

Views On Alcoholism & Treatment

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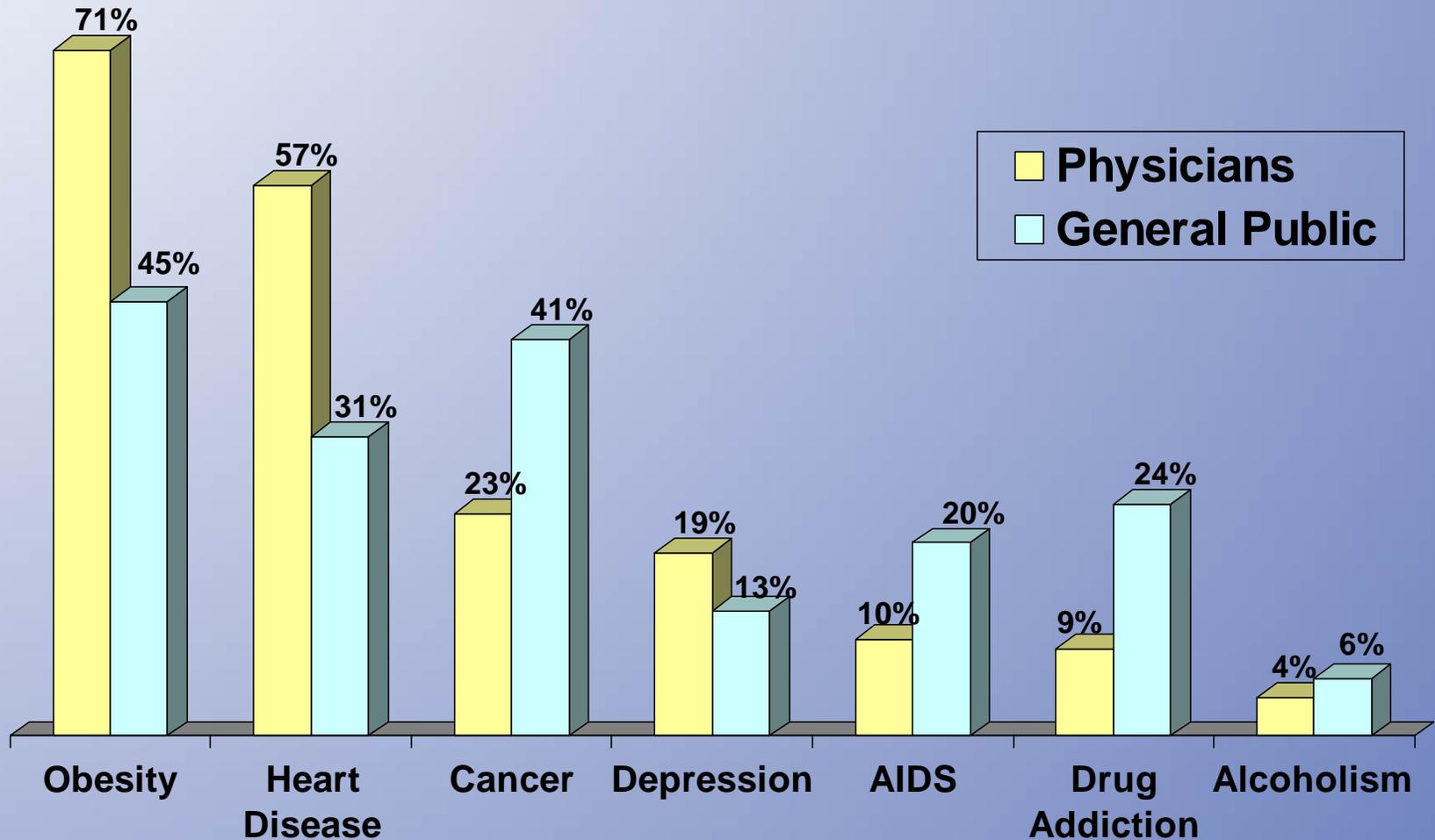
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Research Methods - Overview

