



Sepsis Awareness Study

Summary Report

Final Report | September 2018 | Prepared for:



SEPSIS ALLIANCE

Suspect Sepsis. Save Lives.™

Introduction

Background on Sepsis

Sepsis is a killer. Every year, it kills 270,000 people in the United States – 1 every 2 minutes, more than prostate cancer, breast cancer, and AIDS combined. It is the 3rd leading cause of death overall and the leading cause of death in U.S. hospitals.

Some Facts:

As many as 92% of all sepsis cases originate in the community.

Mortality rates are high. Mortality from sepsis increases by as much as 8% for every hour that treatment is delayed. As many as 80% of sepsis deaths could be prevented with rapid diagnosis and treatment.

Sepsis affects over 30 million people worldwide each year and is the largest killer of children – more than 3 million each year.

More than 1.7 million people in the U.S. are diagnosed with sepsis each year – 1 every 20 seconds and the incidence is rising 8% every year.

Every day, there is an average of 38 amputations in the U.S. as the result of sepsis.

Sepsis is the #1 cause of death in hospitals.

Sepsis is the #1 cost of hospitalization in the U.S. consuming more than \$27 billion each year.

Sepsis is the #1 cause for readmissions to the hospital costing more than \$2 billion each year.

Methodology

Methodology

The survey was conducted online within the United States by Radius Global Market Research on behalf of Sepsis Alliance between May 5 – May 8, 2018 among more than 2,000 adults living in the U.S. The results were weighted to the U.S. census for age, gender, region and income. Surveys were conducted in English.

About Radius Global Market Research

Radius Global Market Research (www.radius-global.com) is one of the largest independent market-research companies. For more than 50 years, the business has partnered with global marketers to develop insight-based strategies that drive brand performance. A superior level of senior team involvement is the hallmark of Radius GMR's approach. Radius GMR is based in New York. Global operations include London-based Radius Europe, Radius MEA in Dubai, and Radius Asia in Beijing.

65% of U.S. adults have heard the term sepsis, when just 4 years ago it was at 44%.



