

News Release



BRIDGEPOINT HEALTH
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For Immediate Release

Bridgepoint Health Survey Highlights Gaps in Understanding of Complex Chronic Disease

TORONTO, October 30, 2007 – The majority of Canadians are unaware of the prevalence of complex chronic disease and its impact on society according to a new survey released today by Bridgepoint Health.

The survey, conducted by Harris/Decima Research, showed that 92% of Canadians polled had heard or seen little about the problem of complex chronic disease despite the fact that 50% of Canadian adults are living with at least one chronic illness and 70% of people over the age of 45 have two or more chronic diseases.

The findings also demonstrated that 40% of those surveyed would not want to live an additional 20 years beyond normal life expectancy for reasons of quality of life and fears of being a burden to loved ones.

“What this study reinforced for us is the disconnect between public understanding of the prevalence of complex chronic disease, the number of Canadians touched by it, how strongly Canadians feel about the issue, and how the system needs to respond,” says Marian Walsh, President and CEO, Bridgepoint Health. “That’s why we’ve launched a public awareness initiative to create understanding and dialogue around this priority health issue.”

Bridgepoint Health’s new awareness campaign capitalizes on the theme of “a new disease out there” by running the names of several common chronic diseases together to draw attention to the current reality. For example: Osteocanceritis, Neurodiabetes, Arthrostroke. The campaign comprises outdoor and transit shelter and print advertising and is supported by an informational website (www.lifechanges.ca).

Bridgepoint Health is Canada’s largest and most progressive health care network focused exclusively on “changing the world” for the growing numbers of people in need of complex medical care and rehabilitation. Bridgepoint Health is affiliated with the University of Toronto and comprised of: Bridgepoint Hospital, Bridgepoint Community Rehab, Bridgepoint Health Centre for Research and Education, Bridgepoint Health Foundation and Bridgepoint Family Health Team. Visit www.bridgepointhealth.ca for more information.

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For more information:

Tom Poldre Chief / Bernadette Seward Communications Manager

Bridgepoint Health 416.461.8251

Enez Perkins (647) 292-6253 / Bev Jenkins (647) 204-1845, Communications, Ground Zero