- Internet surveys were conducted among the following populations:
 - 1,000 adults age 20+; margin of error = ± 3.1 percentage points
 - 300 physicians; margin of error = ± 5.7 percentage points
 - The Internet survey resulted in a self-selected sample that is younger than average
 - 60% general practitioners; 40% internists
 - 503 people in recovery from addiction to alcohol; margin of error = ± 4.4 percentage points
 - The sample includes adults age 25 to 50 recruited by CADCA
 - 46% say they struggled with alcohol problems for more than 10 years, and 32% say they struggled for five to 10 years
 - 47% have been in recovery for more than 10 years

Alcoholism Not Top Health Priority

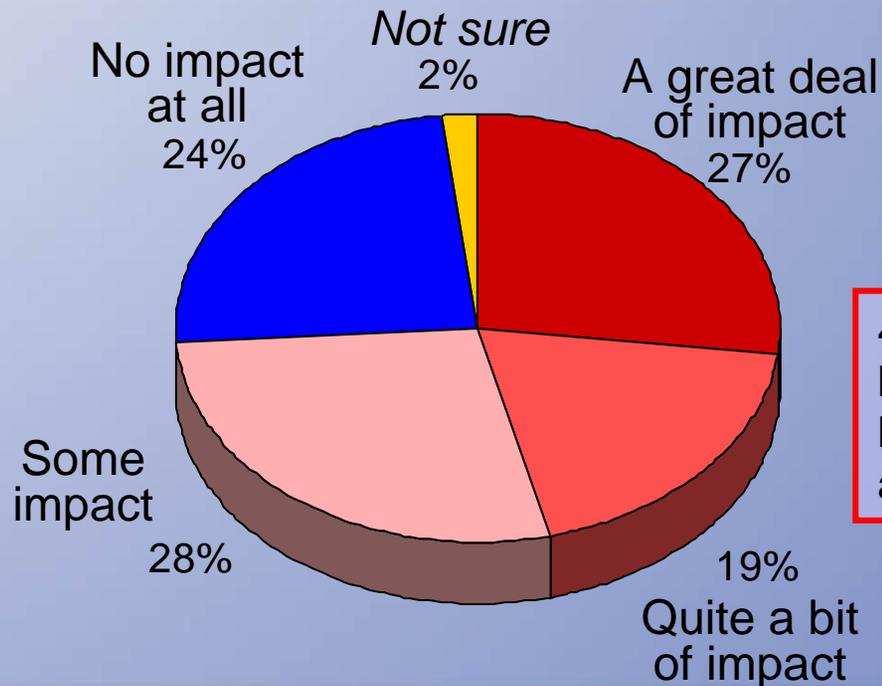
One or two most important health issues facing the nation...



General Public Affected By Alcoholism

How much impact has addiction to alcohol had on your life, whether it is addiction of a friend or family member, your own addiction, or any other experience with addiction?