65% in 2018

58% in 2017

55% in 2016

44% in 2015

Executive Summary

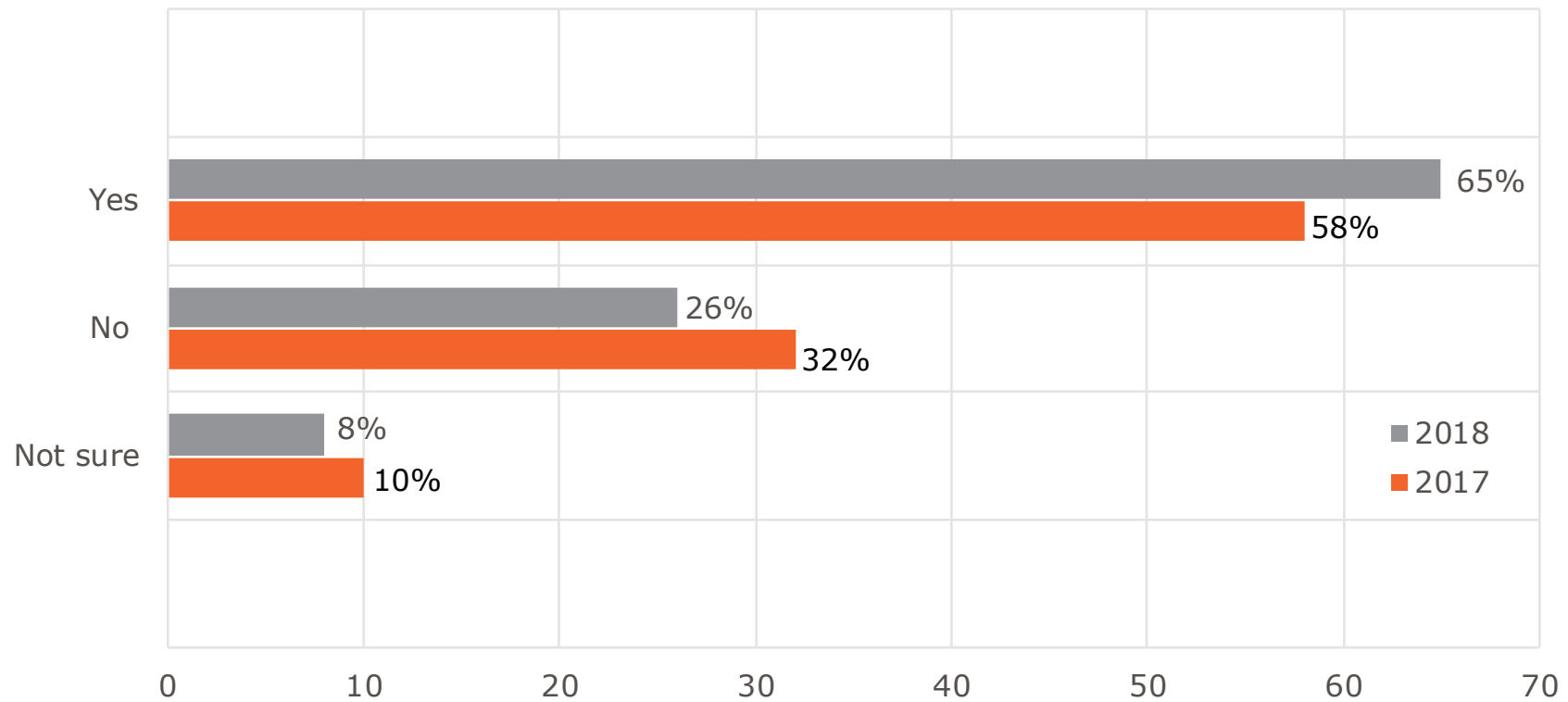
Executive Summary

- Sepsis awareness has significantly increased to 65% over 58% in 2017. This means more than 16 million more adults are aware of sepsis in 2018 compared to 2017.
 - Females are more likely to have heard the term than males (68% vs. 63%).
- Fewer than half (48%) of adults say that an infection is a symptom of sepsis.
- More than a third (36%) say they do not know the symptoms of sepsis, while a majority of adults (94%) say they can identify the symptoms of stroke, even though sepsis is twice as common and twice as deadly as stroke.
 - Only 33% are at least very aware of sepsis, while 72% are at least very aware of stroke.
 - Only 12% correctly identify all four sepsis symptoms, while 25% correctly identify all four stroke symptoms.
- Nearly three quarters (73%) of adults strongly agree that you need to seek urgent medical attention if you see signs of stroke, yet only half (50%) strongly agree that you need to if you see signs of sepsis.

