

# Wake Up America

Roadmap for Change







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# Executive Summary

## **The Night & Day Impact of Insomnia**

The implications and extent of insomnia in the U.S. are profound. It is the most prevalent sleep/wake disorder, affecting approximately 25 million adults in the U.S.<sup>i</sup> And for those millions of adults, it's more than just tossing and turning at night, it's also the impact on the day—from relationships, work, mental health and more.

*The Wake Up America: The Night & Day Impact of Insomnia Survey* – the largest U.S. survey of people

with trouble sleeping (PWTS) and healthcare professionals (HCPs) – was conducted to understand the hidden toll of insomnia.<sup>i</sup> Survey results reveal the immense impact insomnia has on daily obligations, mental health, relationships and employment, highlighting the critical need to raise awareness of the sleep disorder.

The results bring to the forefront the obstacles people face in getting treatment, as well as the insomnia conversation gap between PWTS and HCPs that may prevent millions from getting the help they need. The Alliance

for Sleep analyzed the *Wake Up America: The Night & Day Impact of Insomnia Survey* results and compiled areas where action is needed to improve overall patient outcomes, including:

- **Education and Awareness**
- **Dialogue**
- **Management**
- **Research**

### **About the Wake Up America Survey**

The *Wake Up America: The Night & Day Impact of Insomnia Survey* was conducted online within the United States by The Harris Poll on behalf of Idorsia from September – October 2021 among 300 Primary Care Physicians (PCPs), 152 Psychiatrists and 1,001 U.S. adults ages 18+ who have been diagnosed with insomnia by a healthcare professional or who have experienced difficulties sleeping for a period of time (i.e., people with trouble sleeping). Results for each audience were weighted where necessary to bring them into line with their actual proportions in the population. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact:

**[info@e.WakeUpAmericaSurvey.com](mailto:info@e.WakeUpAmericaSurvey.com)**.

# Impact of Insomnia



Insomnia is the most prevalent sleep/wake disorder,  
affecting **25 million** U.S. adults<sup>i</sup>

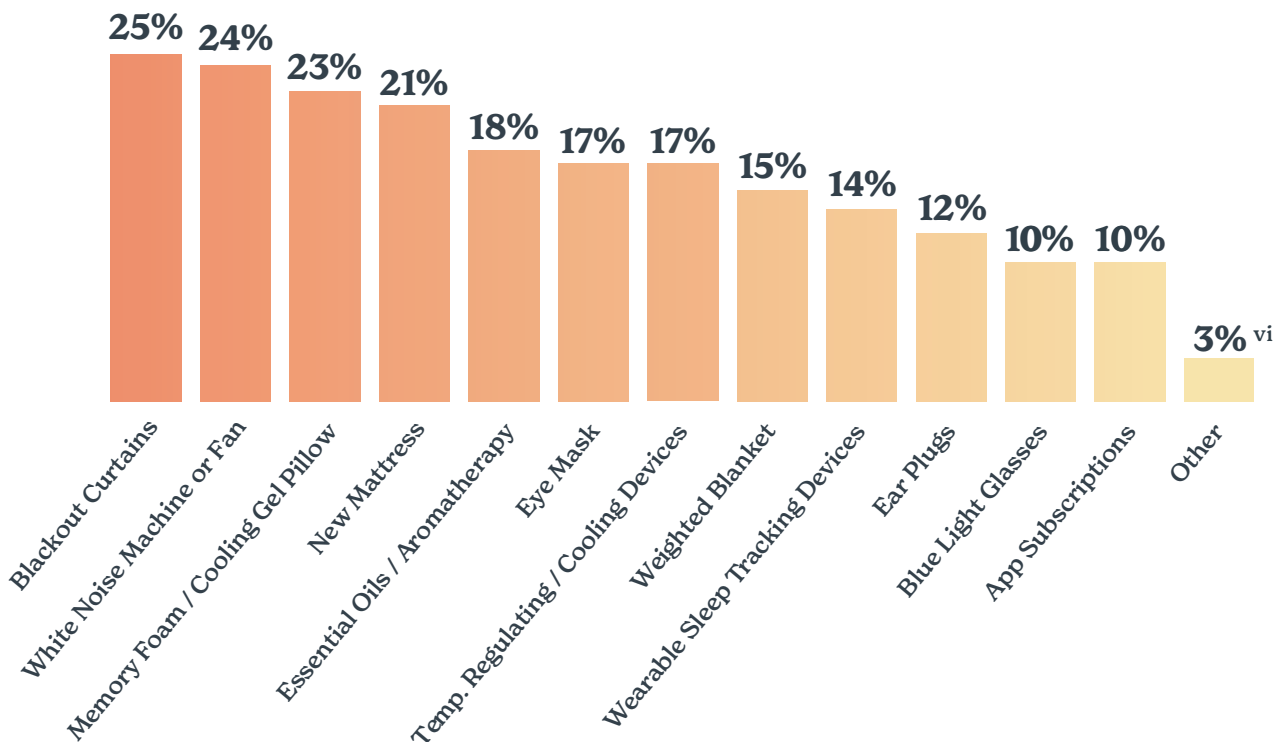
PWTS\* report Experiencing Due to Trouble Sleeping / Insomnia<sup>vi</sup>



