



## ***News Release***

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# **HEALTHCARE COMMUNITY JOIN FORCES TO FIGHT THE GROWING EPIDEMIC OF FRAGILITY FRACTURES CAUSED BY OSTEOPOROSIS**

The 'Fight the Fracture' public education campaign aims to empower patients who have suffered a fracture, help them understand and mitigate their risk of a second fracture

**HONG KONG, (8 October 2017)** — The Asian Federation of Osteoporosis Societies (AFOS), the International Osteoporosis Foundation (IOF) and Amgen have announced the 'Fight the Fracture' public education campaign to address secondary fracture prevention – the prevention of a subsequent fracture – across Asia Pacific, at the 5<sup>th</sup> Scientific Meeting of the AFOS in Kuala Lumpur.

The burden of fractures including healthcare costs for managing them is rising exponentially. By 2050, it is estimated that half of the world's hip fractures will occur in Asia,<sup>1</sup> where Asia Pacific is the fastest ageing region in the world.<sup>2</sup> Across the region, the cost of treating a hip fracture, on average, is equivalent to 19% of GDP per capita.<sup>3</sup>

A fracture has a potentially devastating impact on the health and quality of life for patients and their families. Around 25% patients who sustain a hip fracture die within a year and less than half of those who survive regain their previous level of function.<sup>1</sup> Subsequent fractures further compromise patients' quality of life. Once a patient suffers a fragility fracture, his or her risk of a future fracture increases up to 10 times.<sup>4</sup>

Diagnosis and treatment of osteoporosis, the underlying cause of the fracture, is critical. However, nearly half of patients who have suffered a fracture don't know that a fracture is a warning sign for osteoporosis, according to a recent survey of 400 patients by the *Fight the Fracture-International Osteoporosis Foundation (IOF) Survey 2017*.<sup>5</sup>

The survey is the first phase of the Fight the Fracture campaign and it investigates perceptions and behaviours of patients, caregivers and healthcare professionals about fragility fractures. The Fight the Fracture campaign aims to empower patients who have suffered a fragility fracture and their caregivers to proactively seek medical professional help in secondary care prevention – the prevention of a subsequent fracture – by providing them with educational information, tools and resources. These resources are hosted on [www.fightthefracture.com](http://www.fightthefracture.com).



## **Stronger Together**

“Fragility fractures are an epidemic that is growing in Asia Pacific and exerting a serious human, societal and economic cost in all countries which urgently needs to be addressed,” said Professor Cyrus Cooper, IOF President. “IOF’s vision is a world without fragility fractures in which healthy mobility is a reality for all. We believe that Fight the Fracture makes an important contribution towards fragility fracture prevention worldwide and are excited that AFOS and Amgen are part of this important effort.”

Dr Fen Lee Hew, President of AFOS said, “Fragility fracture is becoming a major health issue and a matter of urgency for the community to tackle. Addressing patient awareness is one important part of the equation; work needs to continue to enable physicians to optimise post-fracture care for these patients. There are models of care proven to be effective in reducing the risk of secondary fractures, such as Fracture Liaison Services (FLS). AFOS is committed to working with various stakeholders to advance this model of care more widely across the region.”

“With a fast ageing population, we are at a critical point where our social and health systems need to be ready for the escalating burden of fragility fractures,” said Penny Wan, Regional Vice President and General Manager, Japan Asia Pacific (JAPAC) at Amgen. “The time to act is NOW and Fight the Fracture is just the beginning. As a leader in bone health, we are passionate about enhancing patient outcomes by working with a community of like-minded partners in developing systematic solutions.”

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### **About AFOS**

AFOS consists of 10 member societies spanning 10 Asian countries and regions. It is the only pan Asian professional association that targets osteoporosis as an agenda. It encourages collaborative effort in clinical research and sharing of knowledge into osteoporosis. Osteoporosis and Sarcopenia, the AFOS journal, has been set up to for this platform. There is also concerted effort to reduce the load of osteoporosis in the region by encouraging advocacy, public awareness programmes as well as programmes to identify and treat the high risk populations.

