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GLOBAL MARKET RESEARCH

Sepsis and Parents

Are parents aware of sepsis?

Prepared for:



SEPSIS ALLIANCE

Suspect Sepsis. Save Lives.

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Background

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radius Background on Sepsis in Children

- Sepsis is a leading cause of death for children in the U.S., taking more young lives than pediatric cancer. More than 18 children die each day in the U.S. and many of those lives could be saved with improved public awareness of sepsis as a medical emergency and expanded health provider education.

Some Facts:

- Every day more than 200 children are diagnosed with severe sepsis and of those who survive 40% will suffer ongoing injuries which may include amputations, and moderate to severe cognitive challenges.
- Mortality rates are high; 6,800 children die from sepsis each year
- Half of sepsis survivors are readmitted for additional care after surviving sepsis
- 38 percent of sepsis survivors will sustain a lifelong disability as a result of sepsis with more than 500 patients requiring amputations each year
- Globally, sepsis is the leading cause of death of babies and small children taking more than 3 million lives each year
- The cost of caring for children with sepsis in hospitals is estimated to be \$4.8 billion in the US in 2005



Methodology

The survey was conducted online within the United States by Radius Global Market Research on behalf of Sepsis Alliance between June 19-22, among 1,010 adults 18+ in the United States with at least one child under 18 in the household. The results were weighted to the US census for age, gender and region. Surveys were conducted in English.

