

Opportunities for Building Awareness and Urgency

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**State of
The Science**

September 20, 2017

Educating the consumer

- Consumer education is key but it's extremely difficult – and expensive - to market directly to consumers. We have instead focusing on “influencing the influencer.”
- Our research shows that consumers turn to healthcare practitioners (HCPs) for advice about health and wellness issues and as an influencer on purchasing decisions
- More needs to be done to help physicians recommend increasing seafood intakes as a healthy lifestyle decision

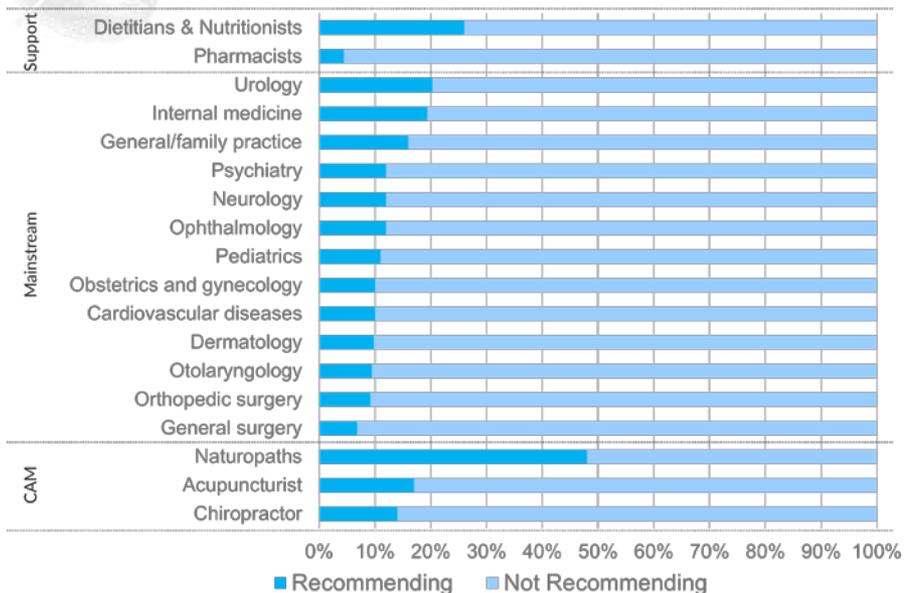
HCP Society Endorsements

Society	Recommendation
Academy of Nutrition and Dietetics	<ul style="list-style-type: none">• 500mg EPA+DHA per day for general adults• Pregnant and lactating women may benefit from supplemental direct sources of EPA and DHA
American Academy of Pediatrics	<ul style="list-style-type: none">• 200-300mg DHA for nursing women• Seafood is appropriate at fears about mercury are offset by neurobehavioral benefits
American Diabetes Association	<ul style="list-style-type: none">• Two servings of fatty fish per week for diabetics
American Heart Association	<ul style="list-style-type: none">• Two servings of fatty fish for adults without CHD• 1g of EPA+DHA/day for CHD patients, preferably from oily fish but supplements could be considered• 2-4g/day as capsules for patients with high triglycerides under a physician's care• EPA+DHA supplementation is reasonable for heart failure
American Psychiatric Association	<ul style="list-style-type: none">• Two servings of fish per week for adults• 1g EPA+DHA/day for patients with mood, impulse control, or psychotic disorders
March of Dimes	<ul style="list-style-type: none">• 200mg DHA/day for pregnant and lactating women

- Multiple professional societies for HCPs recommend seafood and omega-3s for specific patient populations
- Generally recommendations for the adult population are for two servings of fatty fish per week and 500mg of EPA+DHA per day
- Recognition by professional societies means they also recognize the role of HCPs in nutrition and lifestyle changes

