

Health Awareness



New Survey Helps Explain Why HIV Treatment Rates Are So Low In The U.S.

(NAPSA)—A new national online survey conducted by Harris Interactive on behalf of ViiV Healthcare in 2013 sheds some light on potential reasons why some HIV-positive people seek and stay on treatment and others do not.

Why does that matter? Because, despite significant strides in HIV therapy and access to care, only one in three HIV-positive adults in the U.S. are taking the medicines they need to live longer, healthier lives and reduce the chance of passing the disease on to a partner.

According to the survey, HIV-positive adults who aren't using a prescription medicine to treat their disease may not have accurate information about HIV and its treatment. In fact, only 25 percent of these folks are aware that taking HIV prescription medicine reduces the risk of passing the disease on to a partner.

"This survey shows that gaps in knowledge about treatment among people living with HIV may serve as potential barriers to antiretroviral therapy and that educating people about the importance and benefits of HIV treatment is critical," said Julie Scofield, Executive Director, National Alliance of State & Territorial AIDS Directors. "As part of our ongoing educational efforts, we must also continue to address the ongoing stigma and discrimination issues that people living with HIV face. The associated consequences are far-reaching and can interfere with HIV testing, care and treatment."

Health authorities recommend early treatment for the benefit of the patient, so it's important that anyone who tests positive for HIV seek the care and counsel that he or she needs. The website www.aids.gov is a great resource for information about HIV testing, treatment and local support.

Learn More

For more information about the survey, visit www.ViiVHealthcare.com.

National Survey Highlights Potential Barriers to HIV Treatment Use

Current Treatment Use:

**ONLY
1 in 3**

Americans living with HIV are taking the medicines they need despite current recommendations advocating for early and widespread treatment.¹

Potential Barriers:

Untreated patients' beliefs may be preventing them from seeking the care and treatment they need.



30% of untreated* patients believe that the side effects of HIV prescription medicines are worse than HIV itself. Only **15%** of treated** patients agree.

70% of treated patients are worried about spreading their HIV to others, compared to only **53%** of untreated patients.



20% of untreated patients don't use prescription HIV medicine because once they start, they'll need to be on it for the rest of their lives, but **80%** of treated patients say it makes them feel better, and they can focus on the important things in their life.

Facts

Knowledge Differences

HIV attacks the immune system and body even if the person with HIV does not feel sick.



The human body does not have a natural ability to fight HIV.



Being on HIV prescription medicine lowers the risk of transmitting HIV to someone else.



■ Treated ■ Untreated



A total of **911** HIV-positive (18+ untreated and treated patients) were surveyed nationally and in six local markets.^{***}

Survey conducted online by Harris Interactive on behalf of ViiV Healthcare from May 16-October 8, 2013.

¹ Centers for Disease Control and Prevention. CDC Fact Sheet HIV in the United States: The Stages of Care. Updated July 2012.

Accessed from http://www.cdc.gov/hiv/pdf/research_mmp_stagesofcare.pdf. Referenced on March 18, 2014.

* Had never taken prescription medicine to treat their HIV. Untreated (n=150)

** Had begun taking prescription medicine to treat their HIV in the past 5 years. Treated (n=762)

*** The six cities surveyed in the local sample included New York, N.Y.; Miami, FL; Dallas-Ft. Worth, Texas; San Francisco-Oakland, Calif.; Chicago, Ill.; and Atlanta, Ga.