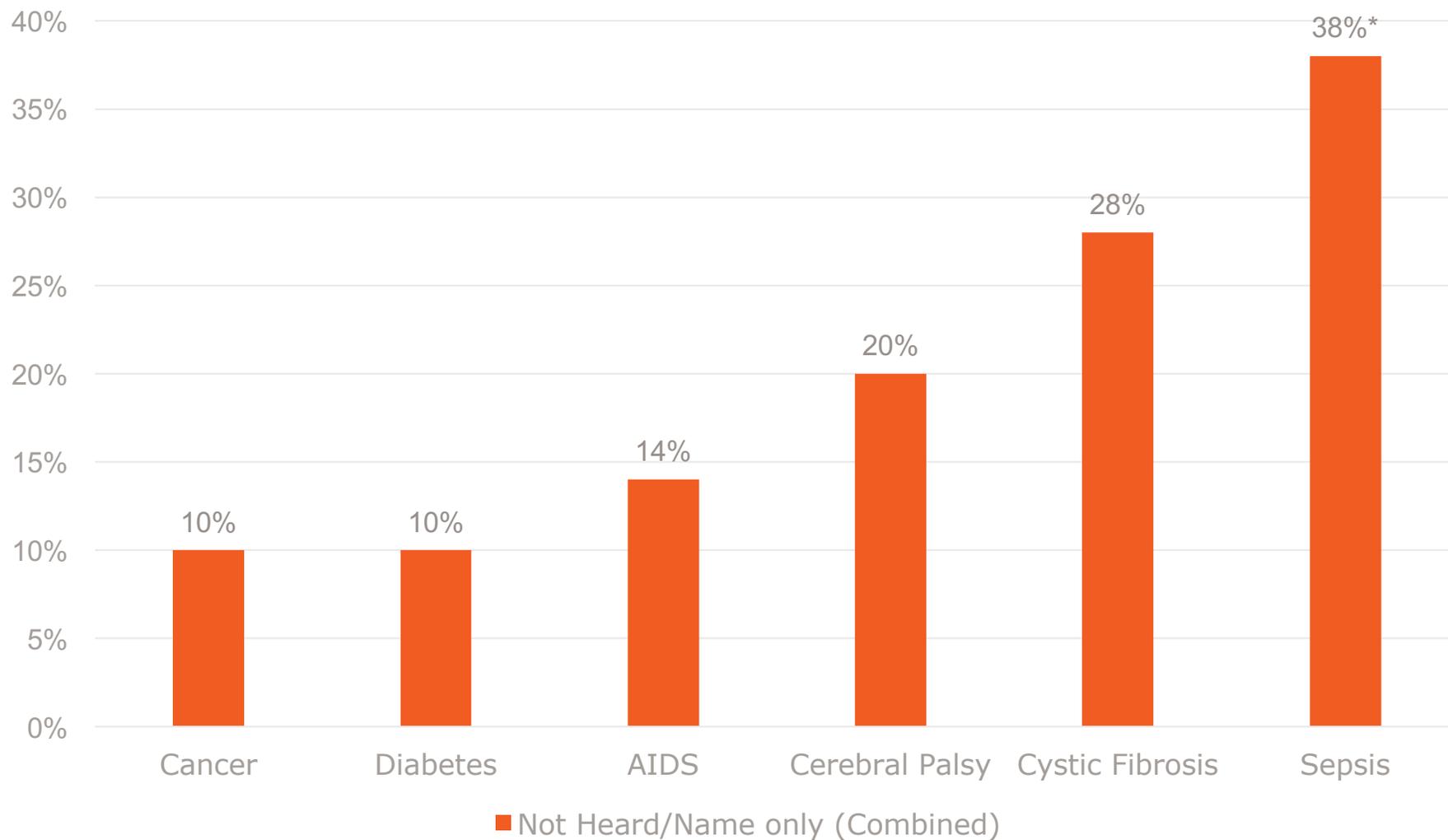
About Radius Global Market Research

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.

radius Executive Summary

- With sepsis being so wide spread it is surprising that nearly 40% (38%) of parents have never heard of sepsis or only just know the name.
- While 77% of parents know the word sepsis, only 28% can actually identify the common signs of sepsis.
- Alarming, many parents are not adequately aware of the global scope and potential complications of sepsis:
 - 41% of parents think children can only get sepsis if they are already in the hospital.
 - Nearly half (42%) of parents believe there are no long-term effects on children after having sepsis.
 - Only half of parents (51%) agree that sepsis is the number 1 killer of children in the world.
- The awareness level (never heard/just know the name) of sepsis is lowest among lower income and lower educated parents:
 - Nearly half (49%) of lower income parents (less than \$50,000) have never heard of sepsis or just know the name, while the majority of high income parents (more than \$100,000) are at least very aware of sepsis (55%)
 - The majority (55%) of those with a high school education or less are more likely to have never heard or just know the name sepsis while nearly a majority (49%) with post grad degrees are at least very aware of sepsis.

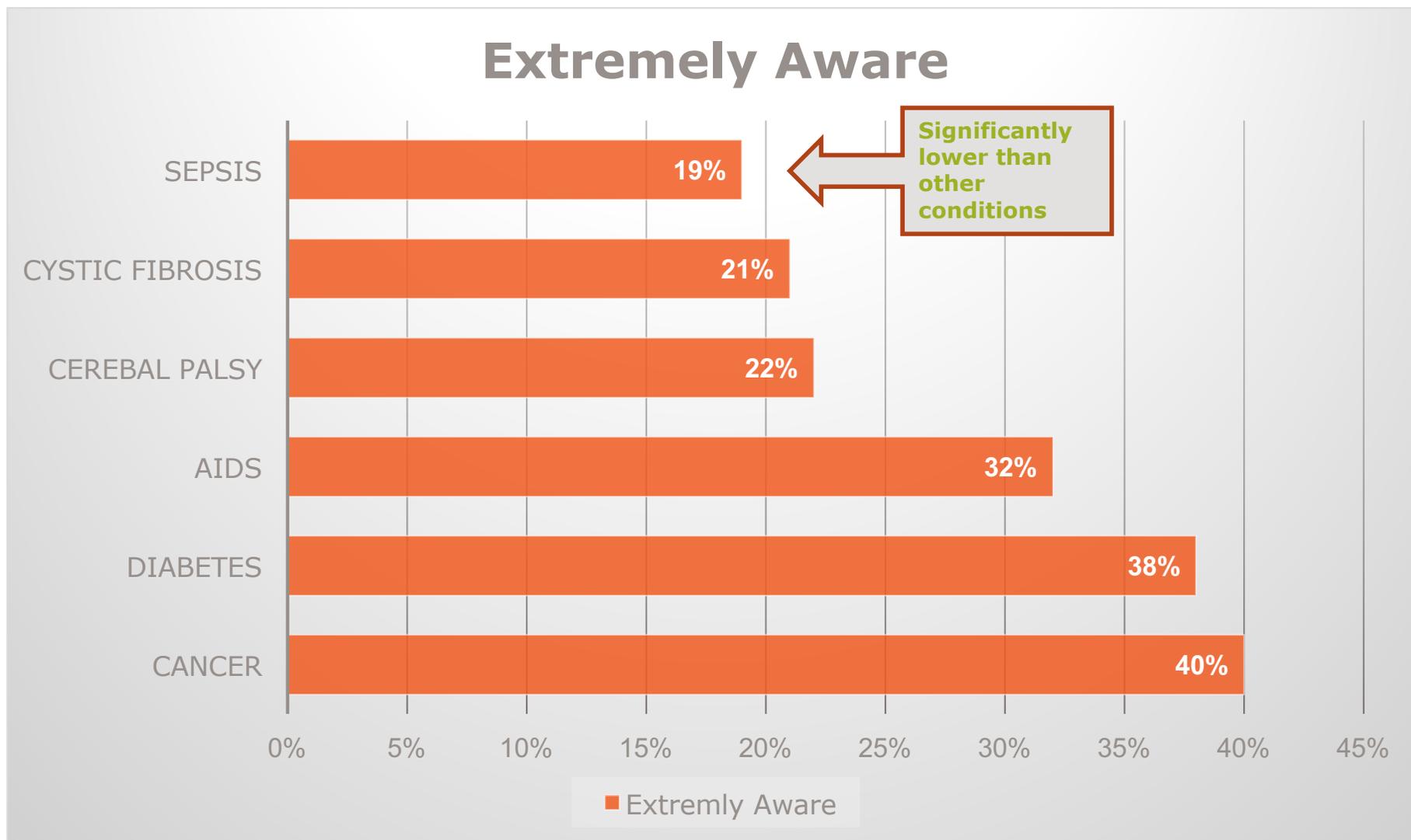
radius Awareness Levels Among Sepsis and Other Conditions