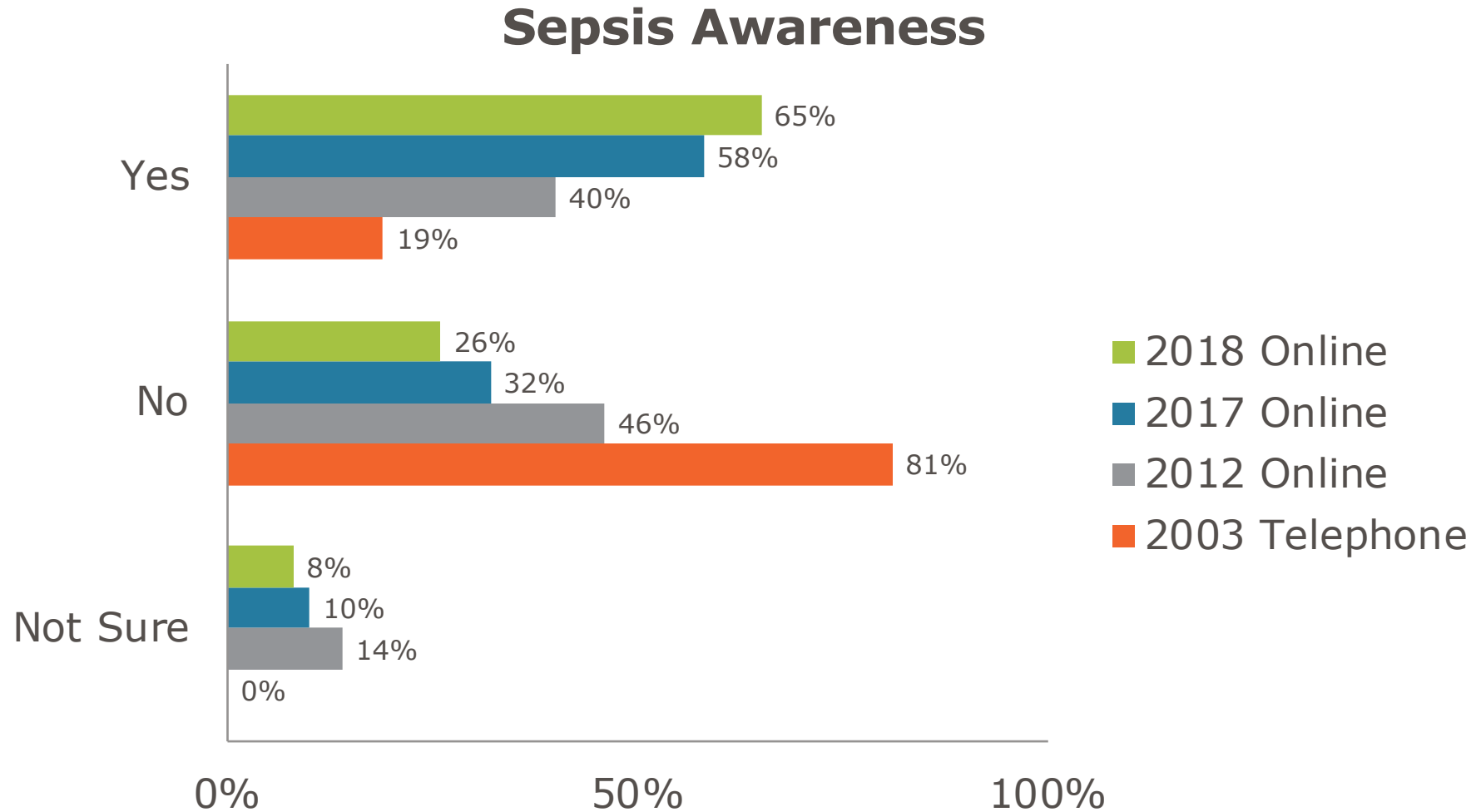
Details

Annual Awareness Level

More than 150 million Americans are now aware of sepsis, an increase of more than 16 million from 2017



