



# Sepsis Awareness Study

Summary Report

Final Report | September 2019 | Prepared for:



**SEPSIS ALLIANCE®**

***Suspect Sepsis. Save Lives.***

# About This Study

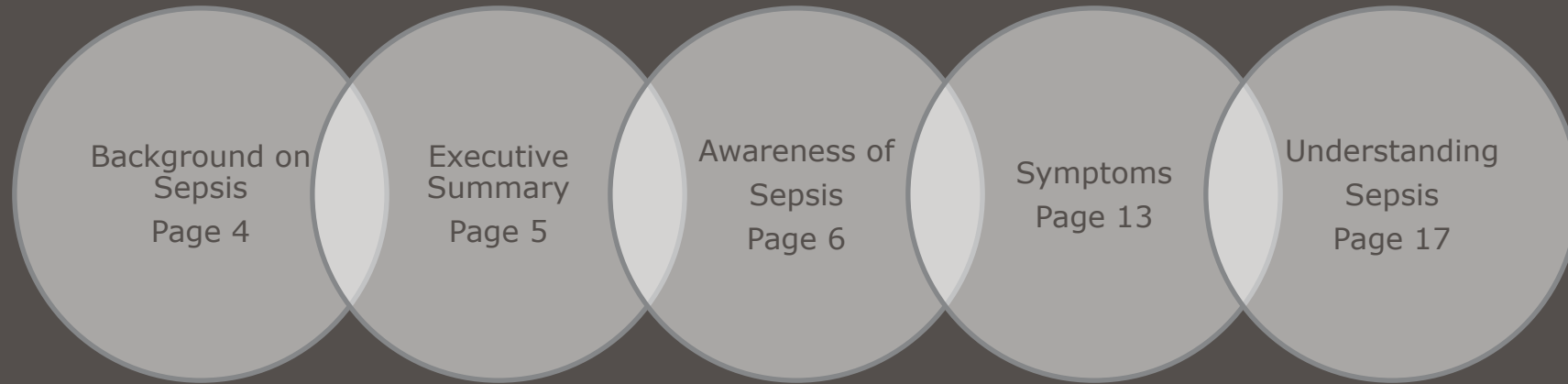
## Methodology

The survey was conducted online within the United States by Radius Global Market Research on behalf of Sepsis Alliance in June and July 2019 among more than 2,000 adults living in the U.S. The results were weighted to the U.S. census for age, gender, region and income. Surveys were conducted in English.

## About Radius Global Market Research

Radius Global Market Research ([www.radius-global.com](http://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.

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# Background on Sepsis

Sepsis is deadly.

Every year, it kills 270,000 people in the United States – 1 every 2 minutes, more than prostate cancer, breast cancer, and opioid overdose combined. It is the 3<sup>rd</sup> leading cause of death overall and the leading cause of death in U.S. hospitals.

- Sepsis is the #1 cause of death in hospitals.
- Sepsis is the #1 cost of hospitalization in the U.S. consuming more than \$27 billion each year.
- Sepsis is the #1 cause for readmissions to the hospital costing more than \$2 billion each year.
- As many as 87% of all sepsis cases originate in the community.
- Mortality rates are high. Mortality from sepsis increases as much as 8% for every hour that treatment is delayed. As many as 80% of sepsis deaths could be prevented with rapid diagnosis and treatment.
- Sepsis affects over 30 million people worldwide each year and is the largest killer of children – more than 3 million each year.
- More than 1.7 million people in the U.S. are diagnosed with sepsis each year – 1 every 20 seconds.
- Every day, there is an average of 38 amputations in the U.S. as the result of sepsis.



# Executive Summary

Sepsis is the leading cause of death in U.S. hospitals, yet 91 million\* adults say they do NOT know the symptoms of sepsis.

Awareness of the term sepsis remains at an all-time high of 65% from 2018. However, there is still a **significant lack** of understanding about the prevalence, severity, and deadliness of sepsis amongst the public. This is especially true when sepsis is compared to other less common and less deadly conditions, such as stroke.

While more than one-third of adults are extremely aware of stroke and diabetes, only 14% are extremely aware of sepsis. However, more people are diagnosed with sepsis each year than either of these conditions. At 1.7 million cases in the U.S. each year, that's one person every 20 seconds diagnosed with sepsis. Furthermore, more than three-quarters of adults mistakenly believe that there are more deaths from opioid overdoses than from sepsis annually in the U.S. According to CDC data, fatality from sepsis is six times more common than opioid overdose.

Only 14% of adults could correctly identify the four symptoms of sepsis listed in the survey and more than one-third of adults say they do *not* know the symptoms of sepsis at all. Despite stroke affecting less than half the number of people diagnosed with sepsis each year, the three stroke symptoms listed in the survey were correctly identified by most adults (57%). That is four times the number of adults who could correctly identify the symptoms of sepsis listed in the survey.