HCP Attitudes

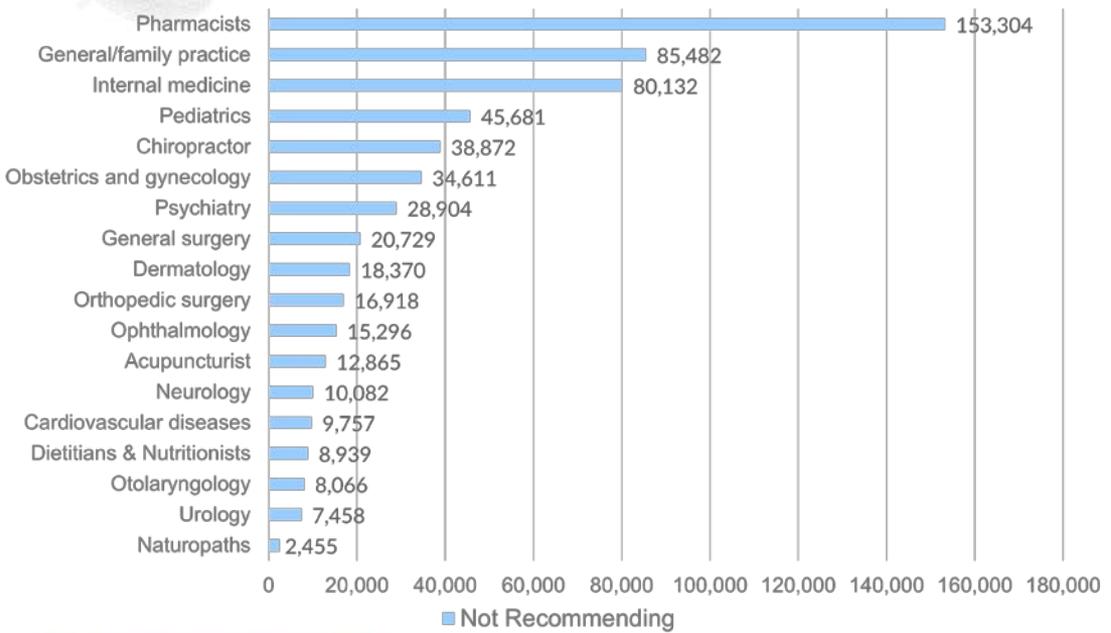
PRACTITIONER ATTITUDES TOWARD OMEGA-3s



- There is a need to educate practitioners about omega-3s
- Typically, fewer than 20% of HCPs are recommending consumers get omega-3s in their diet
- Advocacy is low even in specialties where professional societies like the American Heart Association recommend omega-3 consumption

HCP Attitudes

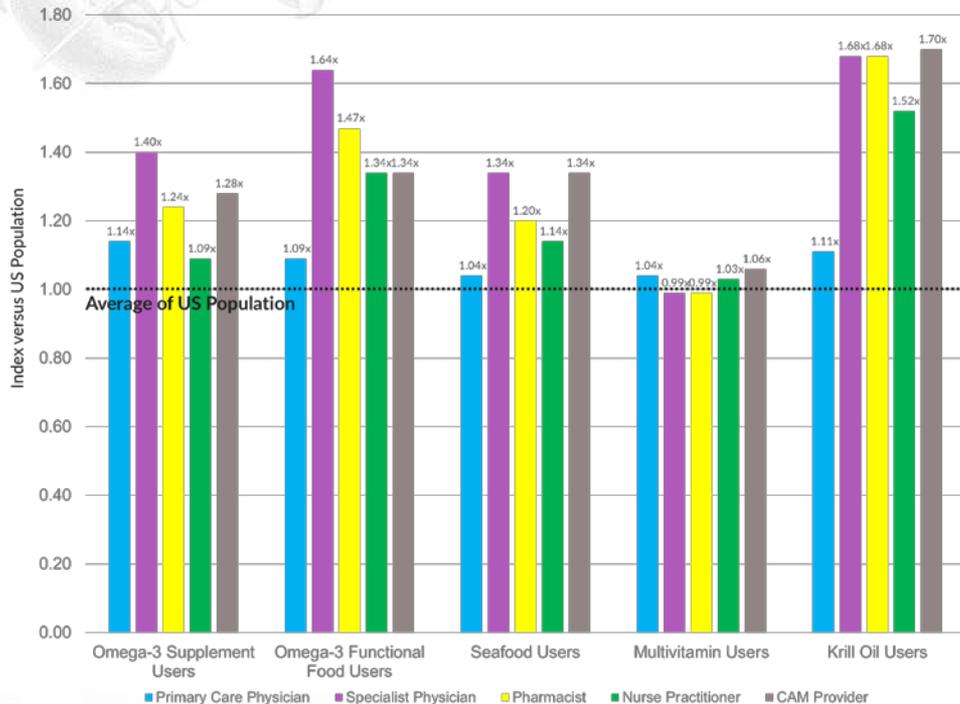
PRACTITIONERS NOT RECOMMENDING OMEGA-3s



- The volume of practitioners and patient visits matter
- It is clear that the biggest opportunity for education is in the general practice environment, including physicians, nurse practitioners, and pharmacists
- It is also appropriate that basic lifestyle changes like improving nutrition should be recommended first by this group

