



nielsen

SEPSIS AWARENESS RESEARCH 2016

Conducted on behalf of



SEPSIS ALLIANCE

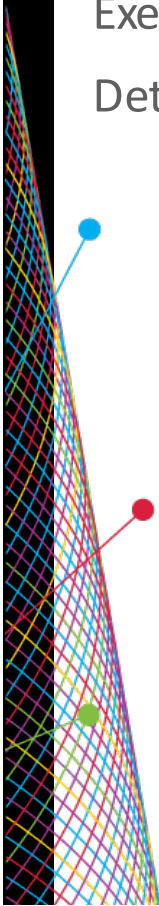
Suspect Sepsis. Save Lives.

July 2016

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BACKGROUND

- Sepsis is the 3rd leading killer in the US. ¹
- There are an estimated 258,000 deaths per year in the US due to Sepsis. ²
- 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.** ³
- 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 a 10 year period.⁴
- A recently released study showed that sepsis contributed to 1 in every 2 to 3 deaths, and most of these patients had sepsis at admission. ⁵

1 Angus, DC; Linde-Zwible, 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 July (7): 1472-4.

2 Elxhaur, A; Friedman, B; Stranges, E "Septicemia in U.S. Hospitals, 2009." *Agency for Healthcare Research* 2011 Oct.

3 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.

4 Dombrovskiy, 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.

5 Liu, V; Escobar, G; Green, J; Soule, J; Whippy, A; Angus, D; Iwashyna, T "Hospital Deaths in Patients With Sepsis From 2 Independent Cohorts" *JAMA* 2014 May.

OBJECTIVES

- Key objectives of this study were to:
 - Review/Compare findings from 2003 and 2010, 2011,2012, 2013, 2014 and 2015 for the US market only
 - Determine the current awareness of Sepsis in the United States
 - In 2012, we switched the research methodology from telephone to online to use as a transition year.
 - For 2016, we changed questions to look at 3 key areas:
 - Comparing awareness levels year over year
 - Determining where first heard of the term sepsis
 - Uncovering if are aware the most common symptoms of sepsis

• *Results from this study are intended for public release.*

METHODOLOGY

- This survey was conducted as part of the Harris Poll omnibus online survey.
- The sample is representative (weighted) of the U.S. adult population living in the continental United States.
- The survey was conducted using HPOL, Harris Interactive panel of respondents recruited through multiple sources.
- Sample consists of more than 2,000 adults 18 years of age and older
- Interviewing occurred June 23-27, 2016 and July 5-7, 2016.

Abbreviated methodology version for release:

This survey was conducted online within the United States by Harris Poll on behalf of **Sepsis Alliance** from June and July, 2016 among over 2,000 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact xxx.

FULL METHODOLOGY STATEMENT

- This survey was conducted online within the United States between June 23-27th and July 5-7th, 2016 among over 2,000 adults ages 18 and older by Harris Poll on behalf of **Sepsis Alliance** via its Quick Query omnibus product. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online.
- 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, the words "margin of error" are avoided 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 our surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the online panel, no estimates of theoretical sampling error can be calculated.
- **About The Harris Poll**
- Over the last 5 decades, Harris Polls have become media staples. With comprehensive experience and precise technique in public opinion polling, along with a proven track record of uncovering consumers' motivations and behaviors, The Harris Poll has gained strong brand recognition around the world. The Harris Poll offers a diverse portfolio of proprietary client solutions to transform relevant insights into actionable foresight for a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer packaged goods. [Contact](#) us for more information.



EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Key Takeaways

- Awareness level for hearing the term sepsis has risen significantly to 55%
- Only 13% know of someone who has had sepsis or had sepsis themselves, yet more than 1 million are affected each year ¹
- There are now 25 million more adults that are aware of sepsis compared to 2015.
- Sepsis is still most heard of through news and entertainment.
- Majority of adults are not sure what the most common symptoms of sepsis are, less than 1/3 could correctly identify all them.

