



The COPD Patient and Caregiver Survey Highlights

A national survey of patients and caregivers, conducted as part of the *Built for Me* campaign, highlights the challenges presented by a traditional, “one-size-fits-all” treatment approach and underscores the importance of individualized care and communication across the entire health care team.

This document includes selected highlights from the survey results, focusing on differences between patients and caregivers as well as data that supports the need for personalized care. To request the full survey results - please email BuiltforMeCOPDSurvey@syneoshealth.com

~15.7 MILLION PEOPLE IN THE U.S.
are diagnosed with Chronic Obstructive Pulmonary Disease (COPD)¹



COPD is the
3rd leading
cause of death in the country*¹



every
4 minutes,
COPD claims the life of someone in the U.S.*²

*No treatment has been shown to impact mortality

Adapting to life with COPD can be difficult, the survey revealed³



48%
of patients reported that **finding the treatment that best fits their lifestyle is challenging**

78%
of patients reported the **medication delivery device is important to them**



55%
of patients

wished they knew more about available treatments



58%
of caregivers



37%
of patients believed it is **challenging to find the right resources** to make informed treatment decisions

Patients can underestimate the impact of COPD³



73%
of patients reported they do not let COPD get in the way of living life

The impact of COPD in everyday life

Caregivers  VS.  Patients

55% | **22%**

reported the disease has had a strong or very strong impact on the person with COPD³

74% | **61%**

reported a person with COPD often gives up pursuing activities about which they were once passionate³

50% | **18%**

agreed that COPD impacts the ability to take a vacation³

68% | **41%**

reported COPD can cause a person to feel disengaged from life³

Half of patients reported missing medication doses because they find it challenging to fit treatment into their daily lives³



37%
cited the reason for missing doses as being “on the go”



~1 in 3
patients wished their doctors asked them about **challenges they might be having when administering treatment**

Nearly a quarter of patients

did not feel lifestyle is considered when being prescribed a medication. Only a fraction of those surveyed said the following topics were discussed with their doctor³:

 **36%** use the device without assistance

 **22%** hold the device

 **17%** consider the time necessary to administer the medication

 **18%** set up and clean the device

When speaking with a doctor, nearly 50% of all patients³:

Never or rarely discuss the impact of treatment on their lives

Would like to speak more openly about treatment options

Seek improved dialogue overall



Personalized Treatment for COPD Starts with Your Doctor

Find information, resources and tools at BuiltforMeCOPD.com where you can create a customized conversation starter for important discussions with your doctor about a treatment plan designed for your specific needs and lifestyle.

BuiltforMeCOPD.com

Built for Me Survey Methodology

The COPD Patient and Caregiver Survey was conducted online within the United States by Harris Poll on behalf of Sunovion Pharmaceuticals Inc. between August 30, 2017 - September 18, 2017 among 502 COPD patients age 40+ and 254 caregivers of those diagnosed with COPD ages 18+. Results were weighted for age within gender, region, race/ethnicity, income, region, household size, marital status and education where necessary to align them with their actual proportions in the population using targets sourced from the 2015 National Health Interview Survey. Propensity score weighting was also used to adjust for respondents' propensity to be online. Survey Limitations: All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who agreed to participate in the Harris Poll panel, no estimates of theoretical sampling error can be calculated.³

References

- Centers for Disease Control and Prevention. Chronic Obstructive Pulmonary Disease. Page last updated: September 16, 2016. <http://www.cdc.gov/copd/index.html>. Accessed February 16, 2017.
- National Heart, Lung, and Blood Institute. 4 Reasons to Learn More About COPD. <https://www.nhlbi.nih.gov/health/educational/copd/what-is-copd/four-reasons.htm>. Accessed March 2017.
- Sunovion Pharmaceuticals Inc. COPD Patient and Caregiver Survey, conducted by Harris Poll. September 2017.

