



New Survey Reveals Many Living with Symptoms of Diabetic Nerve Pain Are Undiagnosed Despite Severe and Constant Pain

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Cedric “The Entertainer” Discusses Diagnosis and Awareness Disparities Among Diverse Population Groups

Pfizer Inc. (NYSE:PFE) in collaboration with the American Diabetes Association today announced results of a joint multicultural survey, Community Health Perspectives, which found significant gaps in awareness, diagnosis and management of a serious diabetes-related complication known as painful diabetic peripheral neuropathy or diabetic nerve pain. The findings were particularly pronounced among African American and Hispanic American communities that experience symptoms of diabetic nerve pain, including burning, shooting pain in the feet or hands. Community Health Perspectives was conducted to support Step On Up™, an educational program about diabetic nerve pain that encourages people to speak with a health care provider.

“I got involved with Step On Up because I saw firsthand how the pain impacted my father, who has type 2 diabetes and diabetic nerve pain. Results from this survey show he’s not alone, especially in the African American community,” said Cedric “The Entertainer,” award-winning actor and comedian. “Nearly half of African Americans surveyed had not talked to a health care provider about their nerve pain in the feet and/or hands. I want to encourage people experiencing symptoms of diabetic nerve pain to take action and speak with a doctor about their pain.”

Community Health Perspectives surveyed a main sample of 1,000 adults (“general respondents”) in the United States who had been diagnosed with diabetes and

experienced symptoms of diabetic nerve pain in their feet and/or hands. Among the general respondents, 76 percent reported feeling nerve pain in the feet or hands most or all of the time.

The main sample included African American and Hispanic American respondents. An additional sample of African American (n=452) and Hispanic American (n=467) adults were then surveyed for further analysis. The results below represent the combined African American and Hispanic American samples, which found:

On average, African American and Hispanic American respondents showed that more than 50 percent were not diagnosed with the condition. More than half of African Americans surveyed said that nerve pain in their feet and/or hands impacts their day-to-day life more than any other symptom of their diabetes. Hispanic American and African American respondents (74 percent and 80 percent, respectively) were also less likely than Non-Hispanic Whites (97 percent) to agree that nerve pain is a common complication of diabetes. Of those African American and Hispanic American respondents who had discussed their nerve pain symptoms with their health care provider and were diagnosed with diabetic nerve pain, the majority wished they had spoken up sooner (80 percent and 85 percent, respectively).

“Diabetes-related complications are common and debilitating, and seven out of ten general respondents diagnosed with diabetic nerve pain said that their nerve pain makes them feel like they are not successfully managing their diabetes,” said Jane Chiang, MD, Senior Vice President for Medical Affairs and Community Affairs of the American Diabetes Association. “Community Health Perspectives confirms the need for ongoing education to motivate more people living with diabetes and symptoms of diabetic nerve pain to visit their doctor and seek some pain relief.”

About Diabetic Nerve Pain

More than 29 million people in the United States have diabetes. Nearly half of people with diabetes have some form of nerve damage, but many don't know it. For one out of five people with diabetes, nerve damage can cause burning, shooting, pins-and-needles pain – a condition known as painful diabetic peripheral neuropathy, or diabetic nerve pain, which most often occurs in the feet or hands. For more information, visit <http://www.steponup.com>.

About Community Health Perspectives

Community Health Perspectives was developed and sponsored by Pfizer Inc. in collaboration with the American Diabetes Association. The survey was conducted by

Kelton from August 14 – October 8, 2015. The main sample surveyed included 1,000 adults (“general respondents”) in the United States 18+ who had been diagnosed with diabetes and experienced symptoms of diabetic nerve pain in their feet and/or hands. General respondents comprised: Non-Hispanic Whites (n=823), African Americans (n=73), Hispanic Americans (n=70) and Other (n=34). Additional African American (n=452) and Hispanic American (n=467) adults were then surveyed for further analysis, reaching a total survey sample size of 1,919 respondents. The survey used a mixed-mode design, which included both online and phone interviews offered in English and Spanish, to ensure sufficient representation from African American and Hispanic American respondents in the main and additional analysis. This resulted in some observed statistical differences dependent on the mode used. A sample of 308 health care providers was also surveyed. To view or download the Community Health Perspectives infographic, [click here](#). The full results of the survey are available upon request.

About the American Diabetes Association

The American Diabetes Association is leading the fight to Stop Diabetes and its deadly consequences and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

For more information please call the American Diabetes Association at 1-800-DIABETES (800-342-2383) or visit <http://www.diabetes.org>. Information from both these sources is available in English and Spanish.

About Pfizer Inc.

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Our global portfolio includes medicines and vaccines as well as many of the world's best-known consumer health care products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has

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