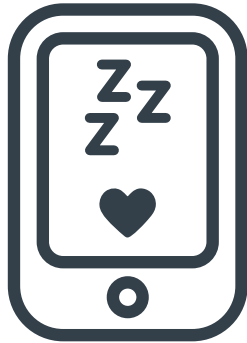
\*People with trouble sleeping

The U.S. sustains a loss of economic output of up to **\$411 billion** a year as a result of decreased productivity due to insomnia, which is 2.28% of its gross domestic product (GDP)<sup>ii</sup>

PWTS spend approximately **\$7.125 billion** a year on products or sleep aids in an effort to improve their sleep (not including mattresses)<sup>a</sup>



# Key Recommendation Details



## Promote awareness and understanding of the condition

- Drive education around sleep and insomnia to increase awareness of the enormous impact of insomnia on the night and day, address misconceptions about sleep, and empower patients and HCPs to recognize insomnia as a distinct medical condition worthy of treatment

### Outcome

- Recognize that insomnia is a medical condition worthy of treatment



## Facilitate dialogue

- Provide patients and HCPs with tools to take action and increase discussion around insomnia, including symptoms, impact on the night and day and treatment options

### Outcome

- In-depth and productive conversations about sleep are routine in office visits





## Enhance management of the condition

- Evolve the education of HCPs and consumers around treatment options and their benefits and limitations

### Outcome

- HCPs have resources available and are provided the necessary training to appropriately support patients with trouble sleeping



## Continue research

- Advance research on the critical functions and science of sleep, as well as insomnia diagnostics and impact for both HCPs and patients

### Outcome

- Improved tools and understanding to measure both the impact of insomnia and its treatment



# Promote Awareness & Understanding of the Condition

## Strategy:

Drive education around sleep and insomnia to increase awareness of the enormous impact of insomnia on the night and day, address misconceptions about sleep, and empower patients and HCPs to recognize insomnia as a distinct medical condition worthy of treatment.

## Priority Actions:

**1. Increase understanding among consumers, in particular patients, of the impact insomnia has on their lives, particularly its connection to the daytime.**

Raise awareness of the profound effect insomnia has on physical and mental health, relationships and careers, through media and social content.

Disseminate results from the *Wake Up America Survey* to the general public, including PWTS and their family/friends.

**2. Dispel common myths about sleep, including that people can get used to functioning on less sleep, naps make up for lost sleep and that all prescription sleep medications work the same way.**

Make credible information about sleep and insomnia accessible to the general public across social media, websites, blogs and from friends.

Support grassroots efforts and partnerships to educate the general public on the prevalence and nature

of insomnia as a medical condition, building a sense of community.

Arm the media, HCPs and PWTS with the correct information, so as to not perpetuate misconceptions about sleep.

**3. Elevate the status of insomnia as a distinct medical condition that should be treated.**

Utilize advocacy partnerships, partnerships with medical groups and online communities.

Dispel stigma around the cause of insomnia and use of prescription medications to treat it.