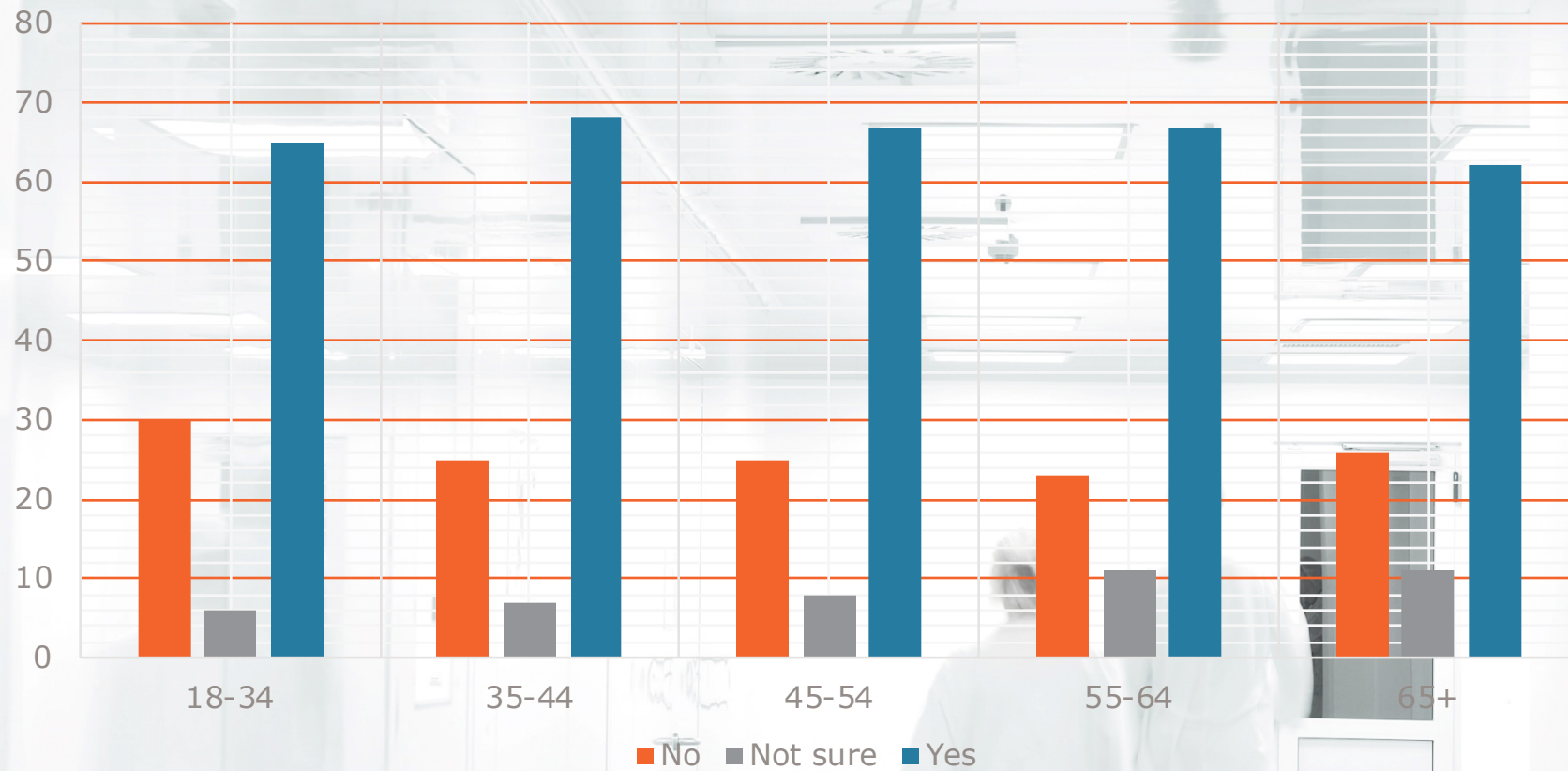
Sepsis awareness levels have grown dramatically with advocacy over the years
There are now more than 60 million Americans who are aware of the term sepsis compared to 2012.



* CANNOT TREND THE DATA FROM ONE METHODOLOGY TO ANOTHER. MAY NOT BE EQUAL TO 100% DUE TO ROUNDING.

Awareness Levels Among Age Groups

There is no significant difference in awareness levels across age groups.

