

GET IRON INFORMED SURVEY RESULTS SHOW A NEED FOR IRON DEFICIENCY ANEMIA (IDA) EDUCATION



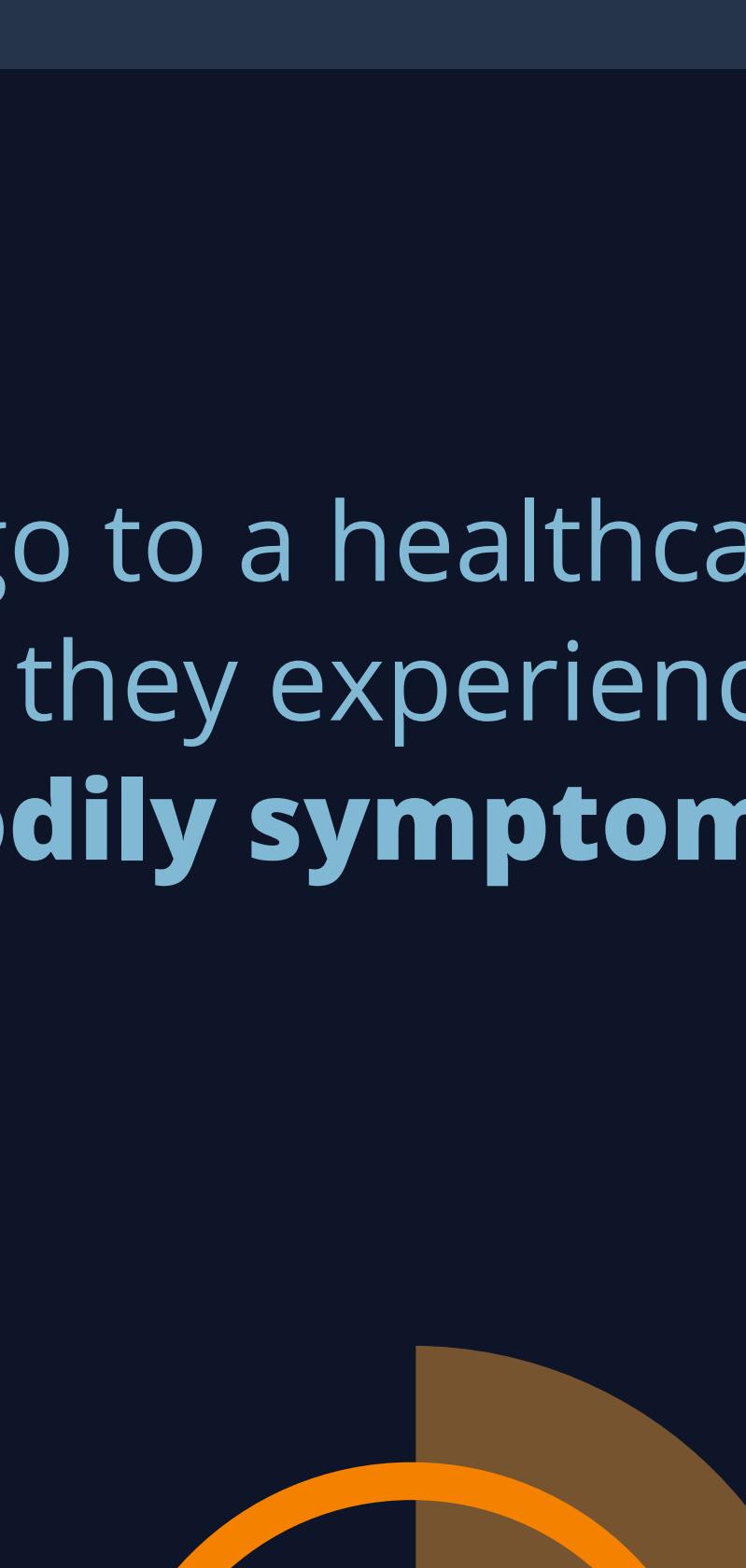
MANY WOMEN DON'T KNOW THE RISK FACTORS



42% couldn't identify common IDA risk factors



Of those not diagnosed with IDA who reported having at least one risk factor, **only 33% thought they were actually at risk**

