



Take the Next Step

Painful Diabetic Peripheral Neuropathy Online Survey
Executive Summary

Of the nearly 24 million people who suffer from diabetes in the U.S., 26 percent experience painful diabetic peripheral neuropathy (pDPN)¹, a condition most commonly caused by poorly controlled blood sugar levels that result in nerve damage over time.² Symptoms of pDPN may include burning, throbbing or painful tingling in the feet or hands, and the pain associated with the condition can become extremely debilitating.³

A new online survey of 553 men and women who experience diabetic nerve pain underscores its significant effect on daily activities. The survey was fielded as part of a new campaign, “Take the Next Step,” which is designed to help people with diabetes recognize the symptoms of pDPN and proactively talk to their healthcare professional about incorporating the treatment of pDPN into their overall diabetes care. The initiative is supported through a sponsorship by Pfizer, Inc.

pDPN: A Bothersome Complication of Diabetes

- The majority of people surveyed indicated that pDPN was one of the top three most bothersome complications of their diabetes⁴
- 66 percent of respondents rated their pDPN as a top priority when speaking to their doctor about their diabetes symptoms. Other top priorities were blood sugar levels and weight gain/loss⁴
- When asked to rate the severity of their pDPN on a scale of one to 10 with 10 being completely incapacitating, 55 percent rated their pain a six or higher⁴

pDPN Impacts Patients' Lives & Daily Activities

- Of those surveyed, almost two-thirds (64 percent) said that their pDPN interfered with the daily activities that matter to them⁴
- When asked to rate, on a scale of one to 10, the impact of pDPN on the daily activities that matter most to them, 53 percent rated its impact a six or higher⁴
- The most common activities that respondents said were impacted by their pain were:⁴
 - ▶ Exercising (76 percent)
 - ▶ Falling asleep (71 percent)
 - ▶ Spending time with or caring for family (68 percent)
 - ▶ Ability to participate in hobbies they enjoy (56 percent)
 - ▶ Ability to travel (42 percent)
 - ▶ Spending time with friends (37 percent)
 - ▶ Ability to perform their job (31 percent)



- Respondents noted that pDPN impacts their lives on other ways too:⁴
 - ▶ 64 percent of people surveyed said that their nerve pain regularly has a negative impact on their mood
 - ▶ 65 percent said that the pain decreases their general motivation
 - ▶ For 33 percent of people surveyed, the pain has had a negative impact on their interpersonal relationships
 - ▶ For 30 percent of respondents, it has impacted their ability to make a living

pDPN Can Impact Lifestyle, Yet Many Unaware of Treatment Options

- Despite the fact that people with diabetic nerve pain recognize the condition's impact on their lives, less than half of those surveyed (49 percent) were treating their pain⁴
- Of those who were not being treated (51 percent)⁴, more than two-thirds (68 percent) were unaware of treatments that are approved to treat the condition⁴
- For the 49 percent being treated for their pDPN⁴, treatments most often tried included prescription treatments (73 percent)⁴, blood sugar control (72 percent)⁴, exercise (59 percent)⁴, weight control (56 percent)⁴ and an over-the-counter pain reliever (37 percent)⁴

About the Survey

The survey was conducted online with a random sample of 553 men and women 18+ who have either Type I or Type II diabetes and are suffering from diabetic peripheral neuropathy (DPN) -- all members of the Impulse Research proprietary online panel. This is not a scientific patient outcomes study.

The Impulse Research proprietary online panel has been carefully selected to closely match US population demographics and the respondents are representative of American men and women 18 + who have either Type I or Type II diabetes and are suffering from diabetic peripheral neuropathy (DPN) Research was conducted in July 2009.

The overall sampling error rate for this survey is +/-3% at the 95% level of confidence.

The survey was commissioned on behalf of Taking Care of Your Diabetes, and sponsored by Pfizer.

¹ Schmader, K. Epidemiology and Impact on Quality of Life of Postherpetic Neuralgia and Painful Diabetic Neuropathy. The Clinical Journal of Pain. 2002. 18: 350-354.

² Brigham and Women's Hospital. Translational Pain Research. <http://www.brighamandwomens.org/paintrials/diabeticneuropathypain.aspx>. Retrieved on July 7, 2009.

³ National Diabetes Information Clearinghouse. Diabetic Neuropathies: The Nerve Damage of Diabetes. <http://diabetes.niddk.nih.gov/dm/pubs/neuropathies/>. Retrieved on July 7, 2009.

⁴ Impulse Research Corp. Diabetic Pain Neuropathy Survey. July 20, 2009.

⁵ Center for Disease Control and Prevention. National Diabetes Factsheet, 2007.