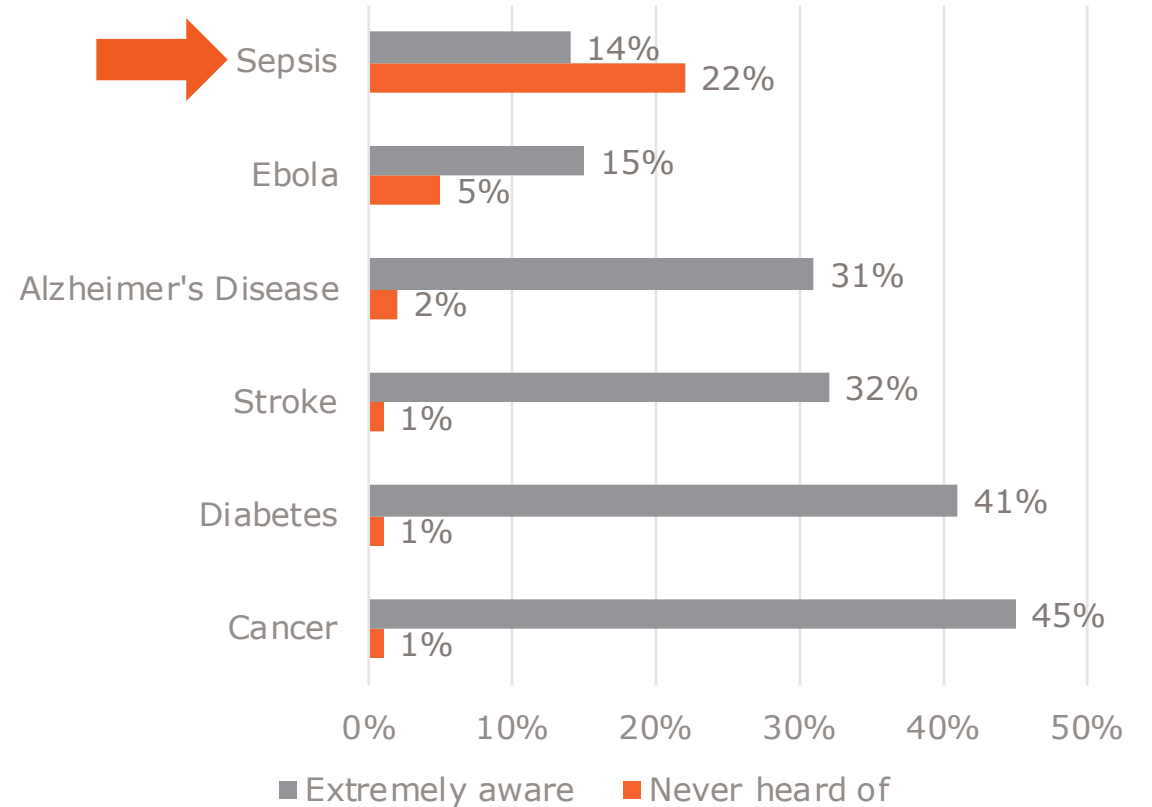
Awareness levels are impacted by race and income. People who identified as non-Hispanic white are more likely to have heard of sepsis than people who identified as either non-Hispanic black or Hispanic. In addition, people with incomes of \$75,000 or higher are more likely to have heard of sepsis than those with incomes less than \$50,000.

**Conclusion:** Sepsis takes a massive human and economic toll each year; despite this, it remains an underrecognized and largely overlooked public health crisis. Part of the solution to this public health crisis is to improve awareness of sepsis as a medical emergency amongst the general public while also increasing recognition of the signs and symptoms of sepsis.

# Sepsis Awareness

While overall awareness of the term sepsis remains at 65%\*, there is a large discrepancy in awareness when asked about familiarity with sepsis and other conditions.

## Sepsis Awareness Overall\*\*



\*Have you ever heard the term sepsis?

\*\* How familiar are you with the term sepsis?

# Less common or deadly conditions like stroke and diabetes are better known than sepsis.

Disease Awareness				Burden of Disease	
Condition	At least somewhat aware	Never heard of	Never heard of/ Just heard the name	Estimated Number of Cases Per Year in US*	Estimated Number of Deaths Per Year in US*
Cancer	95%	1%	5%	1,658,716	598,031
Diabetes	95%	1%	5%	1,500,000	79,535
Stroke	94%	1%	6%	795,000	140,000
Alzheimer's	92%	2%	8%	500,000**	121,404
Ebola	75%	5%	21%	11***	2
Sepsis	58%	22%	42%	1,700,000	270,000

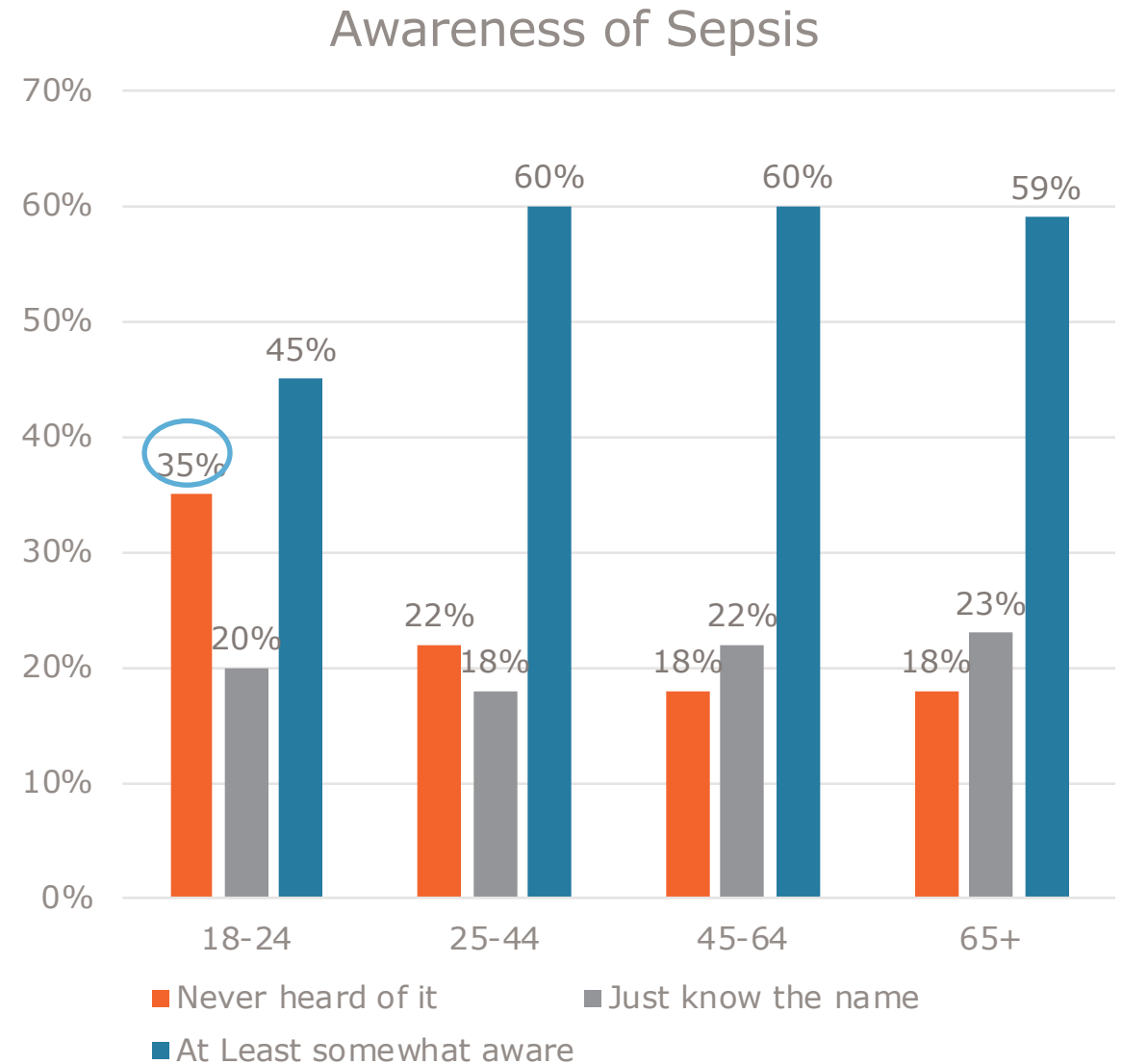
How aware are you of each of the following conditions?

