



AHEAD OF WHAT'S NEXT.

## Sepsis Awareness 2013

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## Background

- Sepsis is the 3<sup>rd</sup> leading killer in the US. <sup>1</sup>
- There are an estimated 215,000 deaths per year in the US due to Sepsis. <sup>1</sup>
- Sepsis has been defined by the Society of Critical Care Medicine and American College of Chest Physicians Consensus conference as a **systemic inflammatory response syndrome caused by infection**. <sup>2</sup>
- A study among US community hospitals showed the rate of severe Sepsis hospitalization almost doubled during an 11-year period studied and is considerably greater than has been previously predicted. Mortality from severe Sepsis also increased significantly over 10 year period.<sup>3</sup>

1 Angus, DC; Linde-Zwirble, WT; Lidicker, J; Clermont, G; Carcillo, J.; Pinsky, MR "Epidemiology of severe Sepsis in the United States; analysis of incidence, outcome and associated costs of care." *Critical Care Medicine* 2001 Jul; 29 (7): 1472- 4.

2 Bone, RC; Balk, RA; Cerra, FB; et al. "Definition for Sepsis and organ failure and guidelines for the use of innovative therapies in Sepsis. The ACCP/SCCM Consensus Conference Committee." *American College Chest Phys/Soc Critical Care Medi Chest* 1992; 101: 1644 – 1655.

3 Dombrowskiy, VY; Martin, AA; Sunderram, J; Paz, HL. "Rapid increase in hospitalization and mortality rates for severe Sepsis in the United States: a trend analysis from 1993 to 2003." *Crit Care Med*. 2007 May;35(5):1414-5.



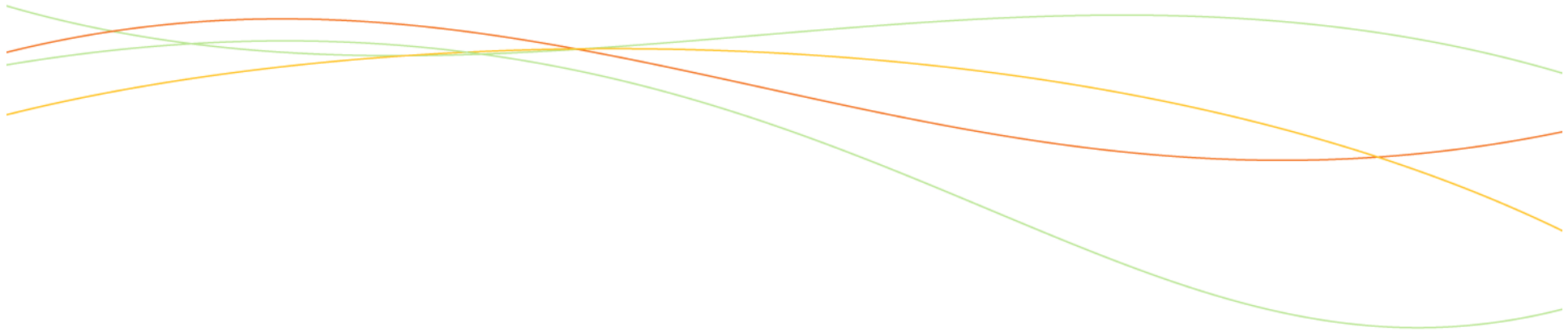
## Objectives

- **Key objectives of this study were to:**
  - Review/Compare findings from 2003 and 2010, 2011,2012 for the US market only
  - Determine the current awareness of Sepsis in the United States;
  - Explore how the Americans in this study define Sepsis.
  - In 2012, we switched the research methodology from telephone to online to use as a transition year.
  - In 2013, we changed the open-ended question to a multiple response question.
  
- *Results from this study are intended for public release.*



## Methodology and Sample Design

- This survey was conducted as part of the Harris Interactive omnibus online survey.
- The sample is representative (weighted) of the U.S. adult population living in in the continental United States.
- The survey was conducted using HPOL, Harris Interactive panel of respondents recruited through multiple sources.
- Sample consists of 2,572 adults (1,175 men and 1,397 women) 18 years of age and older.
- Interviewing occurred June 4-6, 2013.



