UNCOVERING ASTHMA

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

- Severe asthma affects up to 1.5 million Europeans¹
- 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 finds it difficult to breathe almost all the time

COMMON ASTHMA TRIGGERS:









PHYSICAL EXERCISE









Advancing science for life™ PREVALENCE OF ASTHMA IN EUROPE **GERMANY** 3.27 million 4.67 million **FRANCE** 2.28 million **SPAIN** 1.58 million **ITALY** 2.26 million

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



71% of people said severe asthma affected their lives weekly



Nearly 50% of people said severe asthma prevents them seeing family or friends weekly



50% of people said they were unable to participate in sport or physical exercise



A quarter of people said their relationships/sex life has been restricted

SOCIETAL BURDEN OF SEVERE ASTHMA



30% of people surveyed have been late for work⁵



1/4 of people surveyed in work have changed roles or left their job



On average a whole working week is lost due to hospitalisation



The annual cost of asthma in Europe is estimated at €19.3 billion



Among those hospitalised, over half have visited at least twice, with 72% admitted as inpatients in the last year

THE INCREASING BURDEN ON HEALTHCARE SYSTEMS



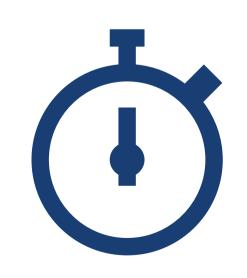
3 days on average spent in hospital per visit

BETTER MANAGEMENT OF SEVERE ASTHMA IS URGENTLY NEEDED



Patients to reappraise the impact of severe asthma

double-blind, sham-controlled clinical trial. Am J Respir Crit Care Med. 2010;181:116-24.



Faster access to specialised severe asthma care

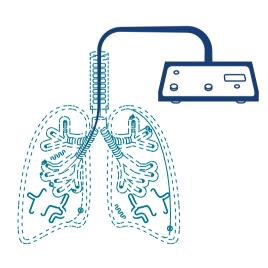


More support for asthma charities to help patients

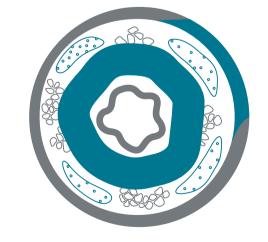


Putting patients at the heart of decisions made

A ONCE IN A LIFETIME NON-DRUG TREATMENT OPTION — BRONCHIAL THERMOPLASTY (BT) 6,7



BT is a minimal-invasive procedure for people with severe asthma, proven to reduce asthma attacks for at least 5 years



It is designed to improve asthma control by reducing the mass of airway smooth muscle (ASM)



BT delivers thermal energy to the airway wall, heating the tissue in a controlled manner to reduce ASM



The procedure is performed in 3 sessions, each lasting about an hour

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