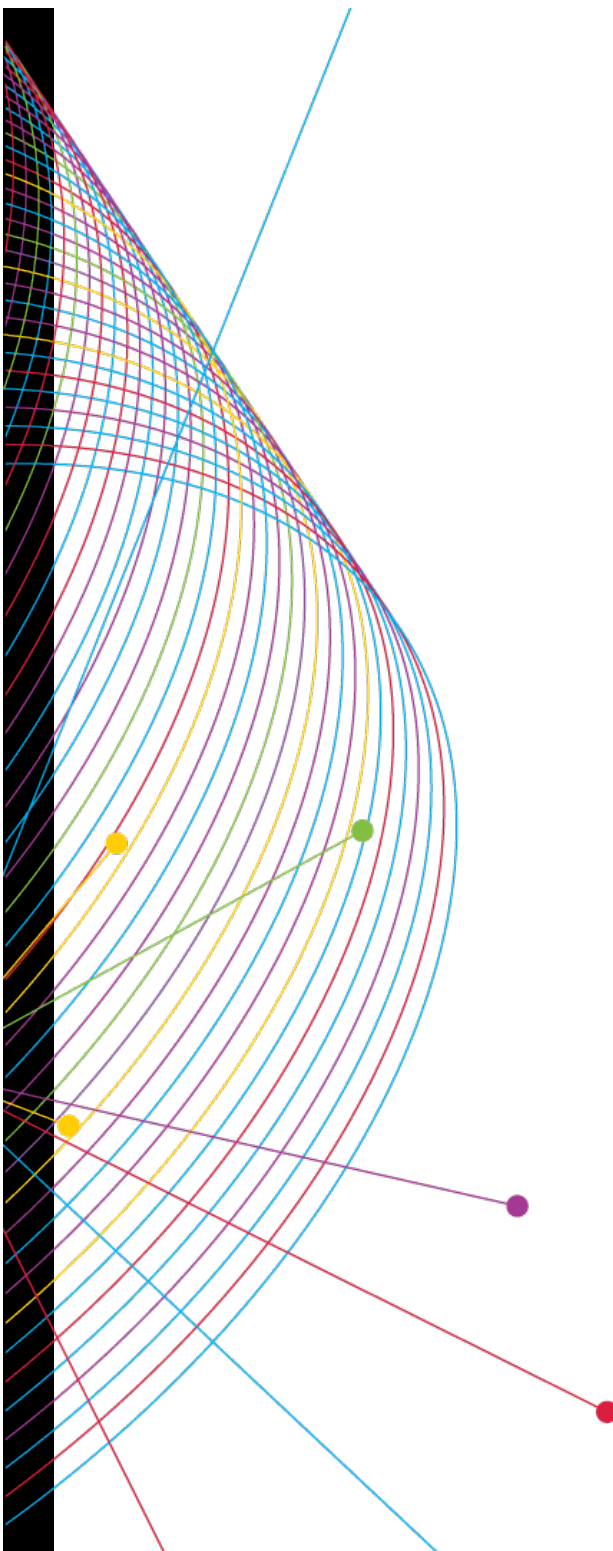
¹ NCHS Data Brief No. 62 June 2011 - [Inpatient Care for Septicemia or Sepsis: A Challenge for Patients and Hospitals](#)