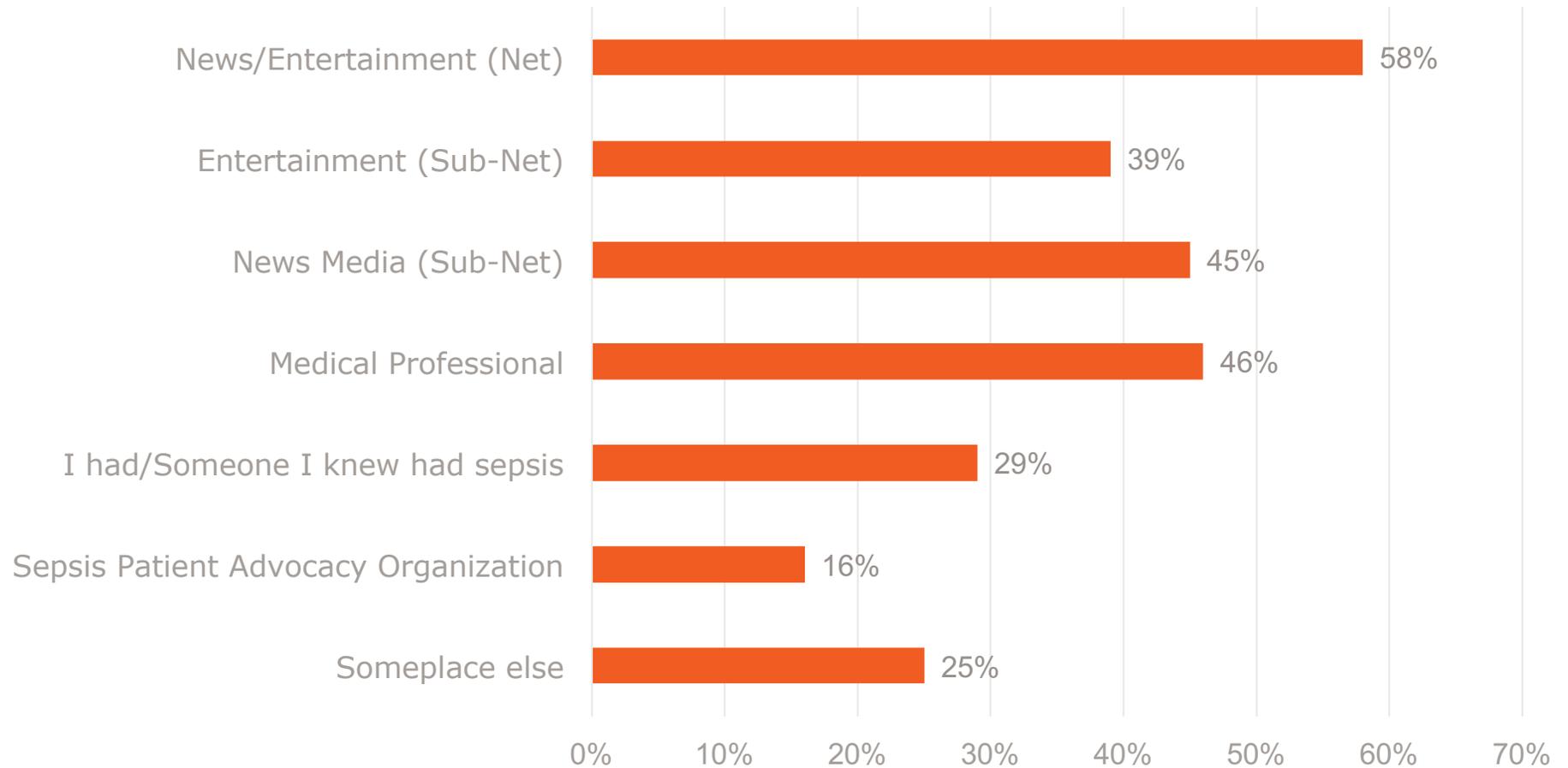
N = 1010

How aware are you of each of the following conditions that can occur in children? *significantly higher than any other condition

While more children have sepsis than cancer, parents are more likely to be extremely aware of cancer than sepsis.