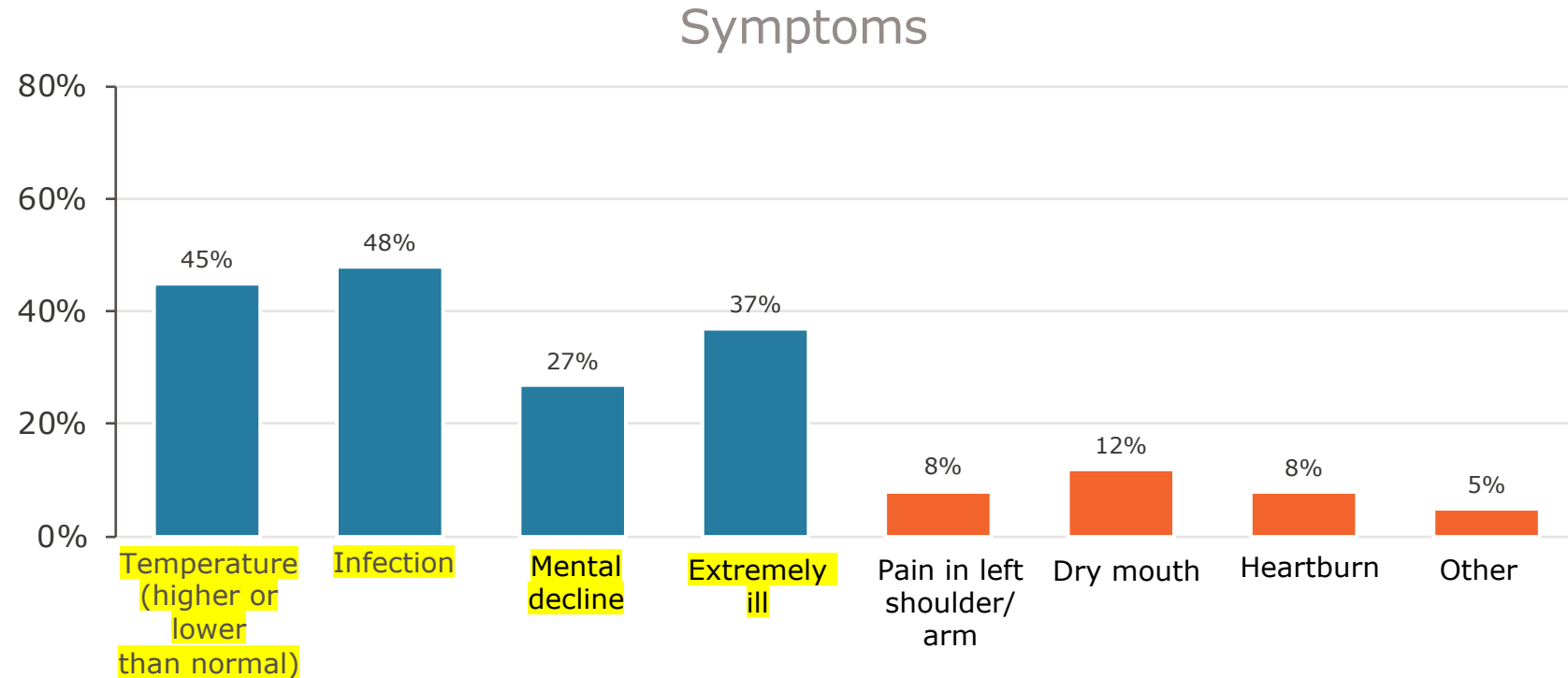


N=2,105
Have you ever heard the term sepsis?

Many conditions, including Ebola and malaria, have higher awareness levels than sepsis

Condition	At least somewhat aware	Never heard of	Never heard of/ Just heard the name
Cancer	95%	2%	7%
Diabetes	94%	2%	5%
Stroke	92%	3%	8%
AIDS	91%	2%	9%
Alzheimer's	91%	6%	9%
Ebola	77%	5%	23%
Malaria	77%	5%	23%
COPD	73%	10%	27%
ALS	69%	11%	32%
Sepsis	57%	25%	42%
MRSA	47%	39%	53%
C-diff	32%	56%	68%
Dengue Fever	33%	44%	67%

