

Asthma in Real Life Patient Criteria

- Resides in or near New York City, NY
- Diagnosed with mild to moderate (and severe) asthma
 - A range of patients experiencing different levels of severity to be included
- Previous experience with goal-setting and action plans, as well as clear example of progress in management of their symptoms
- Has been diagnosed and living with/treating asthma regularly for a minimum of one year
- Currently prescribed an asthma medication
- Aged from early 20s through mid-60s
 - Range of patients across various ages, genders and ethnicities to be included
 - Must not be aged 18 or under
- Must not have participated in any other campaigns that involved speaking publicly about asthma treatment/branded asthma discussions
- Asthma has had a demonstrated impact on the patient's life, with regards to changes in lifestyle, activities or behavior and has required in-depth dialogue with physicians about asthma management
 - Diverse set of interests (i.e. cycling, swimming, gardening, skiing, etc.) across identified patients