



About COPD

What is Chronic Obstructive Pulmonary Disease (COPD)



COPD is a common but serious lung disease that limits airflow to the lungs.¹



Most people are diagnosed aged 40 or older.¹ It affects individual patients in different ways and its impact can change over time.²

COPD in numbers



384 million

people have COPD globally.²



It is estimated to become the **3rd leading cause of death worldwide by 2030.**



Ranked as **one of the most disabling conditions in the world.**⁴

COPD remains under-diagnosed

COPD is diagnosed by **assessment of symptoms** and a **spirometry test**. This measures **lung function**, including **how much and how quickly** a person can **exhale air from their lungs**.¹



Symptoms of COPD

Symptoms of COPD include **breathlessness**, **chronic cough** and **increased production of phlegm**.²



“It’s as if my lungs can’t expand properly, as if there is some form of external pressure bearing down on them.”

Source: GSK in breathlessness survey. IPSOS healthcare, 2014

COPD often results in difficulty breathing

73% of patients with COPD have **shortness of breath** at least twice a week.⁵



Over half of patients with COPD are **woken up** at night by coughing, wheezing or shortness of breath at least **twice a week**.⁵



Everyday impact of COPD

3 out of 4 people with moderate COPD have a **limited ability to carry out routine everyday tasks**.⁹

COPD even restricts a person’s ability to **walk up the stairs**.¹⁰

And **40% of patients with COPD are forced to retire early**.¹¹



COPD exacerbations

An exacerbation is the sudden worsening in day-to-day symptoms, such as **increase in breathlessness, coughing and mucus production**.²



29% of patients with COPD experience **frequent exacerbations, also known as flare ups**.⁷



Around 1 in 5 patients who experience an exacerbation **require hospitalisation**.⁷



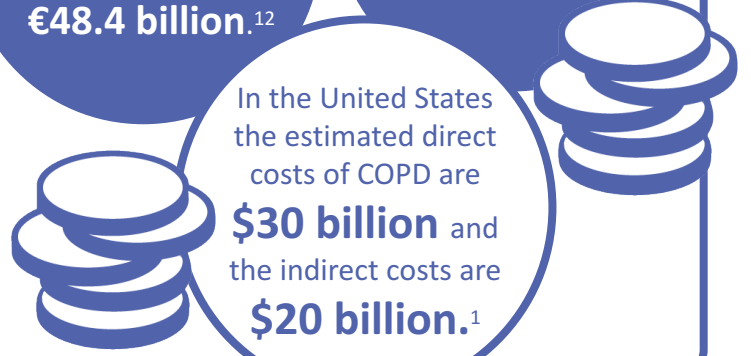
Repeated exacerbations can accelerate the **progression of the disease**.⁸

Economical impact of COPD

The **annual costs of healthcare and lost productivity** due to COPD in Europe is **€48.4 billion**.¹²

In Europe, COPD contributes **50%** of respiratory healthcare costs.¹²

In the United States the estimated direct costs of COPD are **\$30 billion** and the indirect costs are **\$20 billion**.¹



Management of COPD

A ‘**one size fits all**’ approach **doesn’t necessarily work** for patients with COPD as they have **different treatment needs that can change over time**.

To provide the **right medicine to the right patient**, treatment goals should be aligned to the **key areas of patient need**:²

- **Treat symptoms**
- **Reduce risk of exacerbations**

Although major advances have been made in **COPD treatment** in recent years, **more needs to be done** to improve disease management and quality of life for people with COPD.^{2,14}



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