\*According to the CDC

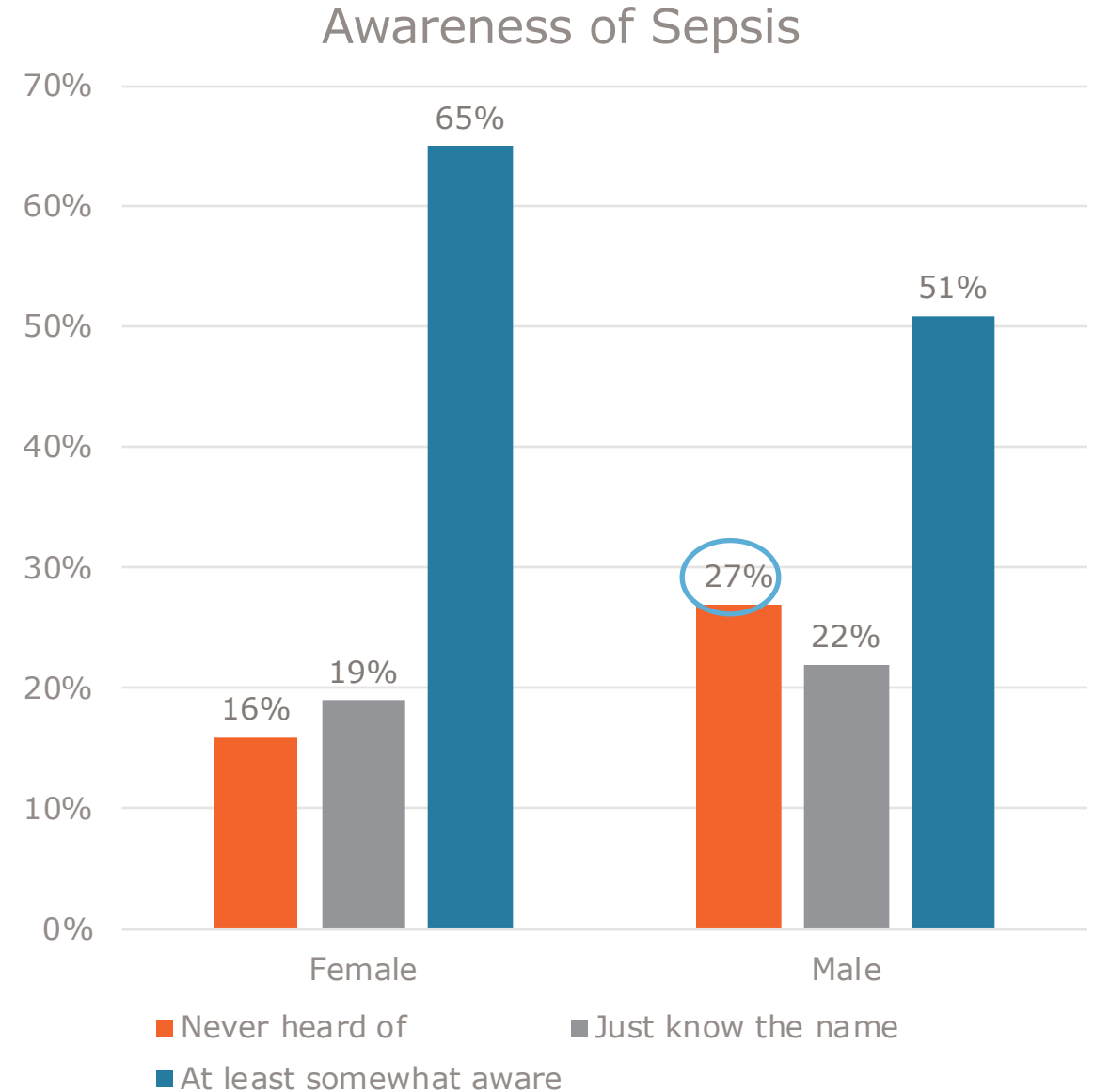
\*\*According to Bright Focus Foundation

