

## Carrie Ann Inaba Partners with Daiichi Sankyo, Inc. to Encourage Americans to “*Get Iron Informed*”

*Carrie Ann Inaba shares her personal journey with Iron Deficiency Anemia (IDA) to educate people about IDA, a condition that affects up to five million people in the United States<sup>1</sup>*



**Basking Ridge, N.J. (January 29, 2019)** – Daiichi Sankyo, Inc. today announced a partnership with dancer, choreographer and TV host Carrie Ann Inaba on *Get Iron Informed*, a campaign to raise awareness of Iron Deficiency Anemia (IDA) – a common type of anemia that can occur when iron levels are insufficient to generate healthy red blood cells.<sup>2</sup> Ms. Inaba is partnering with Daiichi Sankyo, Inc. to share her personal experience living with the condition, and reach those who are undiagnosed and at risk so they understand the importance of speaking to their doctor about their iron levels.

IDA affects an estimated five million adults in the United States and one in five women of childbearing age.<sup>1,2</sup> There are several medical conditions that can put both men and women at risk for IDA, including women’s health issues, gastrointestinal (GI) conditions like inflammatory bowel diseases, cancer, chronic kidney disease and heart failure.<sup>2</sup>

“As a dancer, it was tough when I found myself not having enough energy to get through the day. I went to my doctor because I was feeling different, and knew something was wrong,” explained Ms. Inaba. “My doctor gave me a blood test and found that my iron and hemoglobin levels were very low. He told me that my fibroids caused Iron Deficiency Anemia to develop, which I learned is common. Since then, I’ve been working with my doctor on a treatment plan to manage my iron levels, which is so important for my overall health.”

At [GetIronInformed.com](http://GetIronInformed.com), visitors can access easy-to-understand information and educational resources about IDA, as well as learn about certain pre-existing health conditions that could affect their iron levels. They can also find out about which diagnostic blood tests identify IDA, and how to discuss their health concerns with their doctors.

“Patients with medical conditions that can put them at risk for IDA should talk to their doctor to find out if a blood test to check their iron levels is right for them,” said Dr. Stephanie Martin, OB/GYN. “IDA can be a

manageable condition by working with your doctor to determine the most appropriate treatment plan for you.”

Mild to moderate IDA may have no signs or symptoms, but as it progresses, IDA can cause people to experience fatigue, shortness of breath, chest pain, headaches, dizziness or brittle nails. However, signs and symptoms alone cannot diagnose IDA.

“For people living with medical conditions that put them at risk for IDA, our goal is to help them understand how to best manage their IDA,” said Dr. Linda Mundy, Chief Medical Officer at American Regent, a member of the Daiichi Sankyo Group. “We’re proud to work with Carrie Ann Inaba on this campaign to raise awareness about IDA, and encourage patients to talk to their doctors and learn more about their iron levels.”

For more information about IDA and to learn more about Ms. Inaba’s story, please visit [GetIronInformed.com](http://GetIronInformed.com).

### **About Get Iron Informed**

*Get Iron Informed* is a campaign developed by Daiichi Sankyo, Inc. to raise awareness about Iron Deficiency Anemia (IDA), a condition that affects up to five million adults in the United States.<sup>1</sup> At [GetIronInformed.com](http://GetIronInformed.com), patients can access easy-to-understand information and resources about IDA, and learn the importance of knowing their iron levels. For more information, visit [GetIronInformed.com](http://GetIronInformed.com).

### **About Daiichi Sankyo**

Daiichi Sankyo Group is dedicated to the creation and supply of innovative pharmaceutical products to address diversified, unmet medical needs of patients in both mature and emerging markets. With over 100 years of scientific expertise and a presence in more than 20 countries, Daiichi Sankyo and its 15,000 employees around the world draw upon a rich legacy of innovation and a robust pipeline of promising new medicines to help people. In addition to a strong portfolio of medicines for hypertension and thrombotic disorders, under the Group’s 2025 Vision to become a “Global Pharma Innovator with Competitive Advantage in Oncology,” Daiichi Sankyo research and development is primarily focused on bringing forth novel therapies in oncology, including immuno-oncology, with additional focus on new horizon areas, such as pain management, neurodegenerative diseases, heart and kidney diseases, and other rare diseases. For more information, please visit: [www.daiichisankyo.com](http://www.daiichisankyo.com).

### **About Carrie Ann Inaba**

Carrie Ann Inaba is a dancer, choreographer, TV host and producer, known for her work on countless TV shows and movies. She’s also someone living with Iron Deficiency Anemia (IDA), a condition that affects five million adults in the United States. Carrie Ann is passionate about sharing her personal story living with IDA, from symptoms and diagnosis to managing the condition. That’s why she’s partnered with Daiichi Sankyo, Inc. on *Get Iron Informed*, a campaign to raise awareness of IDA and encourage people at-risk to talk to their doctors about checking their iron levels. Carrie Ann and Daiichi Sankyo, Inc., a leader and innovator in treating IDA, are both committed to helping patients learn about IDA and work with their doctors to manage their iron levels and overall health.

### **For media inquiries, please contact:**

Alyssa Dargento  
Daiichi Sankyo, Inc.  
PP-US-IRON-0140  
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[adargento@dsi.com](mailto:adargento@dsi.com)  
973-727-1604

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<sup>1</sup> Miller, J. L. Iron Definitely Anemia: A Common and Curable Disease. Cold Spring Harbor Perspectives in Medicine. 2013;3:a011866.

<sup>2</sup> U.S. Department of Health & Human Services. Explore Iron Deficiency Anemia. <https://www.nhlbi.nih.gov/health/health-topics/topics/ida>. Accessed October 2018.