

COPD

LEARN MORE
BREATHE BETTER®

A program of the National Institutes of Health.

COPD: BETTER TALK MEANS BETTER TREATMENT.

12 million Americans are receiving treatment for COPD that is helping them to live longer and better with this serious lung disease. But, another 12 million have COPD and aren't yet diagnosed. Why? A recent survey points to a communications gap between health care providers and patients.

For tools to help start the conversation, visit COPD.nhlbi.nih.gov

TOP DIAGNOSIS BARRIERS HEALTH CARE PROVIDERS ENCOUNTER¹



48% Patient does not fully report symptoms



35% Patient doesn't fully report smoking history



30% Patient has more immediate health issues

“COPD IS TREATABLE”

89%
PHYSICIANS
AGREE²

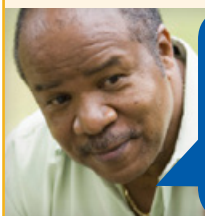


57%
PUBLIC
DO NOT AGREE³

¹ Source: 2012 Porter Novelli DocStyles, survey of 1,000 primary care physicians
² Source: 2009 Porter Novelli DocStyles, survey of 1,000 primary care physicians (Agree with the statement: “Current treatments for COPD are helpful for optimizing a patient’s quality of life.”)
³ Source: 2013 Porter Novelli HealthStyles, survey of 4,703 US adults nationwide

TOP REASONS

PATIENTS WITH COPD
SYMPTOMS AREN'T
TELLING THE DOCTOR³



I didn't think of it.



I don't want another 'quit smoking' message.



These problems will just go away in time.



I have had these problems for years.



NIH National Heart, Lung, and Blood Institute