EXECUTIVE SUMMARY

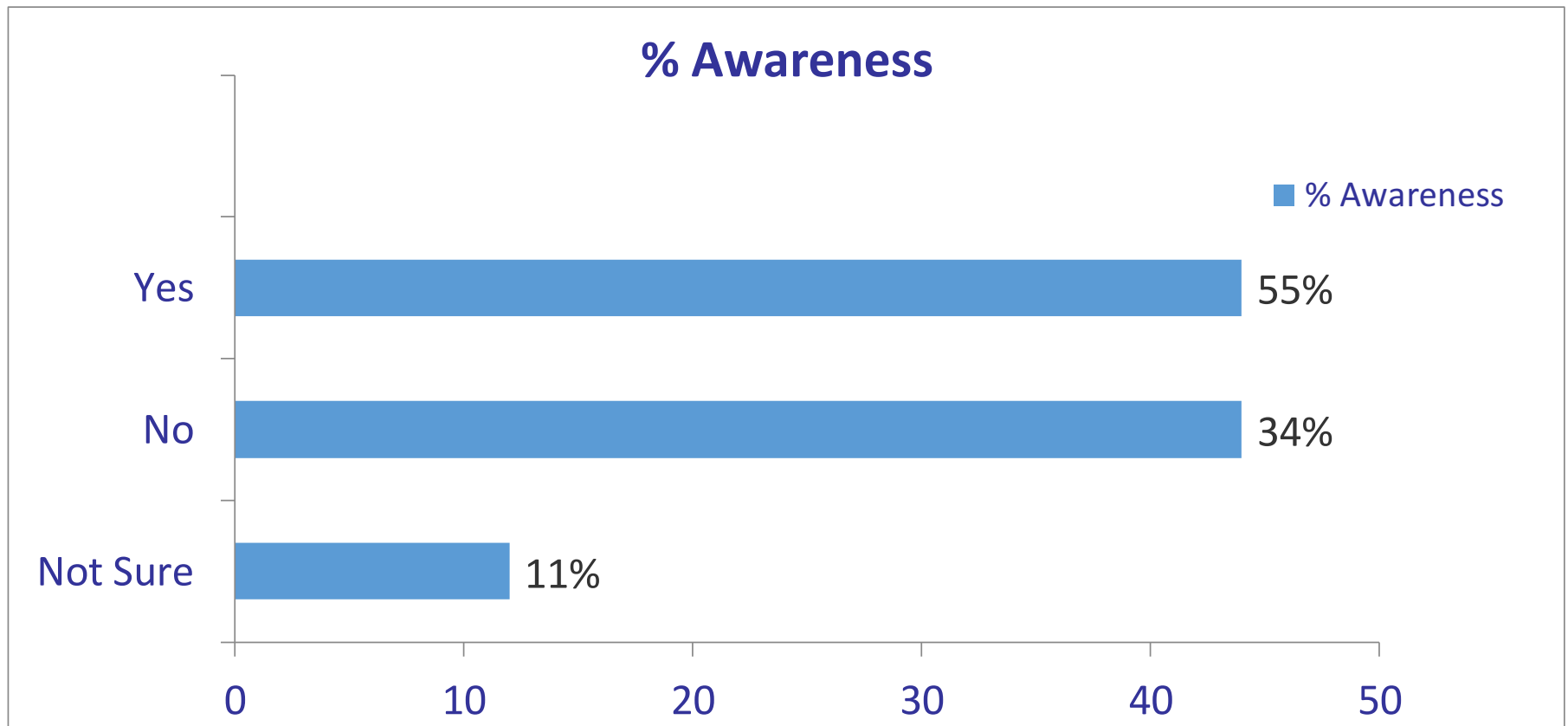
Sepsis Awareness

- Sepsis in the media continues to rise with the announcements of the cause of death with Patty Duke and Muhammad Ali. Sepsis awareness levels have risen for the first time in 3 years. However, there is still a large group that are not aware of the term. Women continue to be more aware than men.
- News and entertainment continue to be a major source of where adults hear of sepsis.
- Sepsis is a big unknown. Most adults are unable to identify the most common symptoms, nearly 2/3 are just not sure what they are.