# Executive Summary



## Executive Summary

### About four in ten Americans have heard of the term Sepsis.

- With 12% are not sure if they had heard of the term.
  - Women are more likely than men to report having heard the term Sepsis (49% v. 38%).
  - Those age 35+ are more likely to report having heard the term Sepsis than those under 35 (47% vs. 34%)

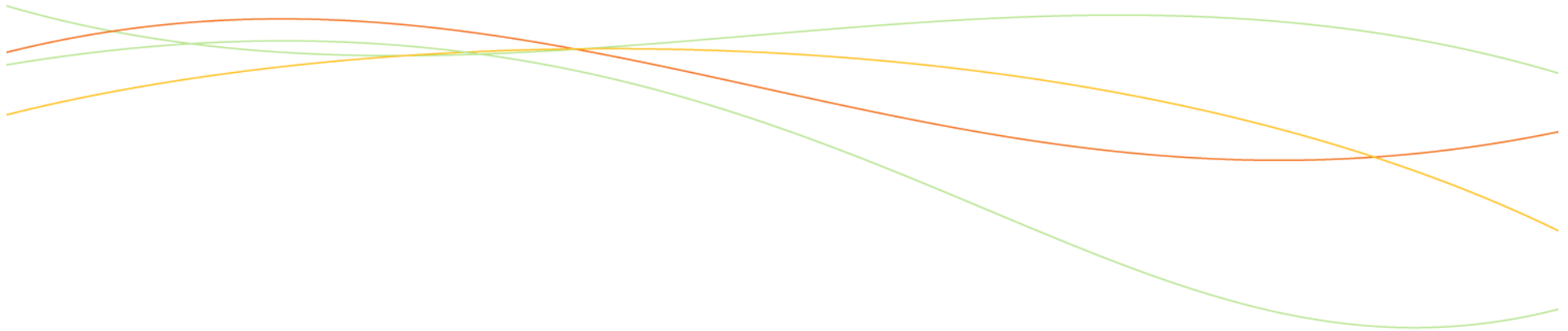


## Executive Summary

**Of those who have heard of the term Sepsis, nearly 2/3 believe Sepsis is the body's often deadly response to infection.**

- 9% of those who have heard of the term incorrectly identified descriptions of Sepsis.
  - Men were more likely to incorrectly identify true statements than women (14% v. 6%)
  - The youngest Americans are more likely to believe that Sepsis is a rare disease (16% of those ages 18-34 compared to 8% for ages 35-44 , 5% for ages 45-54 ,9% for 55 and over).