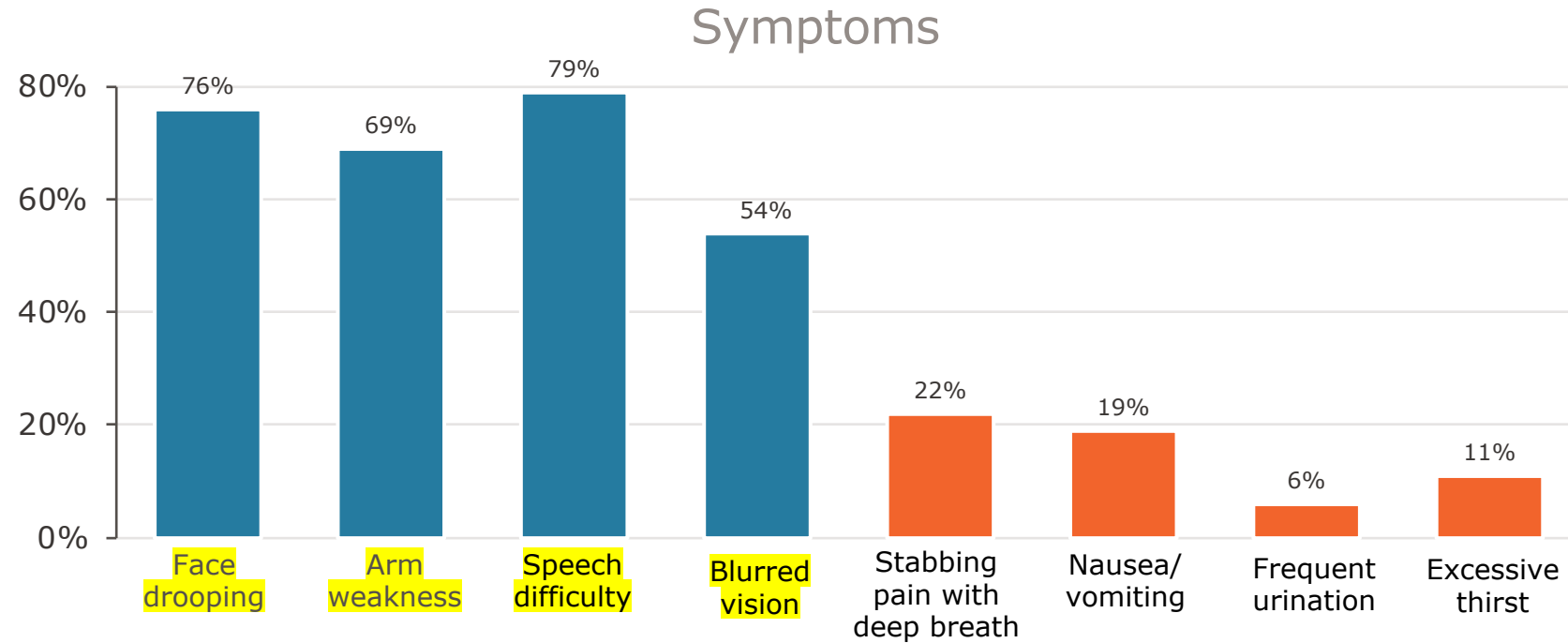
While more than 1.7 million adults are diagnosed with sepsis each year, more than 1/3 do not know the symptoms.



✓ Yellow highlights sepsis symptoms

✓ 36% say they do not know the symptoms of sepsis

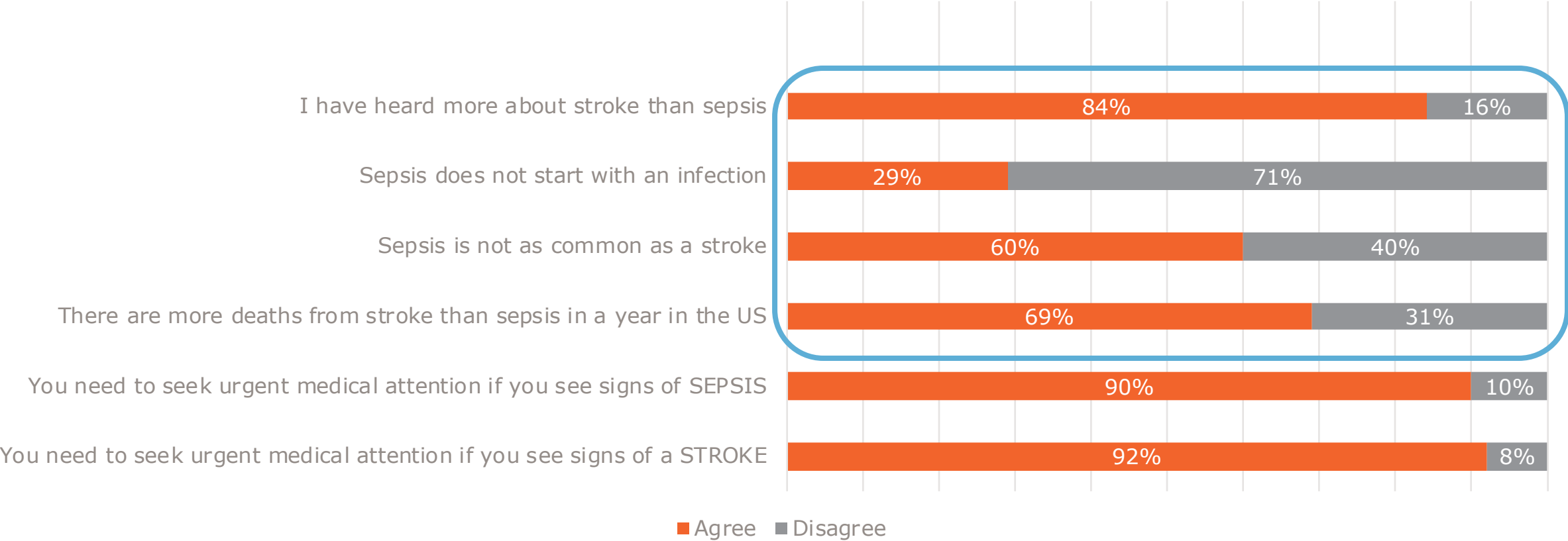
The majority of adults can identify the top symptoms of stroke.