DETAILED FINDINGS



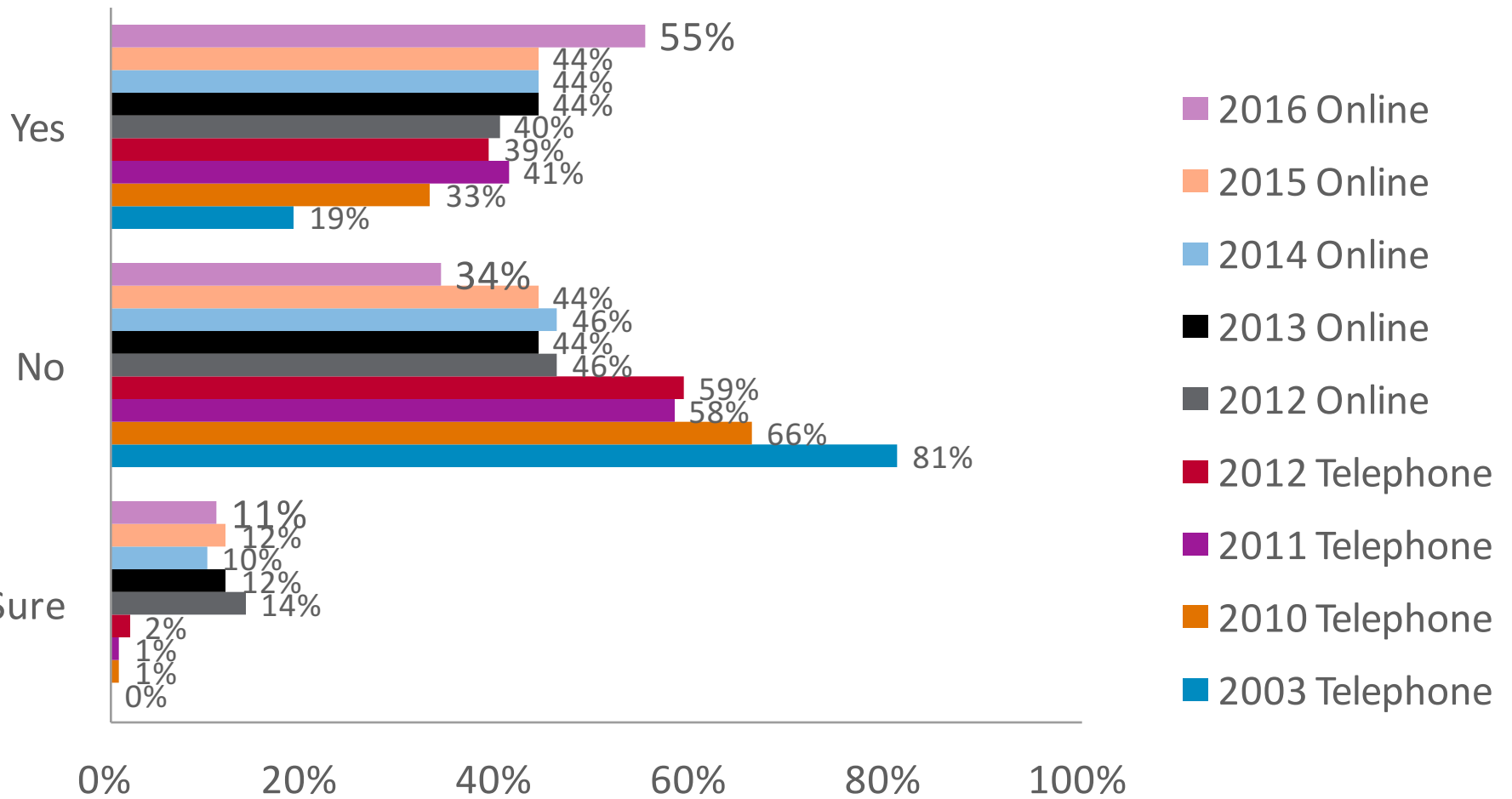
SIGNIFICANTLY, MORE HAVE HEARD OF SEPSIS THAN IN 2015



Base: Adults (N = 2022)
Q1: Have you ever heard of the term Sepsis?

THE AWARENESS LEVEL IS SIGNIFICANTLY HIGHER THAN 2015 (44% VS 55%)