### **About Amgen**

Amgen is committed to unlocking the potential of biology for patients suffering from serious illnesses by discovering, developing, manufacturing and delivering innovative human therapeutics. This approach begins by using tools like advanced human genetics to unravel the complexities of disease and understand the fundamentals of human biology.

Amgen focuses on areas of high unmet medical need and leverages its expertise to strive for solutions that improve health outcomes and dramatically improve people's lives. A biotechnology pioneer since 1980, Amgen has grown to be one of the world's leading independent biotechnology companies, has reached millions of patients around the world and is developing a pipeline of medicines with breakaway potential.

For more information, visit [www.amgen.com](http://www.amgen.com) and follow us on <https://twitter.com/amgen>

### **About the International Osteoporosis Foundation**

The International Osteoporosis Foundation (IOF) is the world's largest non-governmental organization dedicated to the prevention, diagnosis and treatment of osteoporosis and related musculoskeletal diseases. IOF members, including committees of scientific researchers as well as 240 patient, medical and research societies in 99 locations, work together to make fracture prevention and healthy mobility a worldwide health care priority. [www.iofbonehealth.org](http://www.iofbonehealth.org)

### **About Fight the Fracture and the *Fight the Fracture-IOF Survey 2017***

Fight the Fracture, a public education campaign, aims to empower patients who have suffered a fragility fracture and their caregivers to proactively seek medical professional help in secondary care prevention – the prevention of a subsequent fracture – by providing them with educational information, tools and resources. With this support in place, we envision patients will have a better understanding and awareness of fragility fractures and a common underlying cause, osteoporosis, which would encourage them to take the necessary steps to initiate a conversation with their doctor toward improved, proactive management of their condition.



Supported by the International Osteoporosis Foundation and Amgen, the *Fight the Fracture-IOF Survey 2017* was conducted in June 2017, through interviews with 400 patients who have suffered a fragility fracture across five Asia Pacific countries/territories – Hong Kong, Japan, Singapore, Taiwan and Thailand. All patients surveyed had suffered a fracture within the last two years and are aged 60 or older.

### **About Fragility Fractures and Osteoporosis**

Osteoporosis affects both men and women.<sup>6</sup> Osteoporosis is a condition that weakens bone over time, making them thinner, more brittle and more likely to break.<sup>6</sup> As a result, the skeleton becomes fragile, so that even a slight bump or fall can lead to a broken bone – referred to as a fragility fracture.<sup>7</sup> Fractures most often occur in the hip, spine, arm, wrist, ribs, legs and pelvis.<sup>8</sup> Fractures are expensive to treat, and disabling to the lives of those affected.<sup>8</sup> Moreover, fractures are associated with heightened risk of death.<sup>9</sup>

Osteoporosis can significantly compromise quality of life, leading to loss of independence, chronic pain, disability, emotional distress, lost productivity and reduced social interaction.<sup>9</sup> There is no cure for osteoporosis, however steps can be taken to help prevent, slow, or halt its progression.<sup>9</sup>

Risk factors for osteoporosis include age, smoking, excessive alcohol consumption, previous broken bones, a family history of osteoporosis and low body weight.<sup>10</sup>

Osteoporosis may be managed with anti-osteoporotic medication, weight-bearing exercise, adequate calcium intake and vitamin D exposure (sunlight and/or supplements are often required).<sup>9</sup>

### **References**

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<sup>2</sup> Marsh & McLennan Companies. Advancing into the Golden Years: Cost of Healthcare for Asia Pacific's Elderly. 2016. Available at <https://www.marsh.com/au/insights/research/advancing-into-the-golden-years-cost-of-healthcare-for-asia-pacifics-elderly.html> (Last accessed September 2017)

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<sup>5</sup> Data on file: Fight the Fracture-International Osteoporosis Foundation (IOF) Survey 2017 – Regional Consolidated Report. 17 July 2017.

<sup>6</sup> International Osteoporosis Foundation. What Is Osteoporosis? 2015. Available at: <http://www.iofbonehealth.org/what-is-osteoporosis> (Last accessed Sep 2017)

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