\*\*\* 2014 Outbreak

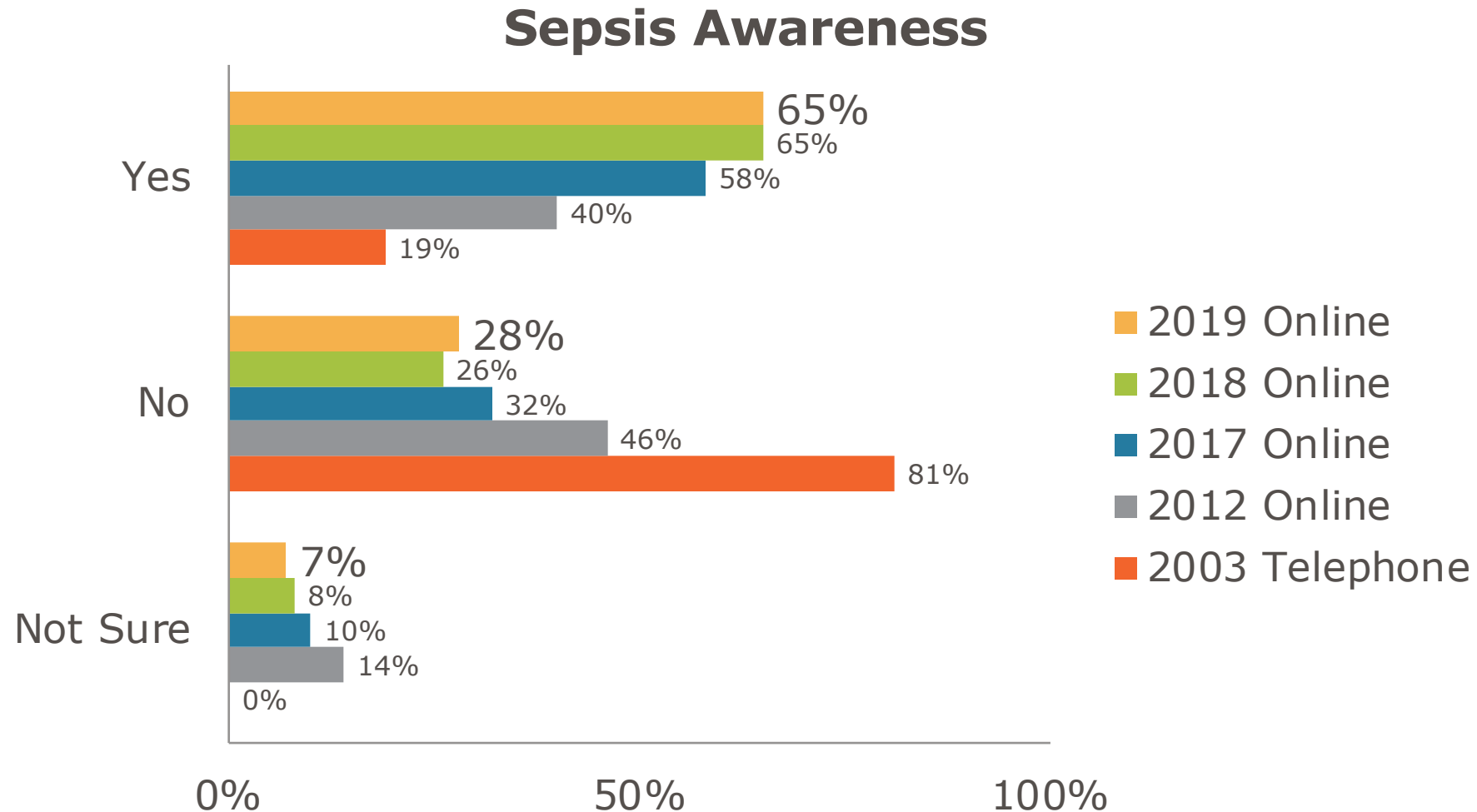
Younger adults are more likely to have *never* heard of sepsis.



Men are more likely than women to have *never* heard of sepsis.



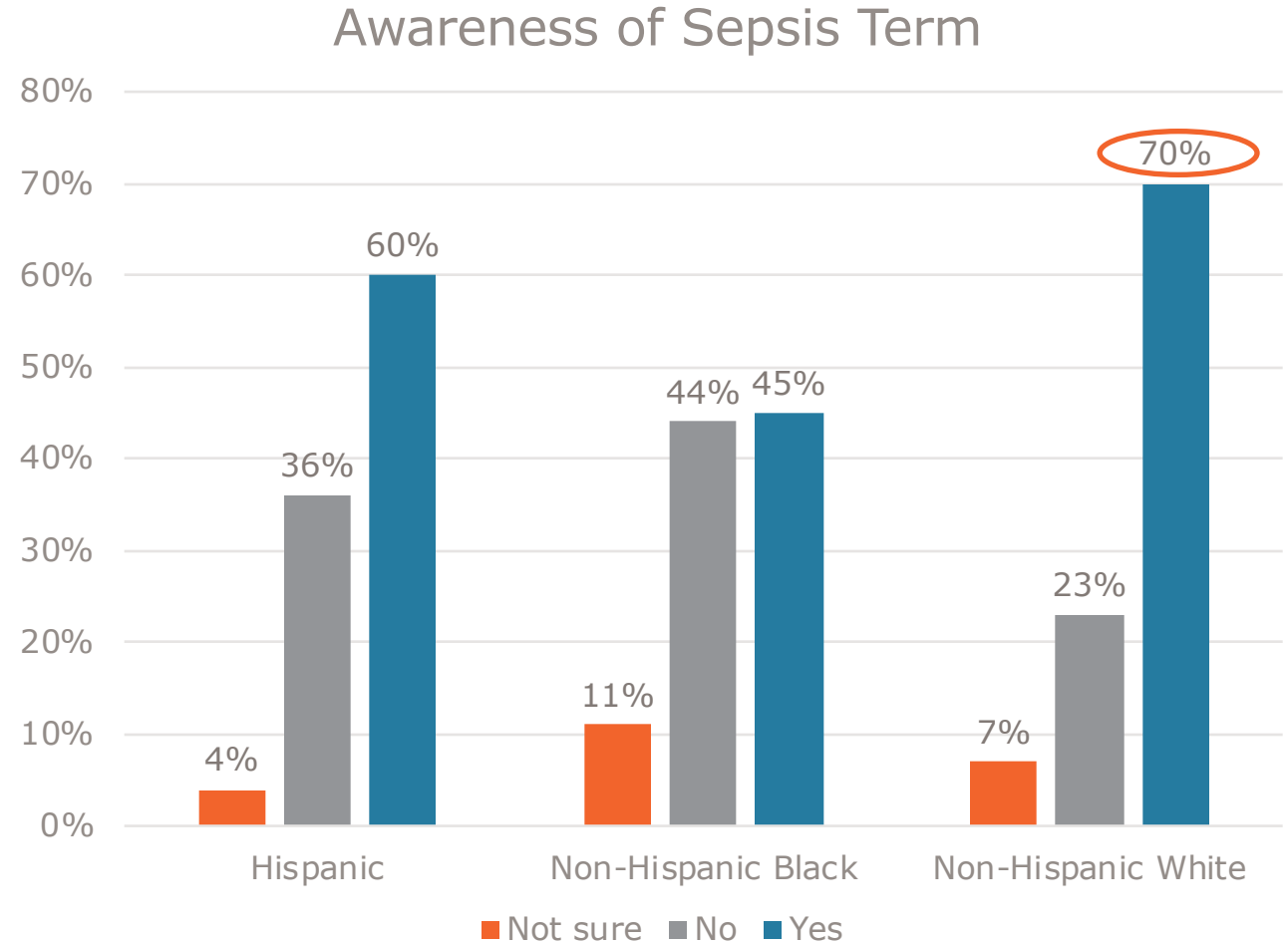
Awareness levels of the term sepsis remains consistent from 2018 at 65%.