Sepsis Awareness



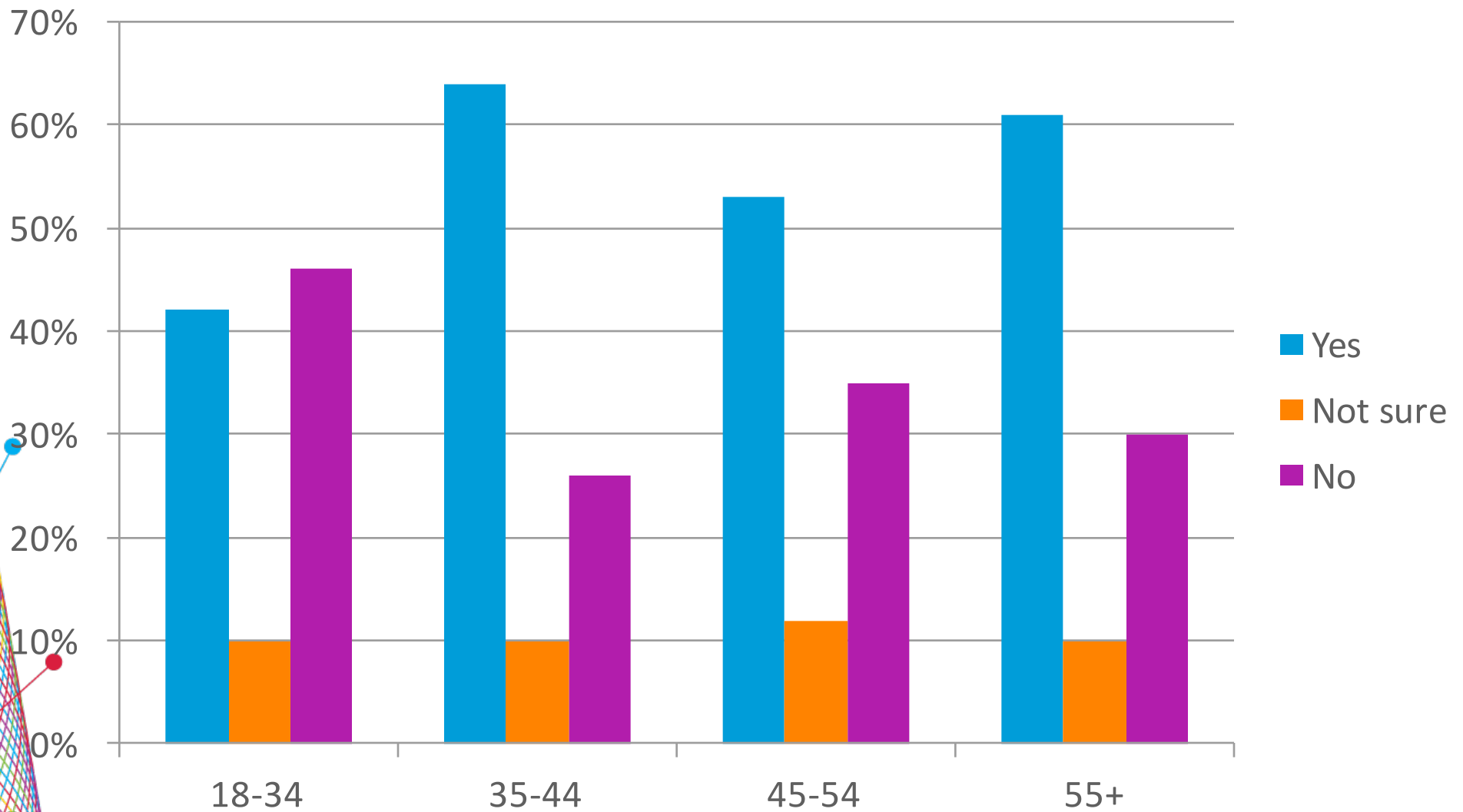
* CANNOT TREND THE DATA FROM ONE METHODOLOGY TO ANOTHER.

WOMEN ARE SIGNIFICANTLY MORE LIKELY TO HAVE HEARD THE TERM SEPSIS THAN MEN.

2016 Online Data	Men (N = 933)	Women (N = 1,089)
Yes	49%	59%*
No	40%*	29%
Not sure	10%	12%

* Indicates significant difference between men and women.

