### The UC Narrative:

The UC Narrative is a global initiative created by Pfizer to engage the UC community to help identify how people living with UC - and physicians' perceptions - show there might be an opportunity to improve understanding of UC patients' knowledge of UC - and physicians' perceptions - about their patients' knowledge. Here are the preliminary findings from the survey (see survey methodology below) that show there might be an opportunity to improve education and management of the disease.

#### The FACTS:

- **91% of patients with UC agree that their UC patients understand this very well.** (n=132/149)
- **89% of GIs thought that their UC patients understood this very well.** (n=57/63)

#### The UC Narrative Survey and Survey Methodology

The UC Narrative U.S. Survey and Survey Methodology report is a subset of the UC Narrative global survey, which was an online survey of 301 adults living with ulcerative colitis and 149 gastroenterologists (GIs) conducted in the U.S. to understand patient knowledge about ulcerative colitis (UC), the partnership from the U.S. Survey is an extension and collaboration with the Crohn’s & Colitis Foundation during the Crohn’s & Colitis Congress taking place in Las Vegas January 18–20, 2018, Survey results for all countries are anticipated in the spring of 2018.

- **The UC Narrative U.S. patient survey was conducted online and by telephone by Harris Poll on behalf of Pfizer between August 23 and October 23, 2017, among 301 adults ages 18+ residing in the U.S. who have been diagnosed with ulcerative colitis (UC).** Households were selected through a random digit dial to ensure representation of geographic diversity. All adults residing in each household were invited to participate. Respondents were compensated for their participation. Two surveys of 150 adults each were conducted, with at least 60 completes per survey conducted to ensure that the data were representative of the population.

- **The UC Narrative U.S. physician survey was conducted online by Harris Poll on behalf of Pfizer between August 23 and November 23, 2017, among 149 gastroenterologists (GIs) who are board-certified gastroenterologists in the U.S.** The sample was comprised of approximately equal numbers of GIs from academic and community practice in the U.S. GIs were selected through an academic database of U.S. gastroenterologists on a sample basis. GIs were compensated for their participation. Two surveys of 75 GIs each were conducted, with at least 60 completes per survey conducted to ensure that the data were representative of the population.

#### More for information, visit Pfizer.com/UCNarrative

### Facts & Fiction:

Knowledge Gaps that Could Impact UC Patients’ Health

A 2017 U.S. survey of 301 adults living with ulcerative colitis (UC) and 149 gastroenterologists (GIs) tested patients’ knowledge of UC—and physicians’ perceptions about their patients’ knowledge. Here are the preliminary findings from the survey (see survey methodology below) that show there might be an opportunity to improve education and management of the disease.

#### The FACTS:

- **36% of patients with UC were not aware that even if symptoms are under control, there could still be active disease or inflammation.** (n=111/301)
- **71% of GIs thought that their UC patients understood this false.** (n=106/149)

#### The UC Narrative:

The UC Narrative is a global initiative created by Pfizer to engage the UC community to help identify how people living with ulcerative colitis are impacted by the disease. The UC Narrative Advisory Panel, comprised of people living with UC, as well as leading gastroenterologists, IBD nurses, a psychologist, and patient organizations, including the Crohn’s & Colitis Foundation in the U.S., from 10 countries will work together to turn the insights gleaned from the survey into actions that can help identify real-world needs and concerns about living with UC.