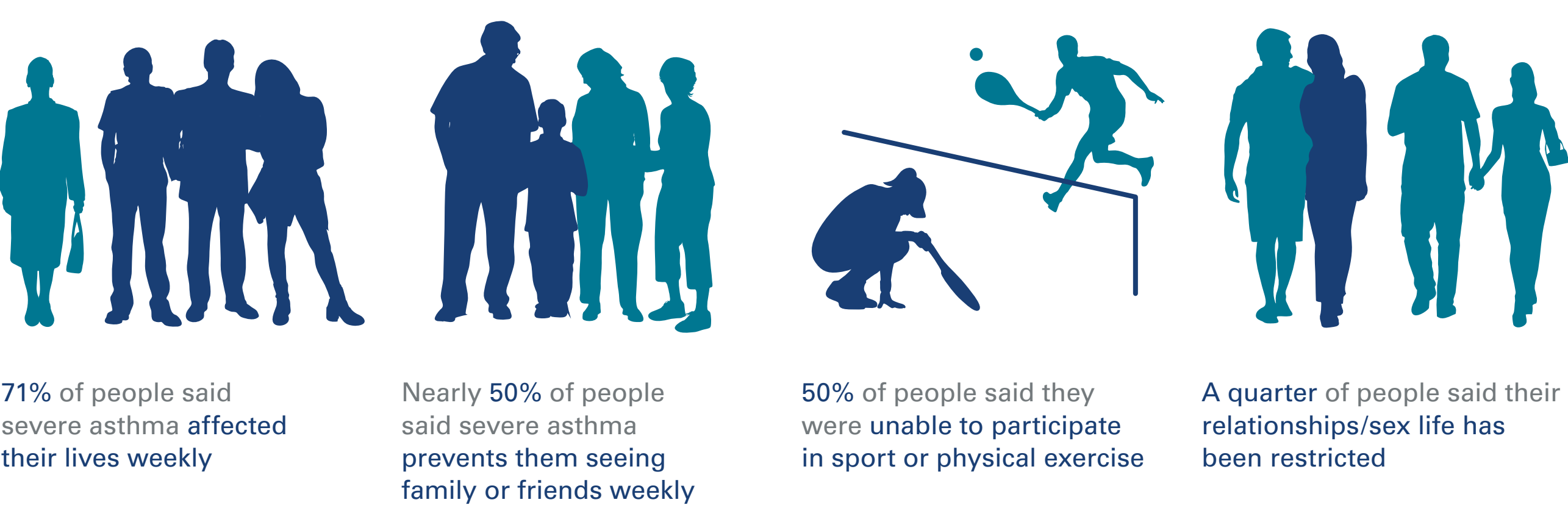
### COMMON ASTHMA TRIGGERS:



## PREVALENCE OF ASTHMA IN EUROPE



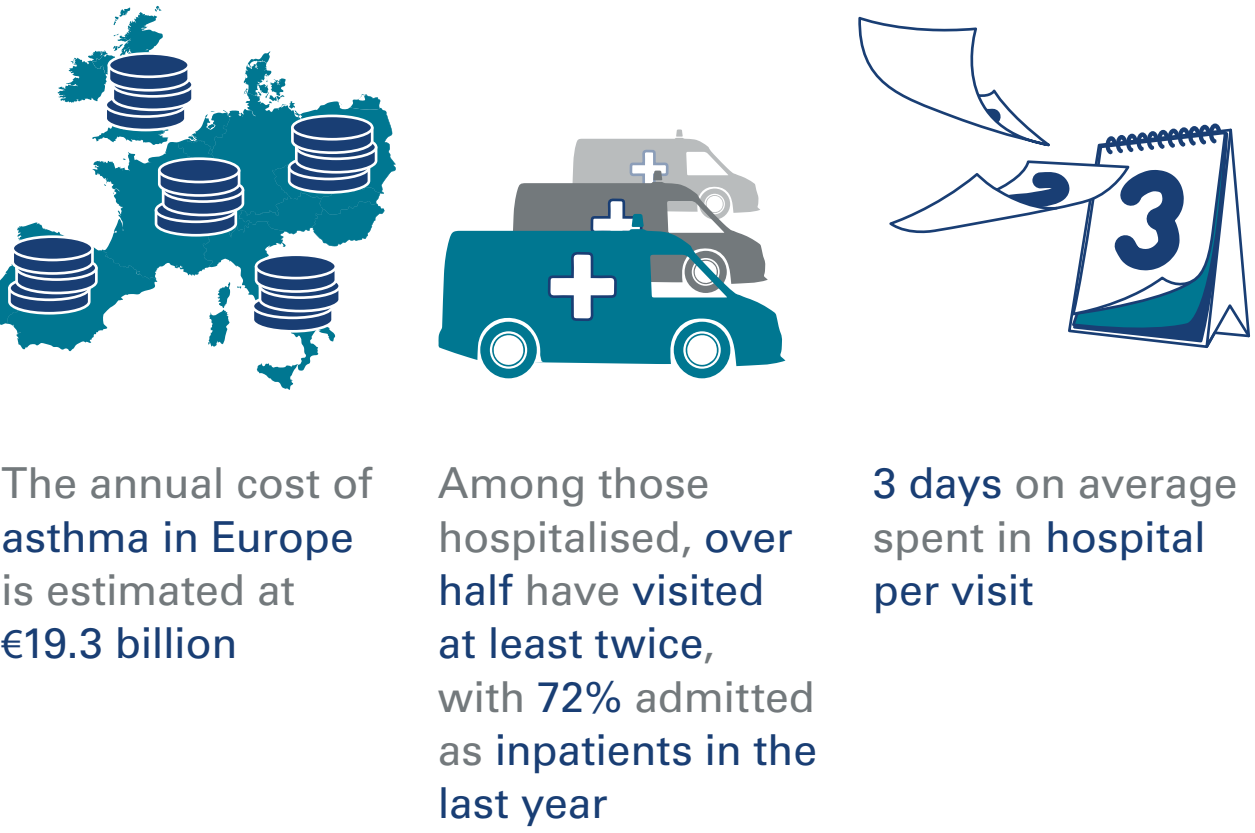
## THE PERSONAL IMPACT OF SEVERE ASTHMA: OUT OF PEOPLE SURVEYED...



