

## PRESS RELEASE

### ONLY ONE IN FIVE PATIENTS AT HIGH RISK FOR STROKE TAKE ANTICOAGULANTS

#### Kantar Health Research Wins Poster Finalist at 2010 ISPOR European Conference

NEW YORK, December 6, 2010—Only one in five people in the EU Big 5 diagnosed with atrial fibrillation (AF) who are at high risk for stroke are taking prophylactic Coumadin/warfarin, despite current clinical guides that recommend its use in high-risk patients, according to research conducted by [Kantar Health](#). Kantar Health presented its findings in a poster at the 13th ISPOR (International Society for Pharmacoeconomic and Outcomes Research) European Conference in November in Prague, Czech Republic.

“AF is the most common serious cardiac arrhythmia and a major independent risk factor for stroke,” says Shaloo Gupta, Senior Analyst, Health Economics and Outcomes Research at Kantar Health. “However, despite the benefits of prophylactic anticoagulation therapy, only one in five AF patients with a high risk for stroke takes Coumadin/warfarin. Although guidelines that recommend warfarin use are strongly supported by clinical trial evidence, our study shows that warfarin is underutilized, particularly in high-risk patients. This represents a large unmet need within the AF population.”

In Europe, 42.8% of diagnosed AF patients at high risk for stroke took no steps to lower their risk of stroke. Among those who did take preventive measures, lowering blood pressure and lowering cholesterol were the most common steps taken. The study also showed no significant difference among high-, moderate- and low-risk AF patients in regular exercise and aspirin use to prevent stroke.

Stroke risk was assessed with CHADS<sub>2</sub>, an index summing the presence of congestive heart failure, hypertension, age of 75 years or older, diabetes mellitus, and history of prior stroke or transient ischemic attack.

The poster, “Risk of Stroke and Preventative Steps among Patients Diagnosed with Atrial Fibrillation in Europe,” was selected as a Poster Finalist at the 2010 ISPOR European Conference. It was co-written by Ms. Gupta; Amir Goren, Ph.D., Manager of Health Economics and Outcomes Research at Kantar Health; and Deborah Freedman, Senior Vice President, Business Development at Kantar Health.

#### **About the National Health and Wellness Survey ([NHWS](#))**

The study's results were drawn from the 2008 European NHWS, a nationally representative, self-administered survey conducted annually via the Internet and in-person surveys. Topics covered include the health status, attitudes, behaviors and outcomes among adults 18 or older.

Kantar Health conducts NHWS annually in the U.S., Europe and Asia. The survey is the largest self-reported database in the healthcare industry. For more information on NHWS, visit [www.NHWSurvey.com](http://www.NHWSurvey.com).

**About Kantar Health ([www.kantarhealth.com](http://www.kantarhealth.com))**

Kantar Health is a leading healthcare-focused global consultancy, specializing in portfolio optimization, market access, safety and outcomes, and brand and customer insights. Formed by uniting Consumer Health Sciences, MattsonJack, TNS Healthcare and Ziment, it is the next-generation decision support partner to the pharmaceutical and biotech industries, delivering evidence-based guidance to support clients' global and local success.

With 40+ offices throughout the Americas, Europe, Asia-Pacific, the Middle East and Africa, Kantar Health provides the broadest global footprint, coupled with the strongest local knowledge to help drive clients' maximum performance in every geography. Market-leading solutions ensure optimal decisions and actions across the brand life cycle, from assessing opportunities and sizing markets...to developing products and building access strategies...to positioning brands and creating messaging...to managing stakeholder relationships and monitoring treatment outcomes.

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