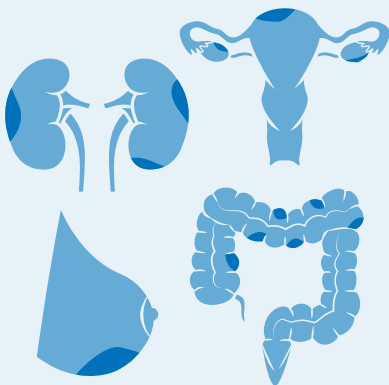


Idiopathic pulmonary fibrosis

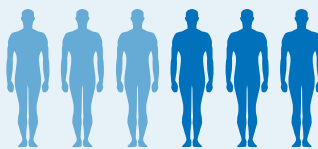
More **must** be done

A serious, irreversible lung disease

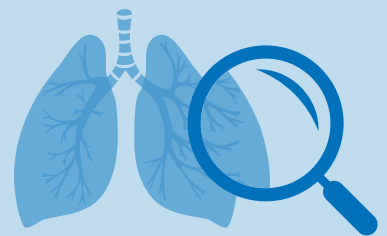
More deadly than most *cancers*¹



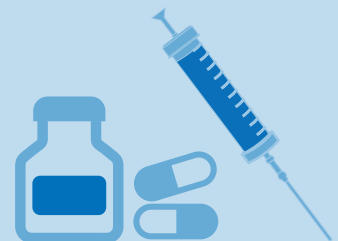
Only 50% survive more than 2-5 years after diagnosis²



Why more must be done



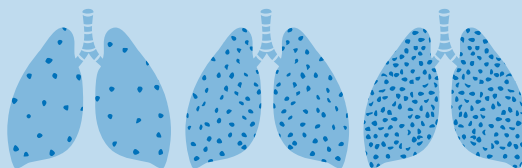
Early diagnosis is essential for earlier treatment



Which could improve long-term patient outcomes⁶



The lung tissue of IPF patients becomes progressively scarred making it increasingly difficult for them to breathe³



50% IPF patients initially misdiagnosed⁴



60% diagnosed patients treatment delayed⁵



IPF is difficult to diagnose

1. American Cancer Society, Cancer Facts & Figures 2010. Atlanta: American Cancer Society; 2010. Available from: <http://www.cancer.org/acs/groups/content/@nho/documents/document/acspc-024113.pdf>. Accessed: September 2015

2. Ley B, Ryerson CJ and Vittinghoff EA et al. Ann Intern Med 2012; 156: 684-691

3. NHS Choices. Pulmonary Fibrosis (idiopathic). Available from: <http://www.nhs.uk/conditions/pulmonary-fibrosis/Pages/Introduction.aspx>. Accessed: 21 April 2015

4. Collard H et al. Patient experiences with pulmonary fibrosis. Respir Med 2006, doi:10.1016/j.rmed.2006.10.002

5. Intermune, Esbriet® Global Demand Study- France, 2014, [data on file]

6. Cottin V. Eur Respir Rev 2014; 23:106-110