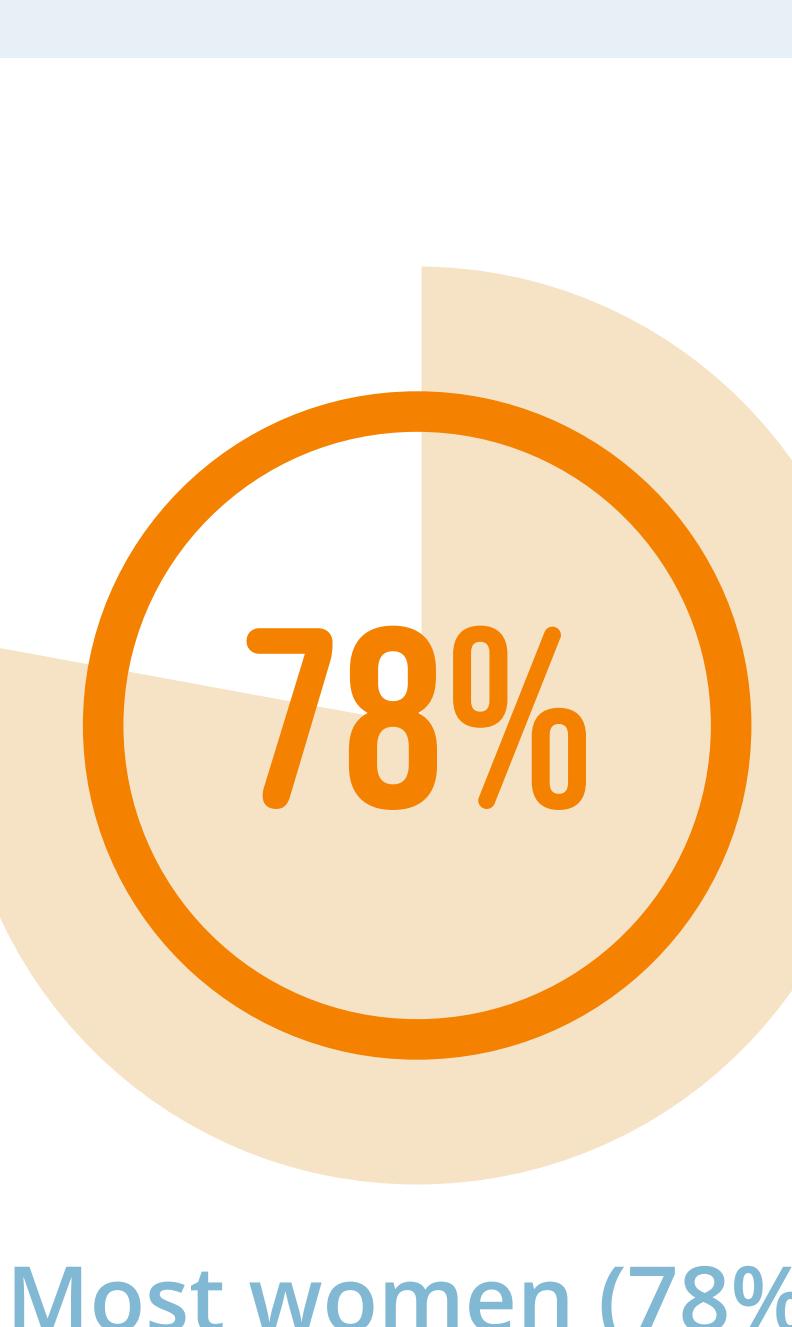


Nearly a third of all women (32%) **mistakenly believe family history of IDA is a risk factor**

WOMEN DON'T ALWAYS DISCUSS SYMPTOMS WITH A HEALTHCARE PROVIDER (HCP)



