

# ALL ABOUT AUTOIMMUNE

Although seemingly unrelated, all autoimmune diseases share a common thread: they involve an immune system that mistakenly attacks the body's own healthy tissue. They are often misdiagnosed but can have severe health consequences, which is why a holistic approach is necessary for a complete understanding.

## WHO TO REACH OUT TO FOR INSIGHT

Patient | Carer | Parent | Infusion Nurse | Pharmacist  
 Payer/Office Manager | MD Specialist | Rheumatologist  
 Neurologist | Physical Therapist | Psychiatrist



## ← ORGANS OF THE IMMUNE SYSTEM



## HOW TO COPE

Since there is no cure and immunosuppressant drugs can be dangerous, sufferers often seek alternative treatments, such as:



## MORE COMMON THAN YOU THINK

**80+** known autoimmune diseases

**45%** of patients with real autoimmune diseases are labelled chronic complainers in the earliest stages of their illness



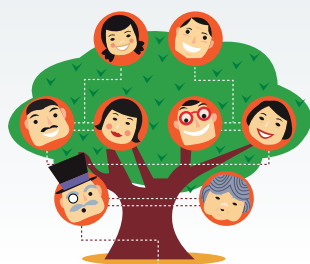
## AUTOIMMUNE SUFFERERS BY THE NUMBERS

**100,000** individuals in the UK are affected by rare autoimmune diseases



**1 out of 5** people has an autoimmune related condition

## MORE LIKELY TO STRIKE



Those related to someone with an autoimmune condition are more likely to also have one – even if it is a different disease.

**75%** of cases are women

## SOURCES:



WomensHealth.org  
 Dartmouth Undergraduate Journal of Science

# Research Now® Autoimmune Panel

a global resource for creating in-depth insights on consumer ailments

Research Now provides access to over 6.5 million deeply-profiled healthcare consumers, including 100+ ailments and 200+ OTC and prescription drugs usage profiles. Our healthcare panels also include hard-to-reach Doctors, Nurses, Pharmacists, Hospital Executives and Administrators. We deliver on all facets of data collection, including “sample only”, programming, translations and coding.

	Targeted Audience	Total Available Targetable Universe	Approx. Max. Number of Deliverables at 70% Incidence in 5-7 Business Days
UNITED KINGDOM	Celiac Disease	1469	101
	Irritable Bowel Disorder	22,045	1,304
	Lupus	597	48
	Multiple Sclerosis	796	74
	Psoriasis	8,896	576
GERMANY	Celiac Disease	148	Custom Solution
	Irritable Bowel Disorder	2,186	105
	Lupus	114	Custom Solution
	Multiple Sclerosis	340	23
	Psoriasis	968	45
FRANCE	Celiac Disease	200	16
	Irritable Bowel Disorder	2,104	109
	Lupus	206	17
	Multiple Sclerosis	327	32
	Psoriasis	2,368	131
SPAIN	Celiac Disease	248	21
	Irritable Bowel Disorder	1,645	136
	Lupus	167	16
	Multiple Sclerosis	165	18
	Psoriasis	1,353	108
ITALY	Celiac Disease	468	40
	Irritable Bowel Disorder	4,621	361
	Lupus	164	16
	Multiple Sclerosis	209	23
	Psoriasis	1,816	139
UNITED STATES	Celiac Disease	6,647	883
	Irritable Bowel Disorder	69,067	8,329
	Lupus	5,193	762
	Multiple Sclerosis	5,310	905
	Psoriasis	33,008	3,983
CANADA	Celiac Disease	770	62
	Irritable Bowel Disorder	6,487	456
	Lupus	421	35
	Multiple Sclerosis	628	61
	Psoriasis	3,920	282

These are proprietary panel counts. Larger N sizes are achievable with custom solutions provided by Research Now Healthcare upon request.