\* CANNOT TREND THE DATA FROM ONE METHODOLOGY TO ANOTHER. MAY NOT BE EQUAL TO 100% DUE TO ROUNDING.

# Awareness of the term sepsis is varied among racial groups.

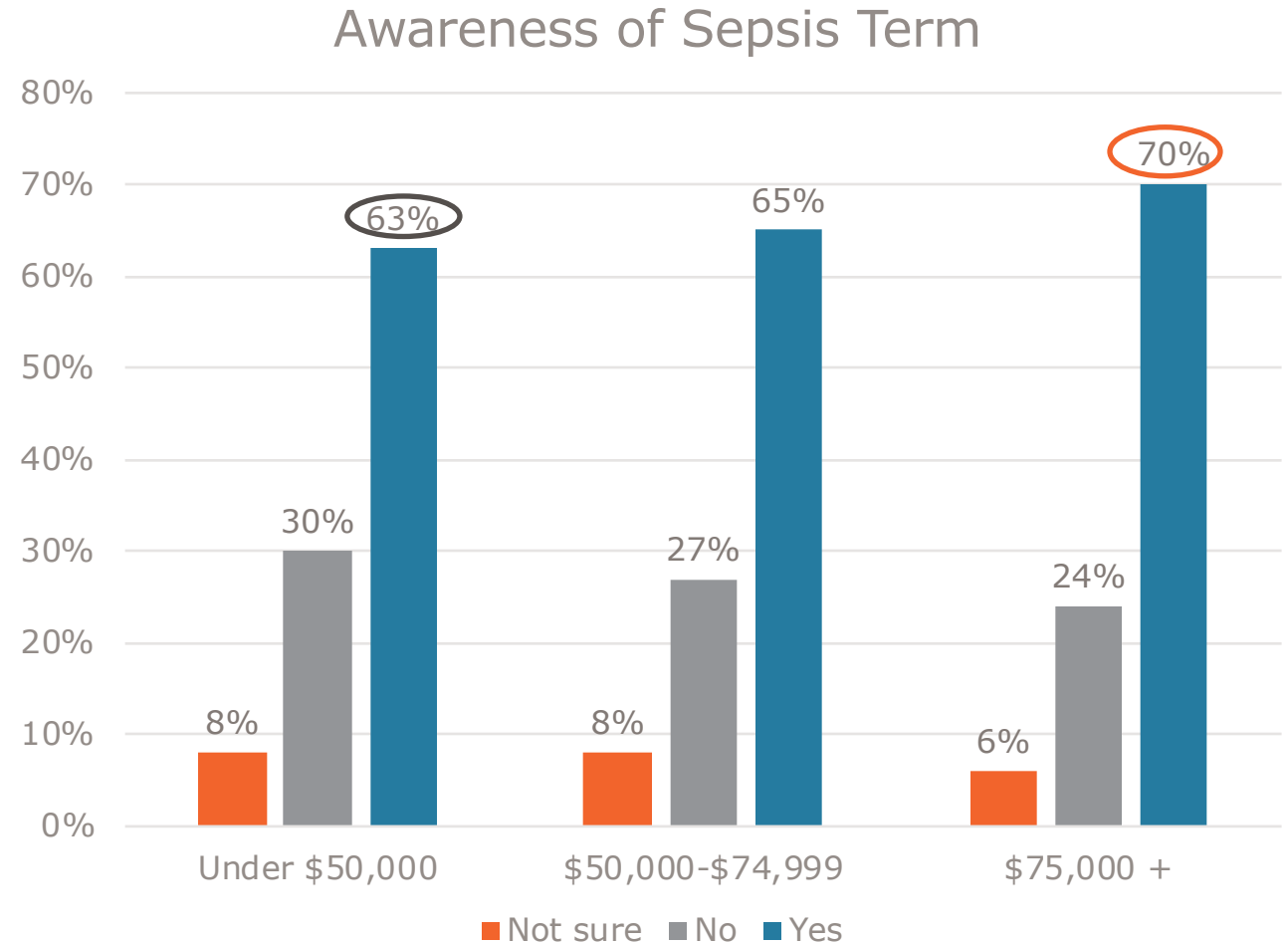
Those who identify as Non-Hispanic White are more likely to have heard the term sepsis than those who are Non-Hispanic Black or Hispanic.