General Public

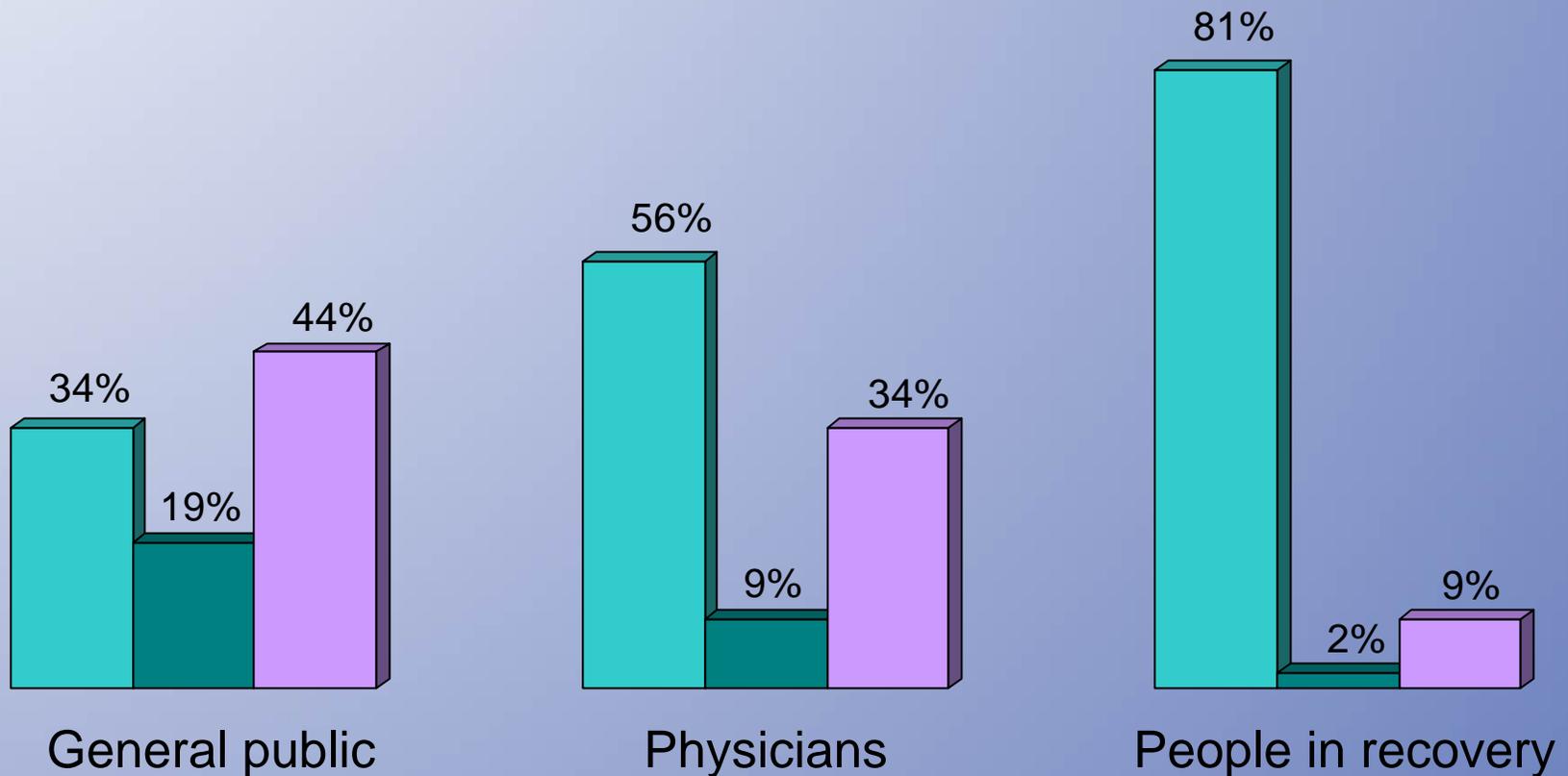


41% of the public reports having encouraged a loved one to seek help for an alcohol problem.

Majority Of Public Sees Moral Weakness In Addiction

Addiction to alcohol is primarily:

■ Disease/health problem ■ Personal/moral weakness ■ Both equally



Perceived Causes Of Alcoholism

Most important factors contributing to alcohol addiction

	General public	Physicians	People in recovery
Stress, anxiety, insecurity about work, family, other problems	52%	66%	55%
Genetics, family history	44%	63%	68%
Emotional disorders or mental illness, depression/fear	37%	58%	50%
Lack of willpower/self-control	30%	23%	4%

Stigma –

“... something that detracts from the character reputation of a person, a mark of disgrace.”

Source: Webster's New World Dictionary

The Stigma Of Being Labeled “An Alcoholic” Or “A Person In Recovery”

There is a stigma towards alcoholics

Primary Care Physicians
General Public
People in Recovery

	Agree	Disagree
Primary Care Physicians	91%	2%
General Public	80%	6%
People in Recovery	89%	5%

There is a stigma towards alcoholics in recovery

Primary Care Physicians
General Public
People in Recovery

	Agree	Disagree
Primary Care Physicians	73%	12%
General Public	51%	21%
People in Recovery	71%	17%

Obstacles To Getting Help For Alcoholism

Which do you feel are the biggest obstacles that keep people from getting help?

	General public	Physicians	People in Recovery
Denial, refusal to admit severity of the problem	68%	69%	73%
Fear of social embarrassment, shame	38%	42%	34%
Fear of being fired/discriminated against in employment, housing, etc.	28%	31%	16%
Cost of treatment, lack of insurance	27%	38%	18%
Lack of information about how/where to get help	17%	23%	26%
Treatment programs not effective	11%	18%	7%
Lack of treatment programs	7%	16%	7%
All of these obstacles	22%	14%	4%

Primary Care Physicians' Obstacles To Screening For Alcoholism

*Which reasons might explain why you do not ask patients about their drinking habits more often?**

- 48% - Inadequate resources
- 41% - Patients will deny they have a problem
- 24% - Not my area of expertise

* Asked of the 50% of physicians who report asking about drinking habits half the time or less often.