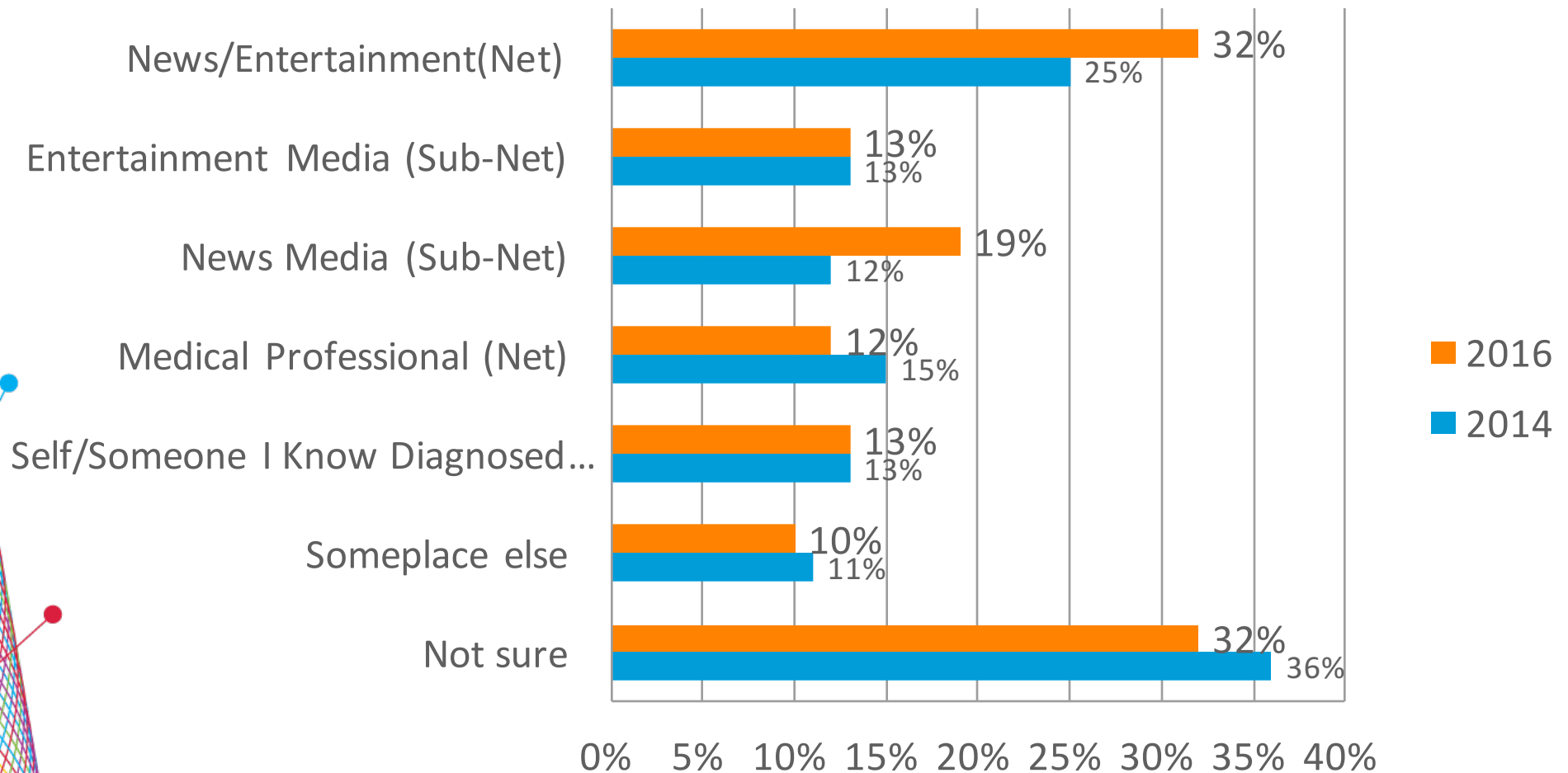
YOUNGER AMERICANS ARE SIGNIFICANTLY LESS LIKELY TO HAVE HEARD OF THE TERM SEPSIS



