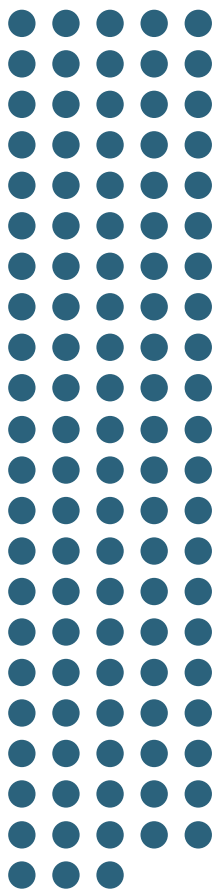


HIGH CHOLESTEROL: MAPPING UNMET NEED



Prevalence

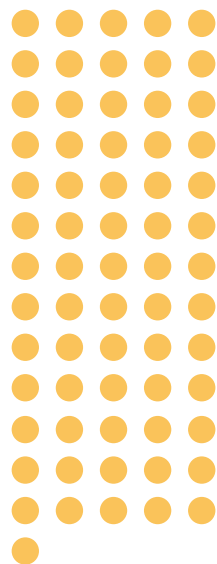


108m

Americans have high cholesterol



Diagnosed



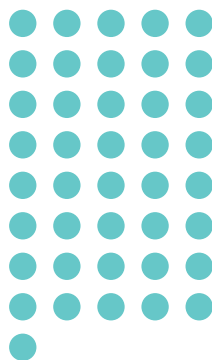
66m

are diagnosed*

*Diagnosis defined as ever diagnosed



Treated



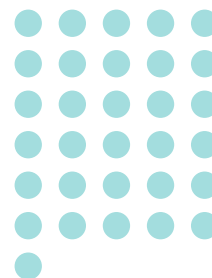
41m

are treated*

*Treatment defined as ever treated



Controlled



31m

have controlled cholesterol with treatment



10m

have uncontrolled cholesterol despite treatment

Opportunities to Control High Cholesterol

Increase Adherence

Taking medicines more consistently can help some reach their goal

Modify Prescribed Treatments

Combining treatments or changing dosage can lower cholesterol levels for some

Improve Diet and Exercise

Implementing lifestyle changes can reduce cholesterol levels for many

New Medicines Could Help Those With...

Statin Intolerance:

People intolerant to statins because of side effects or potential for adverse events.

Inadequate Statin Response:

For example, people with an inherited condition called familial hypercholesterolemia.