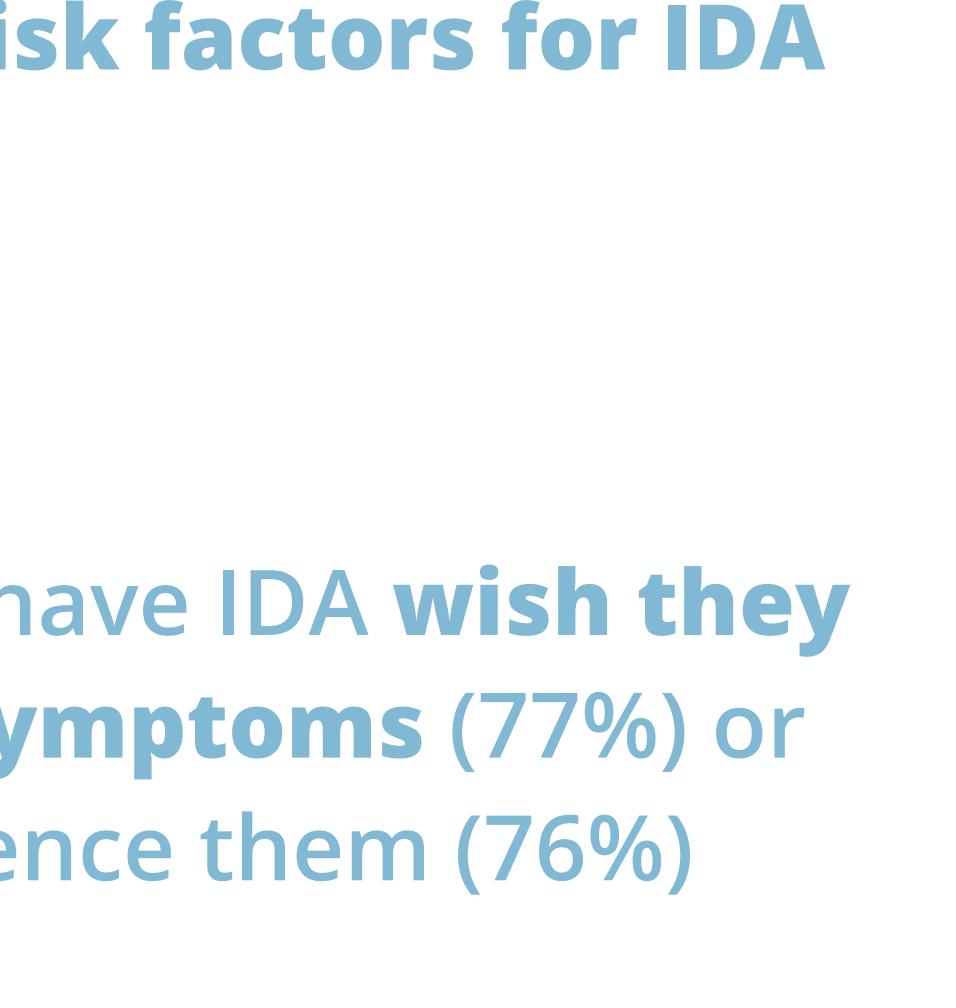
62% only go to a healthcare provider if they experience **severe bodily symptoms**



Half (51%) of women not diagnosed with IDA **have experienced a potential IDA symptom in the last 12 months**