2016 Online Data (n = 2022)
QS1: Have you ever heard of the term Sepsis?

THOSE THAT HAVE HEARD THE TERM SEPSIS FIRST HEARD FROM ENTERTAINMENT AND MEDIA OVER MEDICAL PROFESSIONALS

First Heard About Sepsis



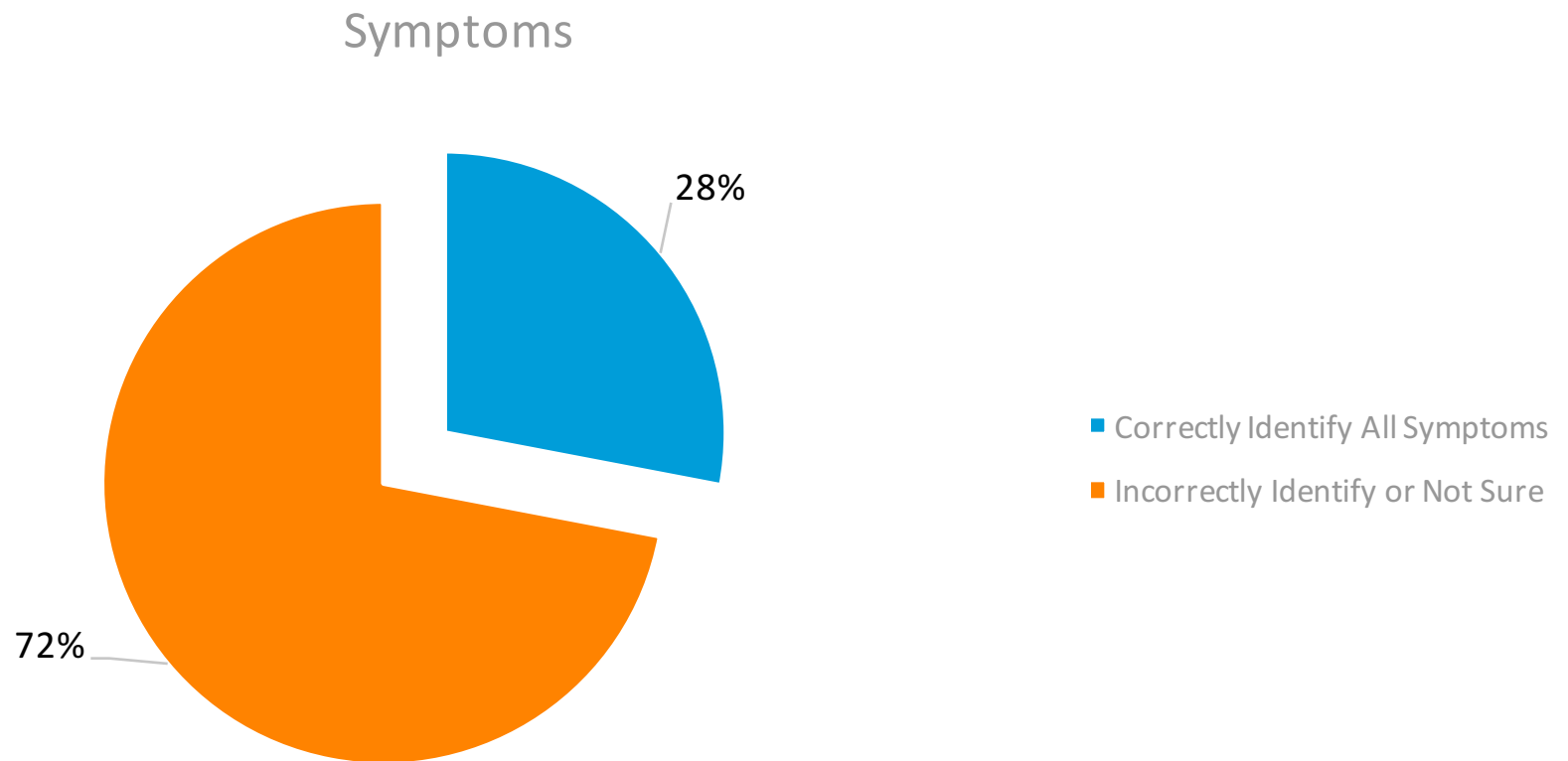
Base: Those that have heard the term Sepsis/Not sure (n = 1398)
 Qs2: Where did you first hear about sepsis?

MEN WHO HAVE HEARD OF SEPSIS ARE MORE LIKELY TO HAVE HEARD FROM ENTERTAINMENT/MEDIA THAN WOMEN.

2016 Data	Men (N=606)	Women (N=792)
News/Entertainment Media (Net)	36%*	29%
Entertainment Media (sub-net)	14%	13%
News Media (sub-net)	22%	17%
Medical Professional (Net)	10%	13%
Self/Someone I know Diagnosed (Net)	10%	16%*
Someplace else	12%	9%
Not sure	31%	34%

Base: Those that have heard the term Sepsis/Not sure
 QS2: Where did you first hear about sepsis?

WHILE MORE THAN HALF OF ADULTS ARE AWARE OF THE TERM SEPSIS, LESS THAN 30% CAN IDENTIFY THE COMMON SYMPTOMS



Base: All (n = 2038)

Q3 Which of the following, if any, are the most common symptoms of sepsis? Please select all that apply