



## Press Release

### **One in two Germans do not know enough about their health “STADA Health Report 2015” reveals differences and shortcomings in general medical knowledge**

Bad Vilbel, December 8, 2015 – Only around half of Germans have sufficient health knowledge. That was the conclusion of the “STADA Health Report 2015”, published today, as part of the “all the best” initiative. It is based on a population-representative survey by the market research institute Kantar Health, commissioned by STADA Arzneimittel AG. Big gaps were found even in basic health knowledge among the 2,000 survey participants aged between 18 and 70. A quarter of them did not know the correct resting heart rate of between 60 and 80. Particularly worrying at a time of increasing antibiotic resistance: 48 percent do not know that antibiotics fight bacteria and 31 percent do not know that the medication should generally be taken until the package is finished. Furthermore over half have no idea what temperature constitutes fever: 38 percent trigger a false alarm and believe that a body temperature below 38.5 is concerning. As in many other areas of health knowledge, men fall behind women here, with just 42 percent of men answering correctly, compared with 52 percent of women.

“The STADA Health Report 2015 demonstrates a dangerous superficial knowledge and a too careless approach – particularly towards the risk of life-threatening conditions”, says Hartmut Retzlaff, Chairman of the Executive Board of STADA. “As a company we would like to make a greater contribution towards health education in the future.” Dr. Johannes Wimmer, renowned doctor and author, who was heavily involved in the development of the report, adds: “The results prove what I experience daily as a doctor. Most patients only think about illness when they are already ill.”

#### **Big gaps in health knowledge**

The answers reveal gaps in knowledge in many areas of health and within different social groups: Overall women are more competent than men, those with a higher level of education have better knowledge than those with a lower level of education, older people know more than younger people. Although those affected by chronic conditions are better

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informed about health than average, they often lack knowledge of their own condition. For example, 72 percent of diabetics do not know what is happening in their body as a result of the condition. "This lack of knowledge shows that something is fundamentally wrong", says Hartmut Retzlaff. "Our Health Report shows important starting points regarding what information must be provided for which target groups in the future." You can find the complete Health Report 2015 with further interesting results at [www.stada.com/initiative](http://www.stada.com/initiative). You can also test your own health knowledge on this page.

### **"Health literacy" – a key topic for the future**

But why is health literacy so important? Does a lack of health knowledge have a negative impact on the state of health? In Germany the scientific debate surrounding so-called health literacy – a key topic for the future – is still in its infancy. For STADA this provided the perfect opportunity to look at this important aspect of health knowledge in the Health Report 2015. "The communication between doctor and patient should be face to face. Clarification and establishment of health literacy are therefore extremely important", says Dr. Johannes Wimmer. "Because a lack of patient knowledge ultimately leads to increasing costs within the health care system."

### **Improve health knowledge with a new health portal and app**

STADA is now offering the best opportunity to improve health knowledge with the health portal and will soon offer an app too, because digital channels are often the first point of contact for people looking for information about health issues. STADA is therefore providing relevant and reliable information on health topics on its website, in the customer magazine, in the health newsletter and via its social media channels. You can access the health portal at [www.stada.de/gesundheit](http://www.stada.de/gesundheit). The page gives a current overview of many health issues, explains medical terms with a health glossary and offers brochures such as the customer magazine to download.

In the coming year the company will use additional measures to promote the explanation and knowledge of health: The new app will offer personalized health knowledge, in order to provide positive encouragement for a healthier everyday life. The aim is to use the app to



encourage individual responsibility through the recording of personal health data on parameters such as exercise, diet and doctors appointments.

#### **“All the best” – A STADA initiative**

STADA's “All the best” initiative was founded in the autumn of 2014. It supports people in staying or becoming fit and healthy in their day-to-day lives. STADA intends to foster the awareness that people must take a responsible approach to their greatest asset “Health” in order to deal with their daily tasks. The initiative is also enjoys the support of high-ranking experts in the fields of medicine, science, sport and lifestyle areas. Current information on the initiative and ongoing projects can be found at: [www.stada.de/initiative](http://www.stada.de/initiative).

#### **About STADA Arzneimittel AG:**

STADA Arzneimittel AG is a publicly-listed company with headquarters in Bad Vilbel, Germany. STADA consistently focuses on a multi-pillar strategy of generics and branded products (OTC) with an increasingly international market orientation. The Group is the only independent generics producer in Germany. STADA is represented in more than 30 countries with approximately 50 sales companies worldwide. Branded products such as Grippostad and Ladival are among the highest selling in their product category in Germany. In financial year 2014, STADA achieved Group sales of €2,062.2 million, adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of €431.9 million and adjusted net income of €186.2 million. As of December 31, 2014, STADA employed 10,363 people worldwide.

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