

Media Information

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Subject Global Iron Deficiency Day – 26 November 2016

Vifor Pharma leads initiatives to raise awareness of Iron Deficiency – 2nd Global Iron Deficiency Day on November 26, 2016

According to the World Health Organisation (WHO), iron deficiency affects up to one-third of the world's population^{1,2}, and is particularly common in elderly individuals and those with certain chronic diseases¹ such as chronic kidney disease^{3,4}, congestive heart failure⁵ or inflammatory bowel disease^{2,6}.

Iron deficiency is specifically a common comorbidity for patients with chronic diseases. It significantly impacts Quality of Life (QoL)⁷ and can influence clinical outcomes, making it a concern for both patients and physicians.

Prof. Maria Cappellini, University of Milan, Italy, says: "Iron deficiency is very common but often overlooked, especially in people with chronic conditions. Iron deficiency is a health-related condition in which iron availability is insufficient to meet body needs and therefore its timely detection and treatment is important, because iron is essential to the functioning of multiple organs."

Vifor Pharma supports various activities around the world to highlight the impact of iron deficiency and raise awareness, for example:

- **IronDeficiency.com:** A global website that provides patients, carers and healthcare professionals around the world with a comprehensive source of information about the causes, effects and symptoms of iron deficiency.
- **Symptom Browser App:** A new app for information about iron deficiency, which is easy to download via the Apple app store or Google Play.
- **Support of the European Iron Deficiency Survey^{8,9}:** The survey of over 10,000 adults across seven European countries highlights the significant lack of awareness around the symptoms associated with the condition, despite almost 50% of sufferers confirming the condition to have a notable negative impact on their working life – and one in three describing their condition as severe or very severe at the time of diagnosis. The report also revealed that the main symptom that drove those to consult a health care professional was tiredness/fatigue, which was mentioned as the first symptom experienced, followed by pale skin and poor attention.

Data show that nearly one third of the population is not aware of iron deficiency and iron deficiency anaemia. Even among those people who are aware of iron deficiency, one third cannot recognise its symptoms⁸. In light of the 2nd Global Iron Deficiency Day on November 26, 2016, Vifor Pharma reaffirms its commitment to further educate people and healthcare professionals to recognise the symptoms of the disease.

Link to website: <http://www.irondeficiency.com>

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Vifor Pharma, a company of the Galenica Group, is a world leader in the discovery, development, manufacturing and marketing of pharmaceutical products for the treatment of iron deficiency. The company also offers a diversified portfolio of prescription medicines as well as over-the-counter (OTC) products. Vifor Pharma, headquartered in Zurich, Switzerland, has an increasingly global presence and a broad network of affiliates and partners around the world. For more information about Vifor Pharma and its parent company Galenica, please visit www.viforpharma.com and www.galenica.com.

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