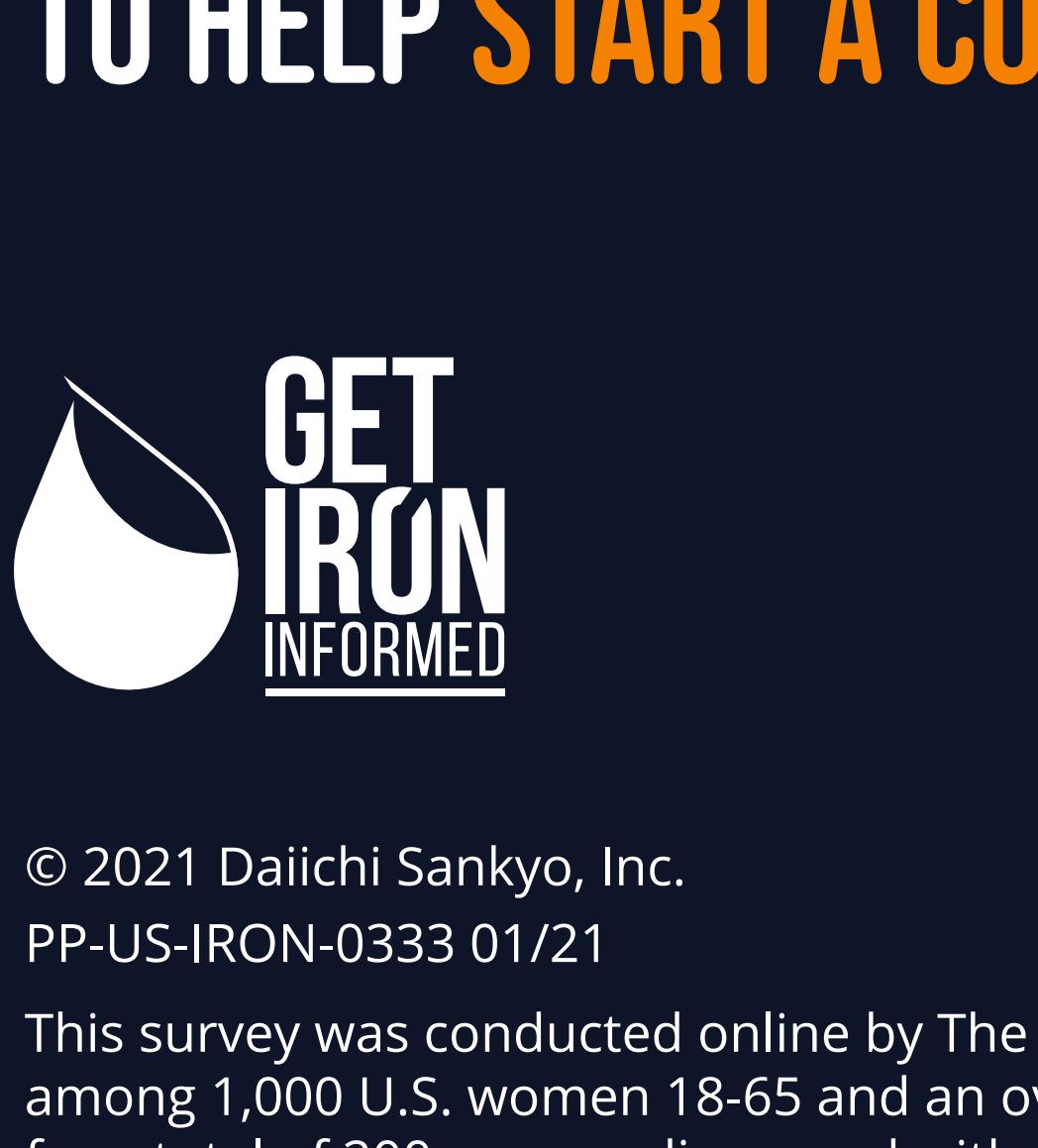
However, 31% of them have **not discussed any of their potential IDA symptoms with their provider**



Women most commonly said they didn't discuss symptoms with an HCP because:

- They didn't think it was serious enough (32%) or
- They attributed it to something else - e.g., age, stress, diet, sleep, pregnancy, etc. (30%)

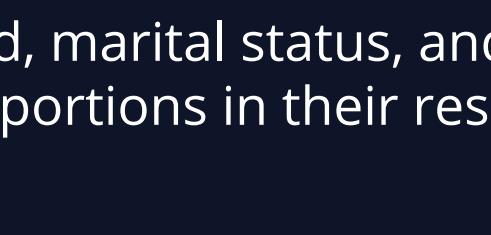
On average, women with IDA experienced a delay in diagnosis of 3.9 years from the onset of symptoms



Most women (78%) said they wish they had **a better understanding of IDA**



More than 4 in 5 (86%) believe more needs to be done **to educate people about the risk factors for IDA**



Most of those who don't have IDA **wish they knew more about the symptoms** (77%) or what to do if they experience them (76%)

WOMEN CAN VISIT GETIRONINFORMED.COM TO LEARN MORE ABOUT IDA AND TO DOWNLOAD A DISCUSSION GUIDE TO HELP START A CONVERSATION WITH THEIR DOCTOR

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This survey was conducted online by The Harris Poll on behalf of Daiichi Sankyo, Inc. between July 6 and July 24, 2020 among 1,000 U.S. women 18-65 and an oversample of 152 women 18-65 diagnosed with iron deficiency anemia (IDA) for a total of 200 women diagnosed with IDA. Figures for age, education, income, race/ethnicity, region, size of household, marital status, and employment status were weighted where necessary to bring them into line with their actual proportions in their respective population.