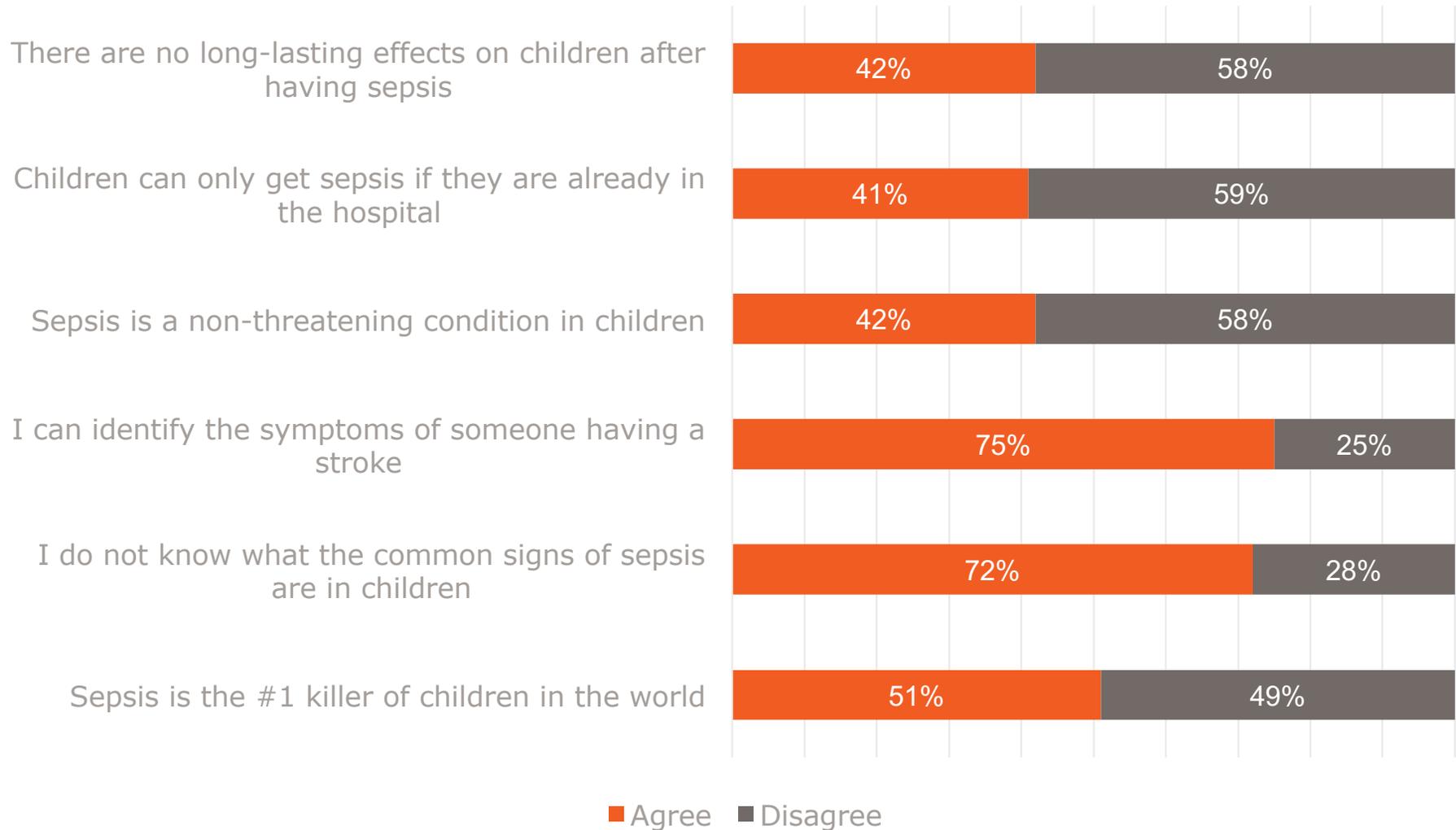
First heard about Sepsis



N = 779

Where did you first hear the term sepsis?

radius Parents have much to learn about sepsis.



N = 1010
How much do you agree or disagree with the following statements?