Primary Care Physicians Would Recommend Other Experts For Care

Which one of the following treatment pathways best describes what you recommend for patients who have unhealthy drinking habits?

49% refer to treatment facility, counselor, another physician, or addiction specialist

20% refer to support groups

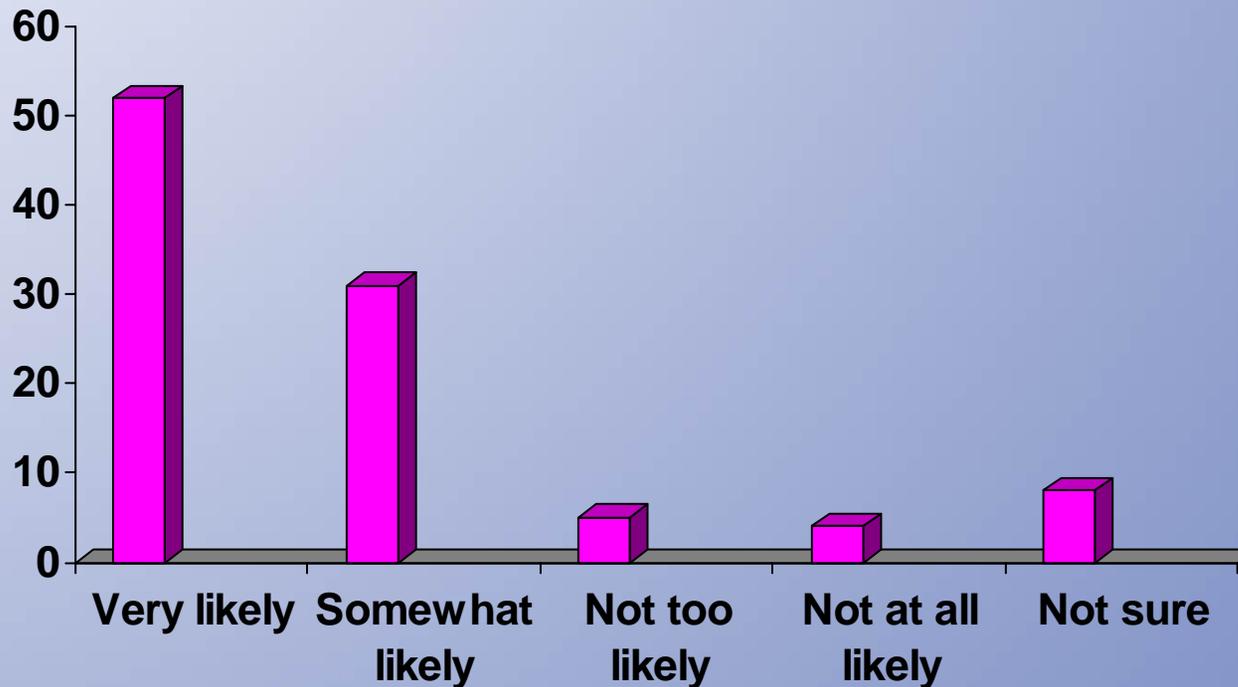
13% recommend a combination of medication and counseling

Lack of Awareness and Experience with Medication Among Primary Care Physicians Surveyed Limits Patients Pathways to Recovery

- Only 26% of primary care physicians think that medication would be very or fairly effective in treating alcoholism
- 51% has prescribed Antabuse[®] at some point, only 22% are currently doing so
- Only 26% of primary care physicians have experience with ReVia[®] and 15% have experience with Campral[®] (acamprosate)
- Interestingly, primary care physicians who have prescribed Campral[®] (acamprosate) are most likely to say treatment will lead to recovery at 45% (compared to 25% among non-prescribers); however, the majority of Campral[®] prescribers (51%) still express doubt

Public Would Embrace Medication to Stop Drinking

If medication were available to help keep people from drinking, and a doctor or treatment advisor recommended it, how likely would you be to encourage a loved one who has a problem with alcohol to try the medication in conjunction with a treatment program?



**Asked of one-half of the respondents