HCP Influence

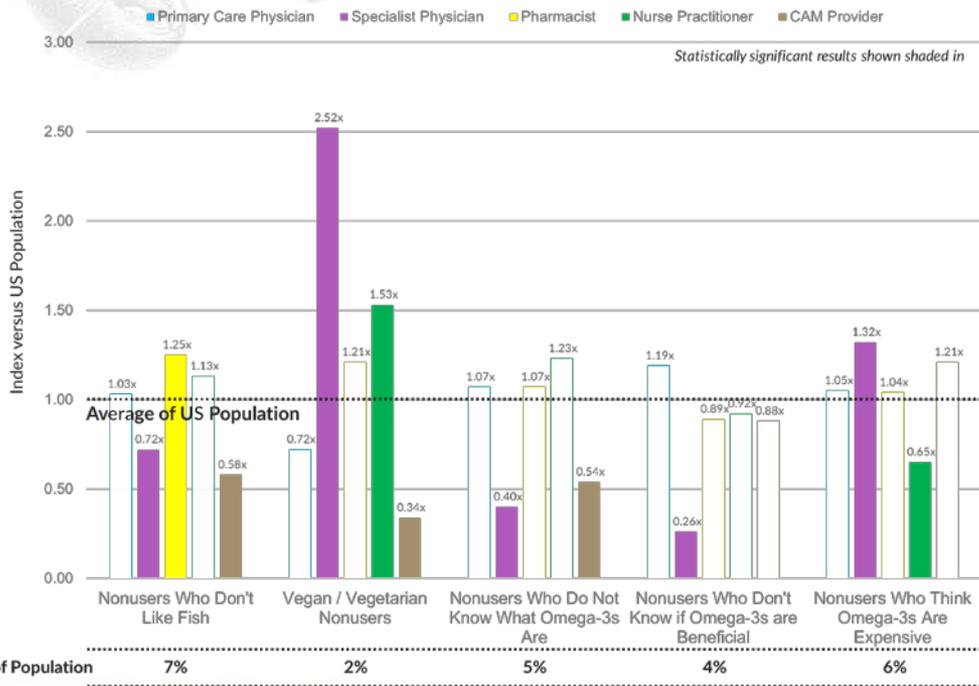
LIKELIHOOD TO DISCUSS OMEGA-3s WITH HCP GROUPS - USERS



- Existing omega-3 users are most likely to discuss omega-3s with their HCPs
- Specialist physicians tend to have the greatest influence on omega-3 usage, followed closely by pharmacists and alternative HCPs

HCP Influence

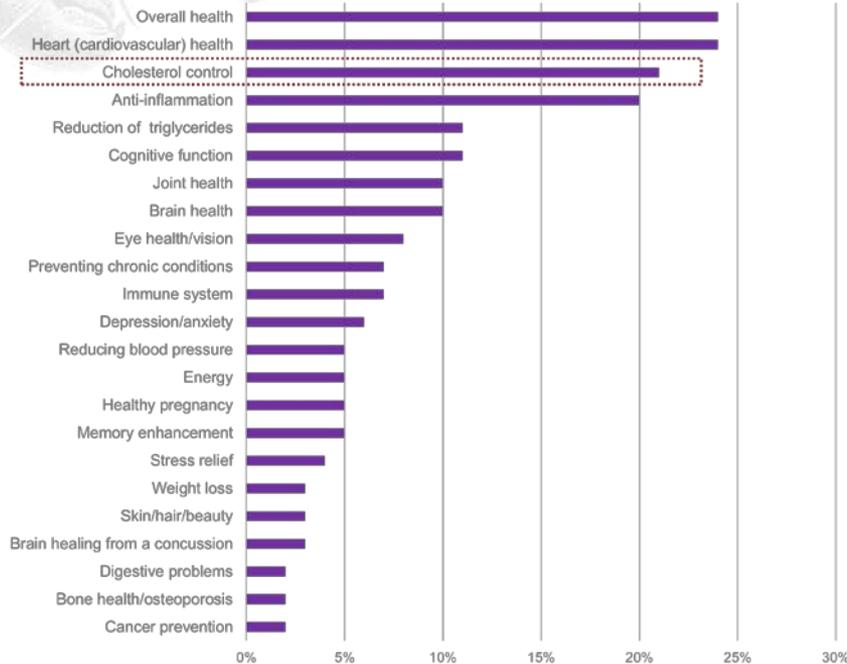
LIKELIHOOD TO DISCUSS OMEGA-3s WITH HCP GROUPS - NONUSERS



- With non-users of omega-3s, the various HCP specialties play a less uniform role
- It is clear that for the most unaware consumers, specialist physicians can play a much larger role in education

HCP Knowledge

REASONS HCPs RECOMMEND OMEGA-3S



- Even HCPs need education about the role of omega-3s in health
- Cholesterol is the third most recommended reason for urging patients to increase omega-3 intake...but the science does not support omega-3s and cholesterol reduction



GOED's HCP Outreach work

- We are in the process of running an online program for primary care physicians through the MedScape portal, educating about the benefits of omega-3s for cardiovascular health.
- We are testing omega-3 benefit messages with nurse practitioners, physician assistants and pharmacists to determine how best to educate them.
- In addition to HCPs, we are building a network of dietitians and scientists that can be interviewed by the media about omega-3s



What resources are available

- Consumer-friendly videos and infographics on key omega-3 benefits
- Consumer website at www.alwaysomega3s.com, which includes a quiz to help consumers estimate omega-3 intake
- Fats of Life newsletter for physicians and scientists synthesizing the latest science