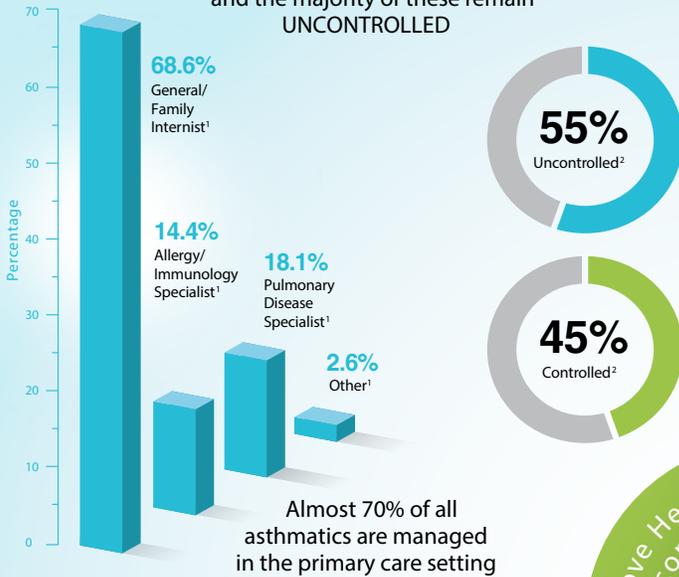


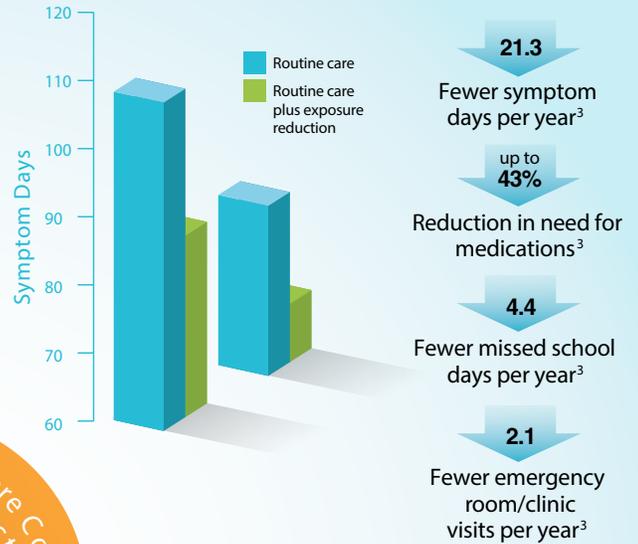
Too many asthmatics remain uncontrolled

The majority of asthma patients are managed in primary care settings and the majority of these remain UNCONTROLLED



Asthma care costs are too high

UNCONTROLLED asthma puts your organization at substantial RISK for less than optimum QUALITY and COST outcomes



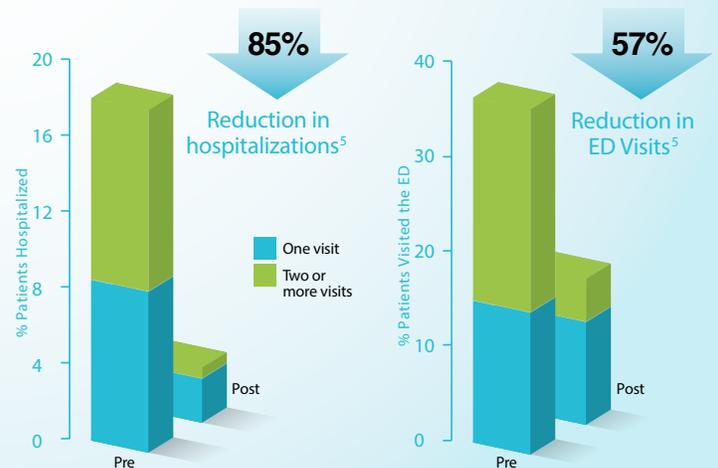
Gain better control through guidelines-based care

Achieving control in your POPULATION through guidelines-based care implementation helps your organization achieve their GOALS



Is it possible to make a difference?

Guidelines-based care can have dramatic effects on patient care



1. Kwong KYC, et al. Am J Manag Care. 2011;17:5447-5459. 2. Peters SP, MD, PhD, et al. Real-world Evaluation of Asthma Control and Treatment (REACT): Findings from a national Web-based survey. J ALLERGY CLIN IMMUNOL. 2007; 119:1454-1461. 3. Morgan WJ, Crain EF, Gruchalla RS, et al. Results of a home-based environmental intervention among urban children with asthma. N Eng J Med. 2004;351 (11):1068-1080. 4. U.S. Department of Health and Human Services Centers for Disease Control and Prevention. CDC's National Asthma Control Program: An investment in America's Health. 2013; 1-15. 5. Adapted from: Liao, et al. Journal of School Health. 2006; 76(6):313-319.