

Press
Release

Vifor Pharma supports Iron Deficiency Day 2021: Call to action for early iron deficiency diagnosis

- Iron Deficiency Day unites a strong international coalition dedicated to raising international awareness on the serious health impact of iron deficiency and iron deficiency anemia¹
- Patient access to diagnosis and treatment of iron deficiency directly affected by COVID-19 pandemic
- This year, spotlight is on raising awareness on symptoms and importance of early diagnosis

St. Gallen, Switzerland, 26 November 2021 – Already for the seventh consecutive year of Iron Deficiency Day, Vifor Pharma is supporting a growing international alliance including the Heart Failure Policy Network, European Kidney Health Alliance, Global Heart Hub and Croí the West of Ireland Cardiac Foundation with the aim to educate people about the importance of iron for the body and what can happen if iron levels are not properly managed. Iron Deficiency Day 2021 encourages people at risk to listen to their body, to take iron seriously and to take control over their health by seeking early diagnosis and medical help from their physician.

Iron Deficiency affects about half of the patients with chronic kidney disease² and chronic heart failure and is associated with reduced quality of life³, an increased risk of hospitalization⁴ and cardiovascular death⁵. Despite the serious consequences and high prevalence, of iron deficiency, the condition remains under-recognized⁶. Diagnosis and treatment of iron deficiency has been further impaired during the COVID-19 pandemic as patients have been facing limited access to healthcare, resulting in even more cases going undiagnosed.

“We are pleased to join our partners in supporting Iron Deficiency Day 2021, at a time when pressures on healthcare systems exacerbated by the pandemic mean that awareness around the importance of iron is more pertinent than ever,” commented Abbas Hussain, CEO of Vifor Pharma Group. “Together, we are dedicated to support people at risk of and living with iron deficiency or iron deficiency anemia so they can lead better, healthier lives.”

“COVID-19 is having a significant impact on access to care. With many healthcare systems facing significant backlogs, patients experiencing iron deficiency symptoms have been less likely to seek support from healthcare professionals.” said Dr. Ewa Anita Jankowska, Professor at Wroclaw Medical University, Poland. “However, iron deficiency is easily diagnosed and treatable. It is therefore vital that we raise awareness of this debilitating disease and ensure individuals understand how to recognize the symptoms and gain access to early diagnosis and treatment options.”

To learn more about the importance of early diagnosis and recognizing symptoms of iron deficiency, visit www.takeironseriously.com/raise-awareness. Use hashtags #TakeIronSeriously #IronDeficiency #IronDeficiencyDay and #IDDay2021 on Twitter and LinkedIn.

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About Vifor Pharma Group

Vifor Pharma Group is a global pharmaceuticals company. It aims to become the global leader in iron deficiency, nephrology and cardio-renal therapies. The company is a partner of choice for pharmaceuticals and innovative patient-focused solutions. Vifor Pharma Group strives to help patients around the world with severe and chronic diseases lead better, healthier lives. The company develops, manufactures and markets pharmaceutical products for precision patient care. Vifor Pharma Group holds a leading position in all its core business activities and consists of the following companies: Vifor Pharma and Vifor Fresenius Medical Care Renal Pharma (a joint company with Fresenius Medical Care). Vifor Pharma Group is headquartered in Switzerland and listed on the Swiss Stock Exchange (SIX Swiss Exchange, VIFN, ISIN: CH0364749348). For more information, please visit viforpharma.com.

Notes to Editors

Takeironseriously.com is intended to provide educational information to an international audience outside the US; it is available in 12 languages. All information on the site is intended for educational purposes only and should not be used to replace a discussion with a healthcare professional. All decisions regarding patient care must be handled by a healthcare professional and be made based on the unique needs of each patient.

About iron deficiency

Iron plays a vital role in many bodily processes, including the production of red blood cells, effective heart and brain function, and the prevention of infection and illness. Without enough iron, the body is unable to function properly. Common symptoms include fatigue, dizziness, and shortness of breath. Iron deficiency and iron deficiency anemia is estimated to affect one in three people worldwide⁷, yet despite the serious consequences and high prevalence⁸, it remains an under-recognized condition.

Although iron deficiency can affect anyone, it is most prevalent in premenopausal women, pregnant woman and children under five⁹. Left untreated, it can develop into iron deficiency anemia. The effects of iron deficiency differ from person to person but can be linked to an overall decline in general health and well-being¹⁰. Even without anemia, iron deficiency can be debilitating, exacerbate an underlying chronic disease and lead to increased morbidity and mortality¹¹. Common symptoms include fatigue^{10, 12, 13} pale skin¹², brittle nails^{12, 14}, craving non-food items such as dirt, clay and ice¹⁵, and an inability to concentrate^{10, 16}. In children, iron deficiency can significantly impair cognitive and motor development¹⁷.

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