## SOCIETAL BURDEN OF SEVERE ASTHMA



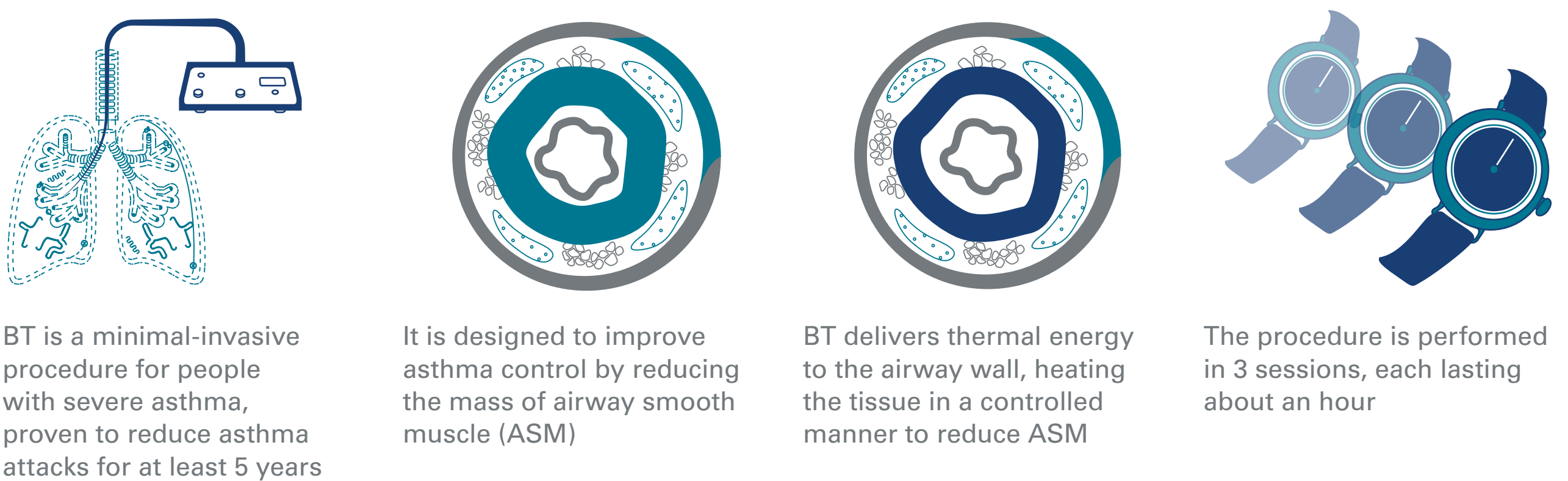
## THE INCREASING BURDEN ON HEALTHCARE SYSTEMS



## BETTER MANAGEMENT OF SEVERE ASTHMA IS URGENTLY NEEDED



## A ONCE IN A LIFETIME NON-DRUG TREATMENT OPTION – BRONCHIAL THERMOPLASTY (BT)<sup>6,7</sup>



References

1. European Lung White Book. Available online at <http://www.erswhitebook.org/chapters/adult-asthma/>. Last accessed April 2016 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](http://www.bostonscientific.com/content/dam/bostonscientific/BT/Uncovering_Asthma/PDF_Documents/The%20Uncovering%20Asthma%20Report_ENG_230915.pdf) 6. AIR2 Extension Study: Wechsler M, 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.

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