

Methodology

- Online interviews were conducted among 1,627 consumers and 204 doctors in four regions:
 - North America: US and Canada
 - Latin America: Mexico and Brazil
 - Europe: UK, France and Germany
 - Asia/Pacific: China, India, Australia and Singapore
(no doctors in Singapore)
- All respondents were ages 35 years or older with approximately two-thirds ages 35 to 54
- Approximately 50% male and 50% females
- The consumer interview lasted approximately 30 minutes and included questions on general attitudes, health attitudes, conditions, compliance, demographics



Bios



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She has worked in health care communications for over a decade and has launched numerous RX and OTC brands across a range of conditions. Maria acknowledges the contribution of Mary Bakarich and Seth Friedman in the writing of this paper.



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is the **President**
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He began his career as a pharmacist with the UK retail giant Boots the Chemist and later moved to clinical pharmacy at St. Georges and Kingston General Hospitals in London. It was, however, a love of writing that led him to a new career in advertising - starting as a copywriter at The General Advertising Company of London Ltd.