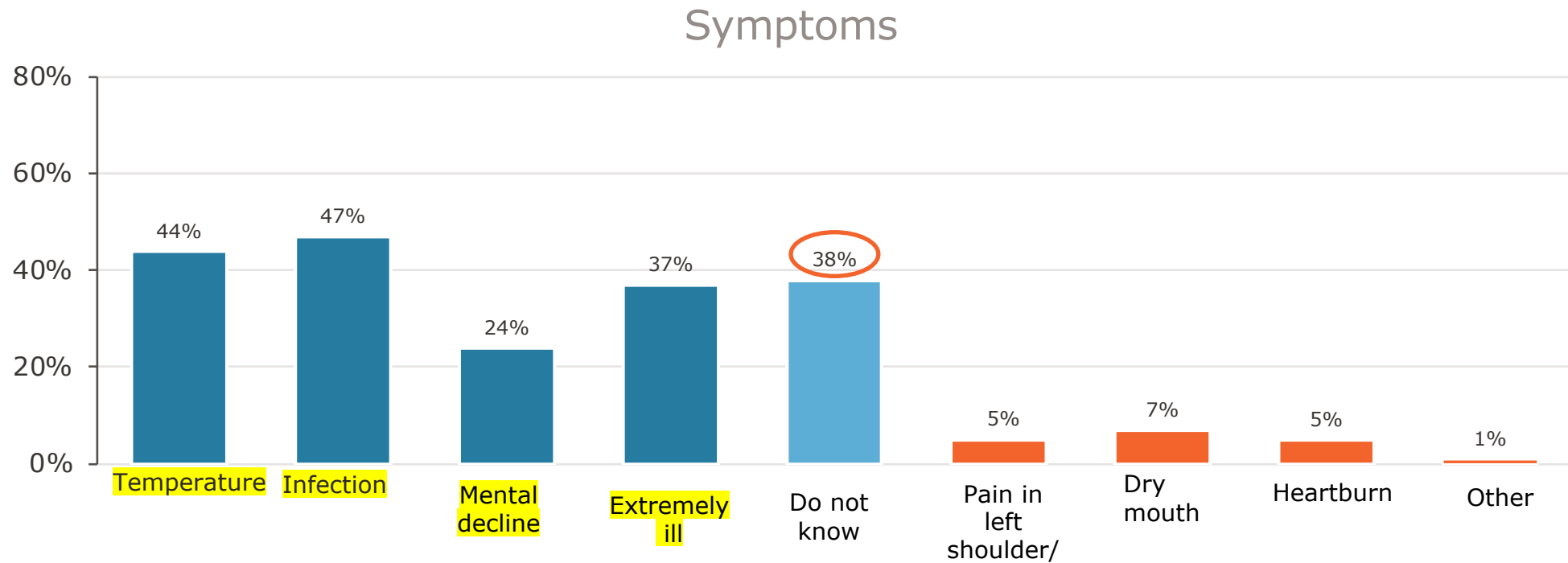


# The term sepsis is less recognized among lower income groups.

People with incomes of \$75,000 or higher are more likely to **have heard** of sepsis than those with incomes lower than \$50,000.

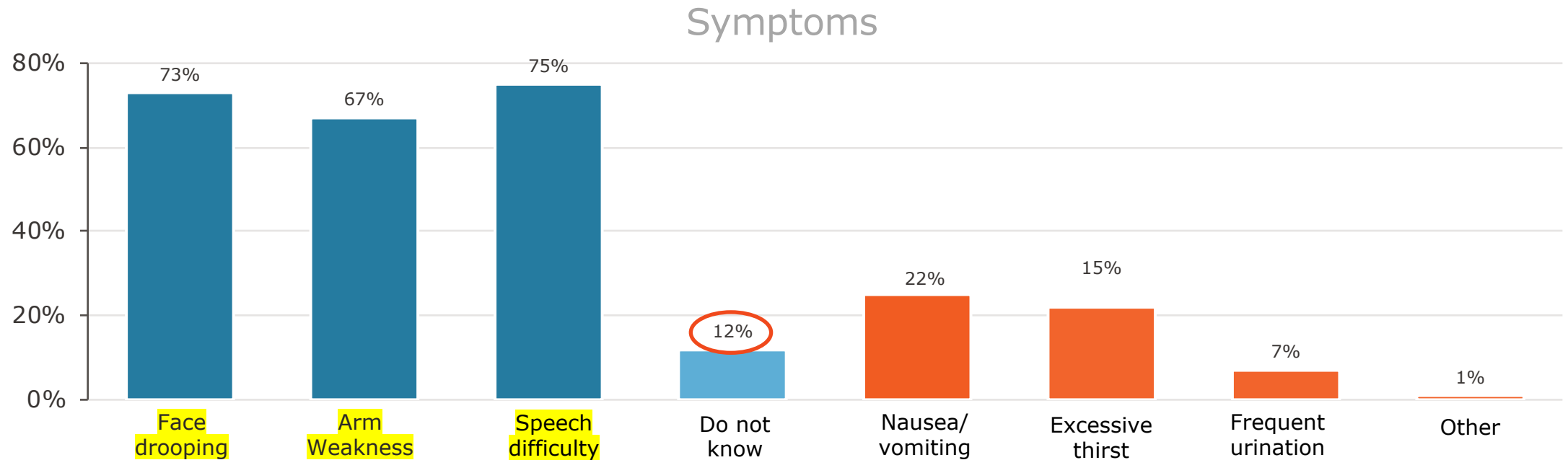


While more than 1.7 million adults are diagnosed with sepsis each year, more than 1/3 do not know the symptoms.