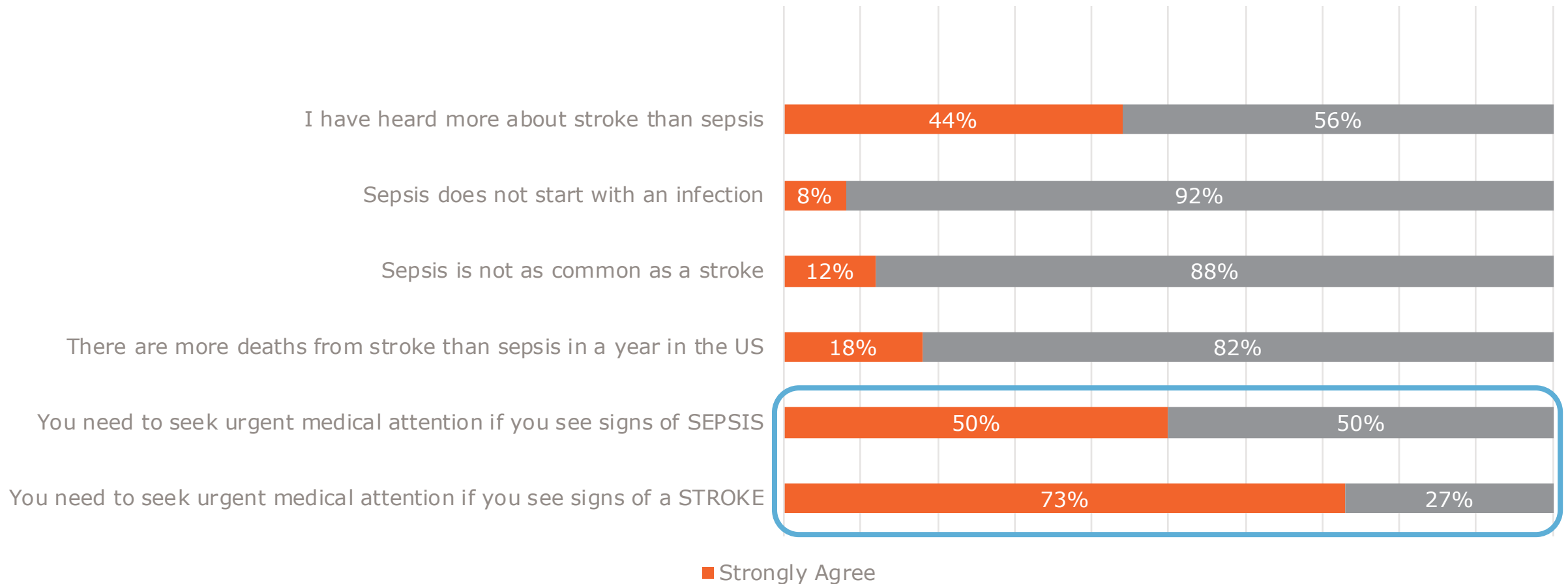
✓ Yellow highlights stroke symptoms

✓ 6% say they do not know the symptoms of stroke

Sepsis is twice as common and twice as deadly as stroke, yet nearly 70% believe that there are more deaths from stroke than sepsis in a year in the U.S.



While awareness of sepsis continues to rise, it is still not well understood. Sepsis kills more than 270,000 people each year in the U.S., yet only half strongly agree that you need to seek urgent medical attention if you see signs of sepsis.





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