

Act in Time



to Heart Attack Signs



FOR IMMEDIATE RELEASE

“Wait and See” Approach to Heart Attack Warning Signs May Contribute to Poor Survival Rates

National Awareness Program Urges
Americans to “Act in Time to Heart Attack Signs”

New York, NY, Jan. 24—Many U.S. adults lack critical knowledge about heart attack warning signs beyond the so-called “Hollywood Heart Attack”—the sudden, crushing chest pain that is often depicted in the movies and on television, according to a new Harris Interactive® survey commissioned by PDL BioPharma, Inc. This knowledge gap, coupled with a “wait and see” approach in seeking timely treatment, may contribute to the nearly one-half million heart-attack related deaths in the United States annually¹.

According to the survey:

- Only two in five (40%) U.S. adults would seek medical attention if they experienced common heart attack symptoms (sickness to the stomach, lightheadedness, and pain or soreness in the arm, back or neck) for several minutes—the majority (59%) would wait and see if the symptoms passed, and only 14% would call 9-1-1.
- Only about half of U.S. adults (56%) think calling 9-1-1 (or their 10-digit local emergency number) for an ambulance is the first step to take if they (or someone they are with) are experiencing heart attack symptoms.
- Only 35% of U.S. adults who have been diagnosed with a heart attack, or have a friend or family member who has been diagnosed with a heart attack, called 9-1-1 (or their 10-digit local emergency number) as the first step.
- Less than half of U.S. adults (48%) realize that a heart attack can be stopped once it has begun.

To combat the ongoing awareness gap about heart attacks and how to respond, *Act in Time to Heart Attack Signs*, a National Heart Lung and Blood Institute (NHLBI) public education campaign, is being revitalized through the sponsorship of PDL BioPharma. The campaign, originally launched in 2001 by the NHLBI, urges Americans to learn the various warning signs of a heart attack and call 9-1-1 immediately in order to save lives.

“The vision of *Act in Time* has always been to save lives by increasing the woefully low number of heart attack patients who are treated within the first hour of experiencing symptoms,” said Elizabeth G. Nabel, M.D., Director of NHLBI. “While we’ve made great strides in educating Americans about heart attack warning signs in order to drive earlier treatment, this survey demonstrates that there’s still work to be done to win the war against heart attacks.”

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¹ AHA 2005 Heart Disease and Stroke Statistics

An estimated 1.2 million Americans suffer heart attacks each year and approximately 494,400 of them die. Nearly half of heart attack deaths occur before the person reaches the hospital. Most heart attack victims wait two or more hours after symptom onset before seeking medical help, often because they do not realize they're having a heart attack.²

"Tragically, many patients, expecting to experience sudden, crushing chest pain, don't recognize the less dramatic symptoms of a heart attack, don't seek prompt treatment and, therefore, don't receive powerful life-saving therapies in time," said William E. Boden, M.D., national spokesperson for *Act in Time*. "We hope to reverse that trend with this education program."

According to Dr. Boden, Director of Cardiovascular Clinical Trials at Hartford Hospital, and Professor of Medicine, University of Connecticut School of Medicine, the most common heart attack warning signs include pain or discomfort in the center of the chest; discomfort in one or both arms, back, neck, jaw, or stomach; shortness of breath; and other signs, such as breaking out in a cold sweat, nausea, and light-headedness.

The survey also found that:

- While 85% of U.S. adults recognized chest discomfort as a heart attack warning sign, significantly fewer adults are aware that discomfort in the neck (36%), back (32%), jaw (30%) or stomach (23%) are also symptoms of a heart attack.
- Less than half (46%) of U.S. adults who have been diagnosed with a heart attack or have a friend or family member who has been diagnosed with a heart attack indicated that they/their friend or family members actually experienced chest discomfort.

"It is essential that Americans become familiar with all of the heart attack warning signs, because every second counts when it comes to a heart attack," Dr. Boden emphasized. "Clot-dissolving drug therapy or dilation of a blocked coronary artery with balloon angioplasty and stenting can stop, or interrupt, a heart attack, limiting or preventing debilitating or deadly heart muscle damage. However, these treatments are most effective when administered within one hour of symptom onset."

Dr. Boden went on to explain that delay in symptom recognition will inevitably delay prompt treatment, hence, patient education about heart attack warning signs is paramount.

The *Act in Time* campaign offers informative, easy-to-read educational materials for the public including a brochure, wallet card and educational video. Several hospitals and health systems across the country also will be distributing the *Act in Time* materials and conducting related education events in 2006. Information on obtaining the *Act in Time* materials, as well as in-depth results of the PDL BioPharma survey conducted by Harris Interactive can be found at www.actintime2006.com.

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² AHA 2005 Heart Disease and Stroke Statistics

About PDL BioPharma

PDL BioPharma, Inc. is a biopharmaceutical company focused on discovering, developing and commercializing innovative therapies for severe or life threatening illnesses. The company currently markets and sells a portfolio of leading products in the acute-care hospital setting in the United States and Canada and generates royalties through licensing agreements with top-tier biotechnology and pharmaceutical companies based on its pioneering humanized antibody technology. Currently, PDL BioPharma's diverse late-stage product pipeline includes six investigational compounds in Phase 2 or Phase 3 clinical development for hepatorenal syndrome, inflammation and autoimmune diseases, cardiovascular disorders and cancer. For more information, go to <http://www.pdlbiopharma.com>.

About the Harris Interactive® Poll

Harris Interactive® fielded the online survey between December 16 and 20, 2005 among a nationwide sample of 2,515 U.S. adults 18 years of age or older – of whom 1,370 have been diagnosed with a heart attack or have a friend or family member who has been diagnosed with a heart attack. The data were weighted to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity and propensity to be online. In theory, with a probability sample of this size, one can say with 95 percent certainty that the results for the overall sample of adults have a sampling error of plus or minus 3 percentage points. Sampling error for those who have been diagnosed with a heart attack or have a friend or family member who has been diagnosed is plus or minus 4 percentage points. This online sample is not a probability sample.

About Harris Interactive®

Harris Interactive Inc. (www.harrisinteractive.com), based in Rochester, New York, is the 13th largest and the fastest-growing market research firm in the world, most widely known for *The Harris Poll*® and for its pioneering leadership in the online market research industry.

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