✓ Yellow highlights  
sepsis symptoms

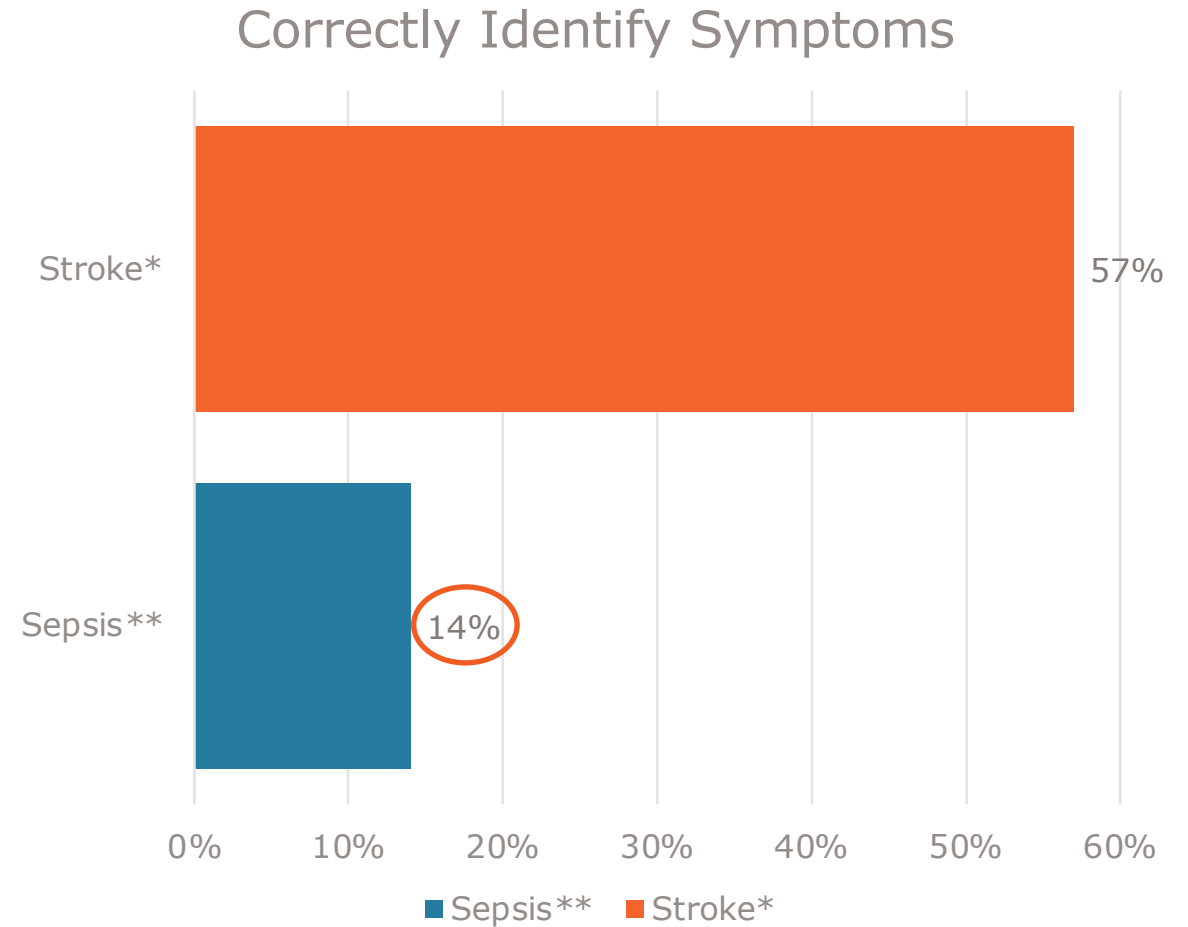
# The majority of adults can identify symptoms of stroke.



✓ Yellow highlights stroke symptoms

57% could *correctly* identify **all** the symptoms of **stroke** listed in the survey.

Only 14% could *correctly* identify **all** the symptoms of **sepsis** listed in the survey.



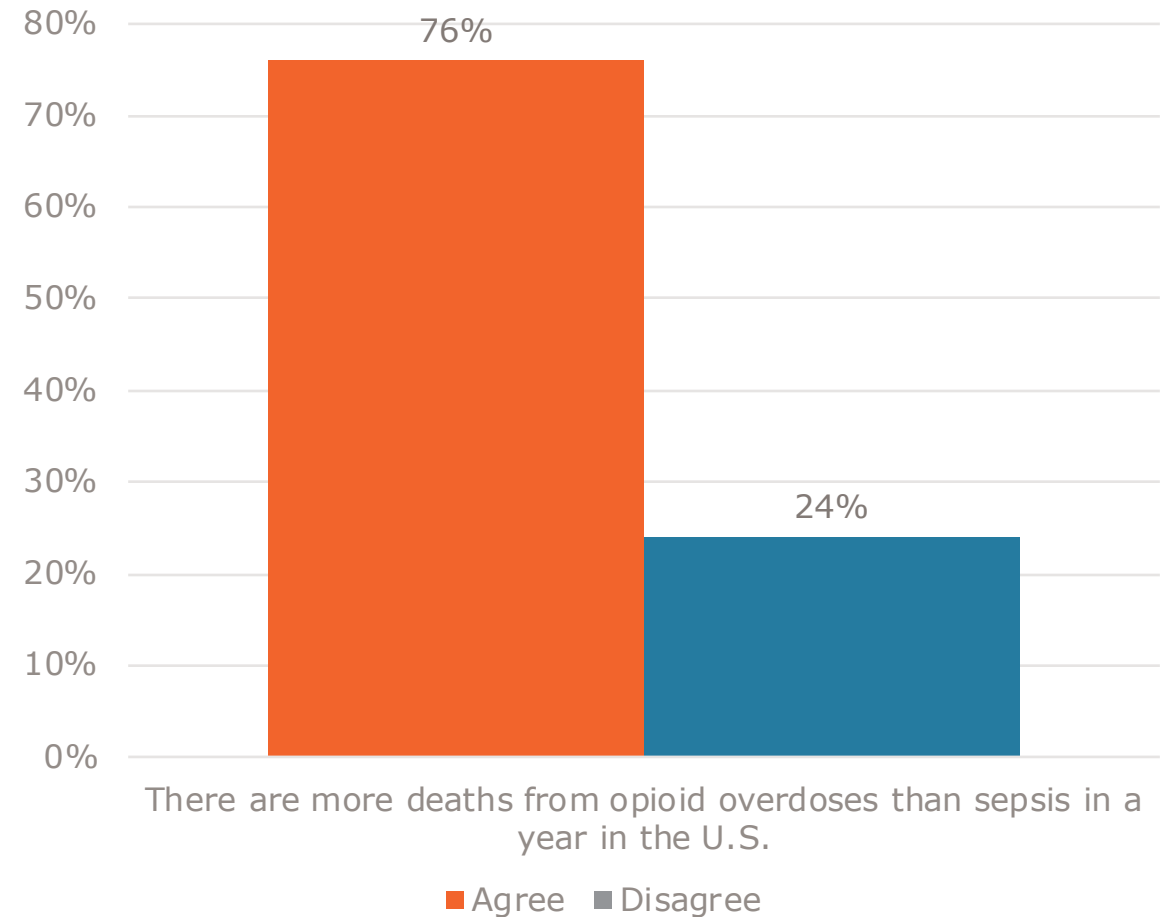
# Most adults believe that there are more deaths from opioid overdoses than sepsis in a year.

In fact, more people die from sepsis than they do from opioid overdoses each year.