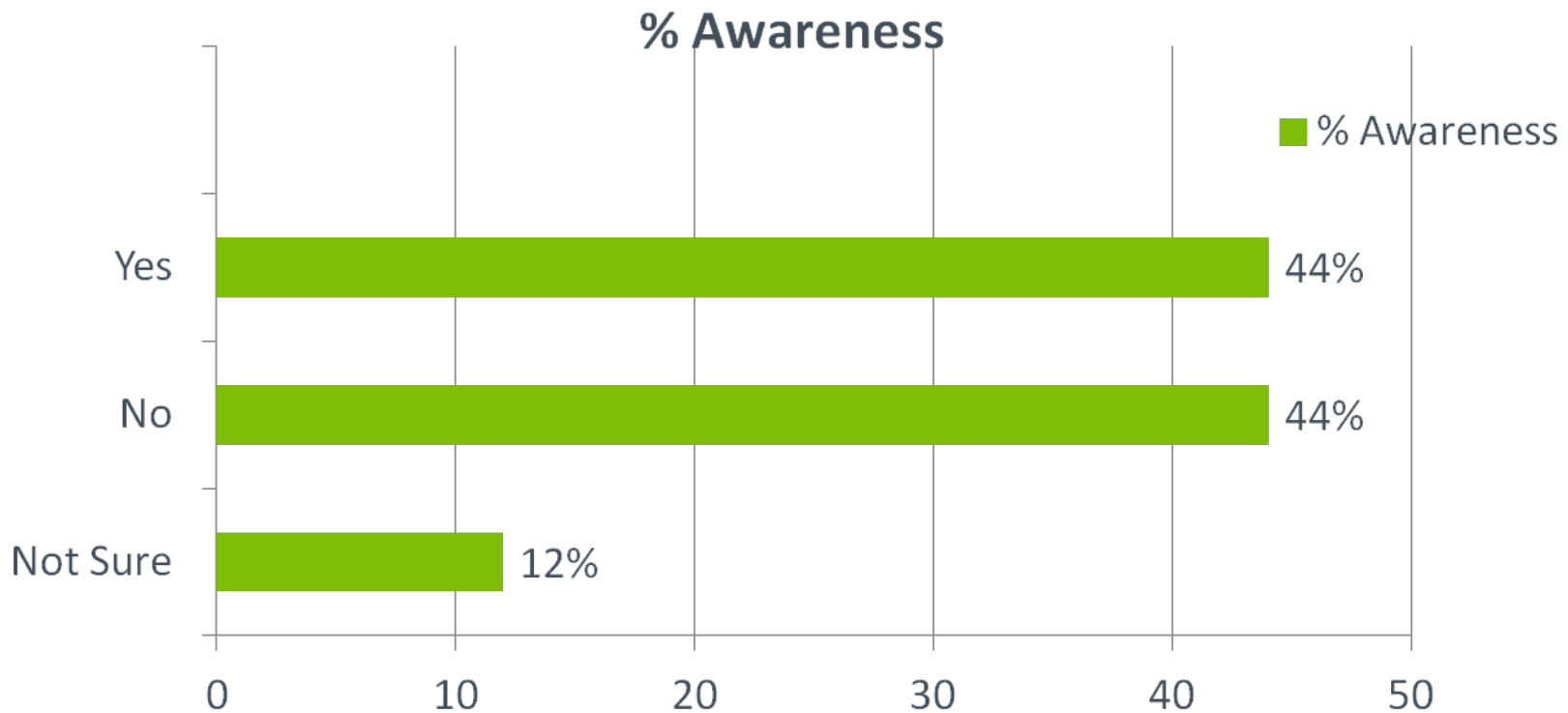




# Detailed Findings



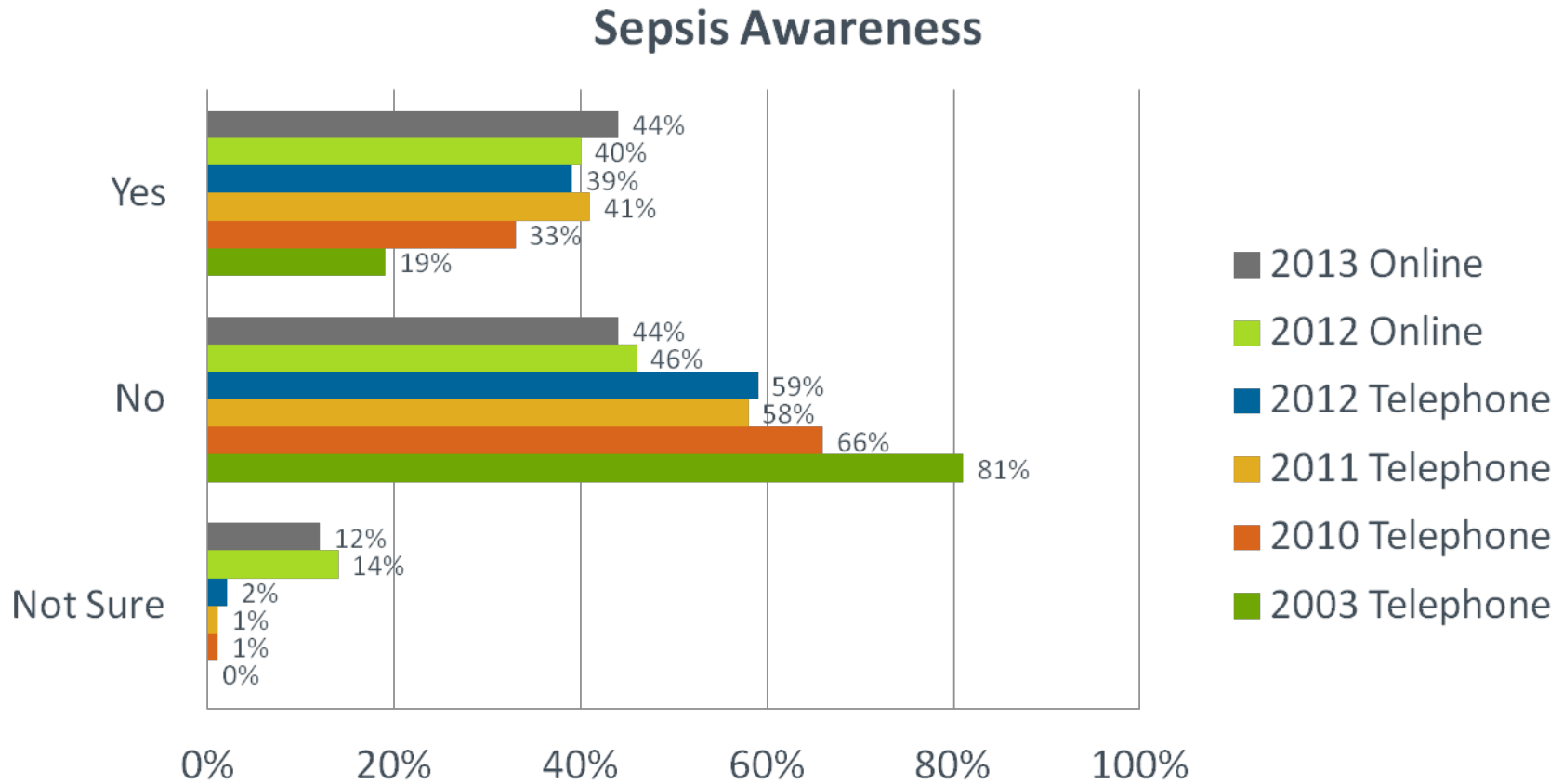
**More than 40% of US adults have not heard of the term Sepsis.**



2013 Online Data

QS1: Have you ever heard of the term Sepsis?

