Opportunities for Building Awareness and Urgency

Presenter: Adam Ismail
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
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.

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<th>Society</th>
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| Academy of Nutrition and Dietetics | • 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   | • 200-300mg DHA for nursing women  
• Seafood is appropriate at fears about mercury are offset by neurobehavioral benefits |
| American Diabetes Association    | • Two servings of fatty fish per week for diabetics                                                   |
| American Heart Association       | • 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 | • Two servings of fish per week for adults  
• 1g EPA+DHA/day for patients with mood, impulse control, or psychotic disorders                     |
| March of Dimes                   | • 200mg DHA/day for pregnant and lactating women                                                       |
HCP Attitudes

- 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.

Sources: DSM Survey, GOED Estimates from NAMCS Survey
HCP Attitudes

- 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.

PRACTITIONERS NOT RECOMMENDING OMEGA-3s

- Pharmacists: 85,482
- General/family practice: 80,132
- Internal medicine: 45,681
- Pediatrics: 38,872
- Chiropractic: 36,611
- Obstetrics and gynecology: 28,904
- Psychiatry: 20,729
- General surgery: 18,370
- Dermatology: 16,918
- Orthopedic surgery: 15,296
- Ophthalmology: 12,865
- Acupuncturist: 10,082
- Neurology: 9,757
- Cardiovascular diseases: 8,939
- Dietitians & Nutritionists: 8,066
- Otolaryngology: 7,458
- Urology: 2,455

Sources: DSM Survey, GOED Estimates from NAMCS Survey
HCP Influence

- 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

Source: GOED Consumer Survey, 2017
HCP Influence

- 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.

Source: GOED Consumer Survey, 2017
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