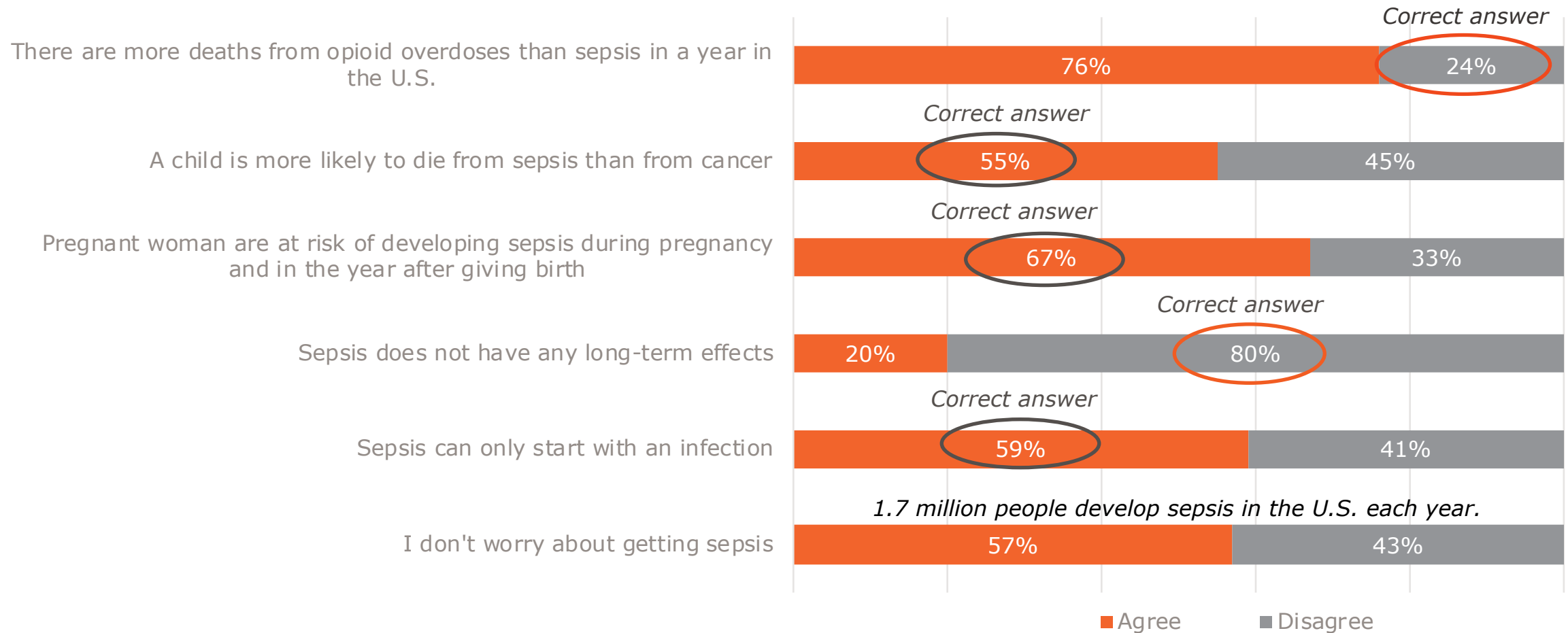
According to the CDC:

270,000 Sepsis Deaths

46,000 Opioid Deaths

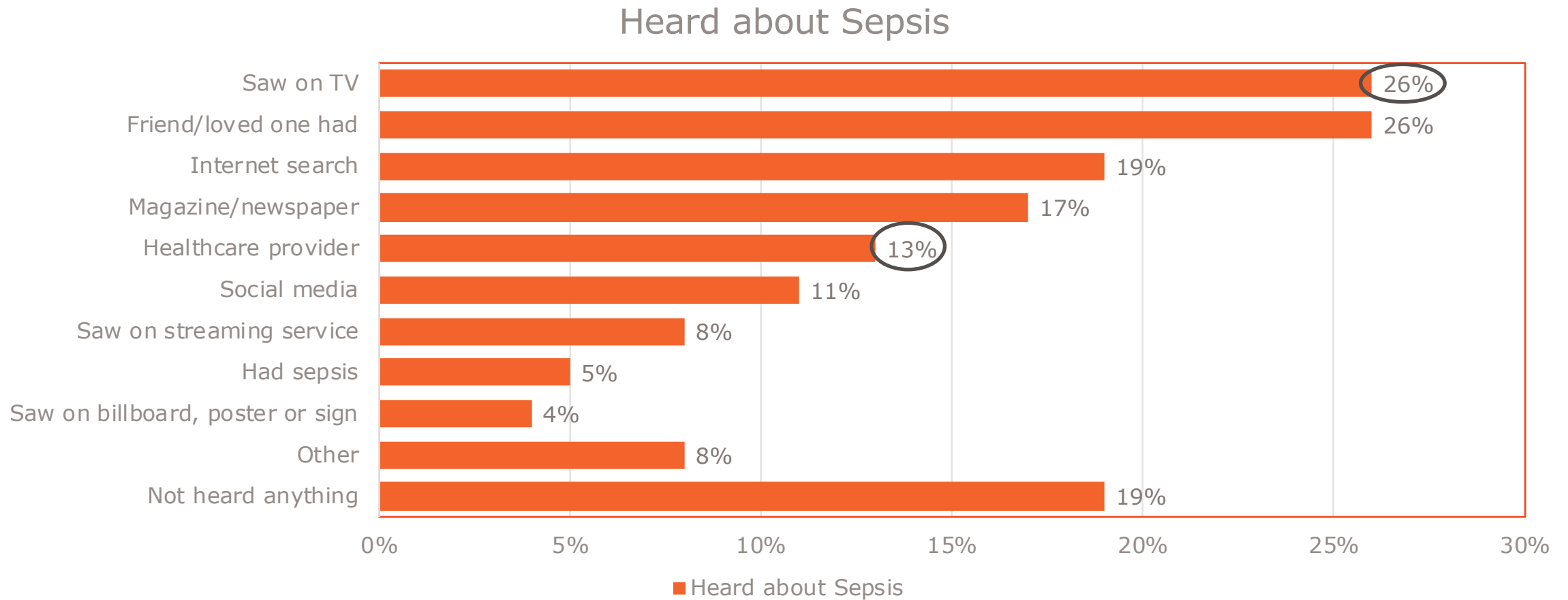


# Understanding of sepsis is improving, but education is still needed.



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

# More Have Heard of Sepsis On TV than through their Healthcare Provider







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