The awareness level for the term Sepsis is similar from previous years.\*



\*Cannot trend the data from one methodology to another,



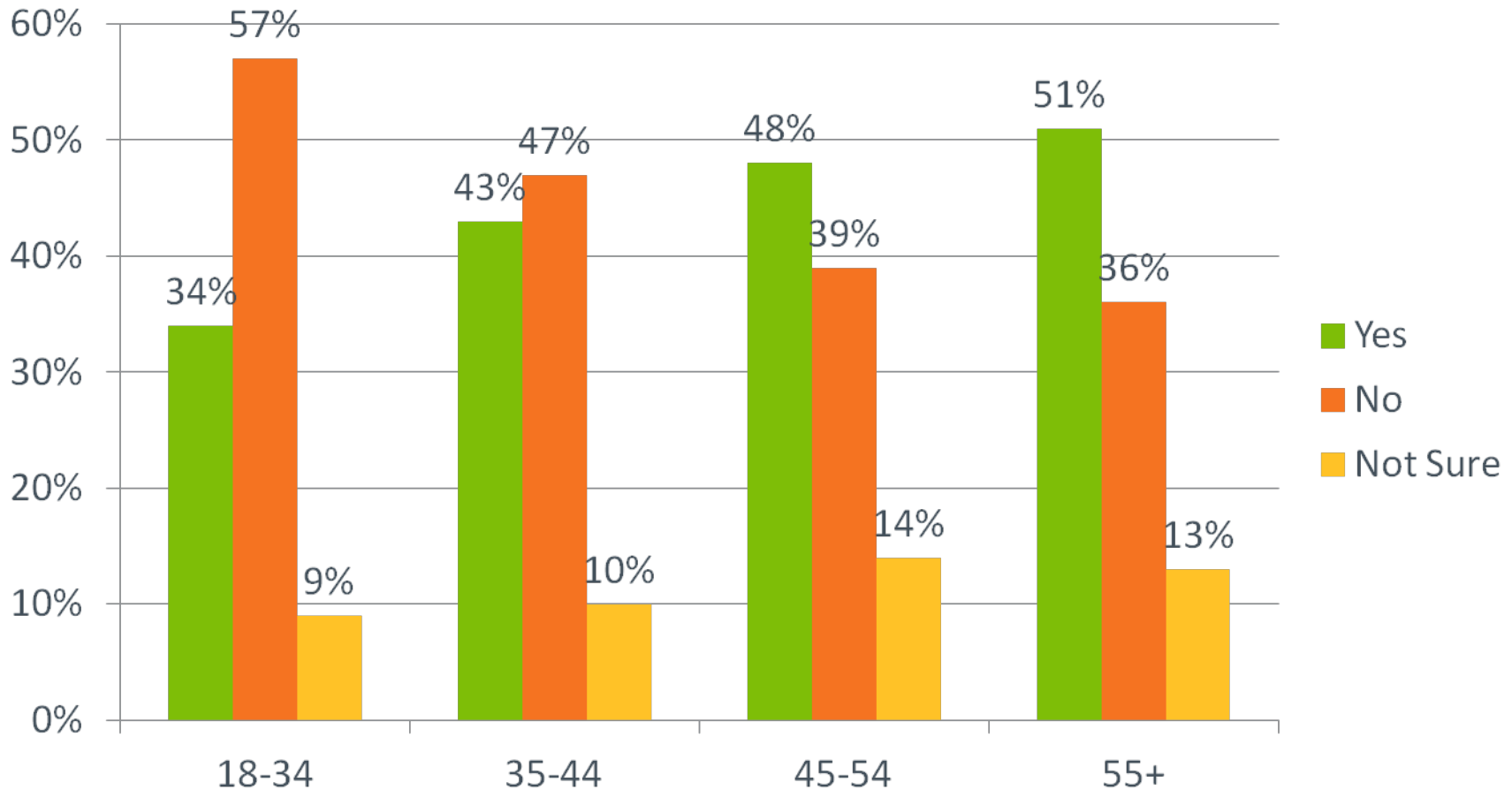
**Women are significantly more likely to have heard the term Sepsis than men.**

2013 Online Data	Men (n = 1,175)	Women (n = 1,397)
Yes	38%	49%*
No	51%*	38%
Not Sure	11%	12%

\* Indicates significant difference between men and women.

QS1 Have you ever heard of the term Sepsis?

## The younger Americans are significantly less likely to have heard of the term Sepsis.



2013 Online Data  
QS1 Have you ever heard of the term Sepsis?

## Men are more likely to incorrectly identify true statements about sepsis than women.

2013 Data	Men (n=582)	Women (n=886)
Sepsis is the body's often deadly response to infection	57%	68%*
Sepsis is sometimes know as blood poisoning	58%	65%*
Sepsis is a medical emergency	55%	57%
Sepsis is a rare disease	13%*	7%
Sepsis is something you can only catch in the hospital	10%*	5%
None of these	11%*	4%
True Statements Only	70%	85%*
False Statements Only	3%	2%
False and None of these	14%*	6%

Base: Those that have heard the term Sepsis/Not sure.  
 QS2 Which of the following, if any, is true about sepsis?

## Younger adults are more likely to incorrectly identify that Sepsis is a rare disease.

2013 Data	18-34 (n=379) A	35-44 (n=217) B	45-54 (n=225) C	55+ (n=647) D
Sepsis is the body's often deadly response to infection	60%	64%	65%	65%
Sepsis is sometimes know as blood poisoning	56%	63%	62%	66%A
Sepsis is a medical emergency	56%	60%	59%	53%
Sepsis is a rare disease	16%BCD	8%	5%	9%
Sepsis is something you can only catch in the hospital	8%B	1%	6%	10%B
None of these	10%	6%	6%	6%
True Statements Only	71%	85%A	83%A	78%A
False Statements Only	4%	2%	2%	2%
False and None of these	14%D	8%	9%	8%

Base: Those that have heard the term Sepsis/Not sure.  
 QS2 Which of the following, if any, is true about sepsis?