Raise awareness among consumers and HCPs of the limitations around sleep hygiene for treating insomnia.

Increase understanding of sleep hygiene as the basis for supporting quality sleep, but not a treatment of insomnia.

Heighten understanding on the science behind melatonin, and when it is appropriate for use.



**Outcome:**

Recognize that insomnia is a medical condition worthy of treatment.



# Facilitate Dialogue

## Strategy:

Provide patients and HCPs with tools to take action and increase discussion around insomnia, including symptoms, its impact on the night and day and treatment options.

## Priority Actions:

**1. Educate both patients and HCPs on the current gap in conversation around sleep and insomnia, especially around the impacts on the night and day.**

Disseminate results from the *Wake Up America* survey to the general public.

Conduct grassroots efforts to HCPs to shed light on the ‘insomnia conversation gap’ and the need for them to support better dialogue with patients.

**2. Empower patients to advocate for themselves during visits with their HCP and speak up about trouble sleeping.**

Develop and make accessible self-evaluation tools to help understand the day and night impact of sleeping issues.

Creation and dissemination of a clinician discussion guide to prepare patients for in office visits.

Provide support to address the stigma around prescription sleep medication,

with the goal to open dialogue between patients and their clinicians.

### **3. Encourage conversations among patients and their families/friends to build a support network.**

Bring to life the consequences of not sharing struggles with sleep (e.g., isolation, perpetuation of stigma around the cause of insomnia).

Increase understanding of the prevalence, toll and often times intractable nature of insomnia among healthy sleepers/general public.

### **4. Generate action from clinicians to make time for discussions around sleep and insomnia in routine patient visits.**

Arm HCPs with the knowledge and resources needed to proactively speak with their patients about sleep and insomnia.

Raise awareness of the profound impact insomnia has on PWTS' nights and days, physical and mental health, relationships and careers through *Wake Up America* survey results.

## **Outcome:**

In-depth and productive conversations about sleep are routine in office visits.



# Enhance Management of the Condition

## Strategy:

Evolve the education of healthcare professionals and consumers around treatment options and their benefits and limitations.

## Priority Actions:

### 1. Raise awareness among HCPs of patient dissatisfaction with current treatment options.

Provide HCPs with tools to assess and measure the impact of current treatment options on patients' days and nights.

Continue to document the national zeitgeist around sleep through *Wake Up America* survey results.

Incorporate survey findings into medical education programs to amplify awareness.

### 2. Enhance understanding of current treatment options for insomnia and both the benefits and limitations of current options.

Increase continuing medical education (CME) and other medical education specifically for primary care physicians (PCPs) around managing problems with sleep, as well as incorporating key findings from the *Wake Up America* survey when appropriate.

Educate HCPs on the difference between sleep hygiene and cognitive behavioral therapy for insomnia (CBT-i).

Provide education to consumers and HCPs on the limitation of sleep hygiene for treating insomnia, increasing understanding of sleep hygiene as the basis for supporting quality sleep, but not a treatment of insomnia.

Heighten understanding of the science behind melatonin and when it is appropriate for use.

### **3. Encourage HCPs to treat insomnia as a distinct medical condition, regardless of other co-morbid conditions.**

Advocate for increased exposure to sleep education in medical school, recognizing the role it plays in overall health.

### **4. Create and provide tools to support medical school education around sleep and insomnia.**

Enhance HCP education around the effect insomnia has on other serious health outcomes, including psychiatric disorders, cardiovascular disease, type 2 diabetes, substance abuse and dementia. <sup>iii, iv, v</sup>

Support HCPs with the resources to understand insomnia's impact on the day and how deeply sleep is connected with daytime functioning.



### **Outcome:**

HCPs and medical educators have resources available and are provided the necessary training to appropriately support patients with trouble sleeping.



# Continue Research

## Strategy:

Advance research on the critical functions and science of sleep, as well as insomnia diagnostics and impact for both HCPs and patients.

## Priority Actions:

### **1. Advance existing research and support new studies to deepen the understanding of the functions of sleep, particularly for overall health.**

Understand why, despite immense agreement that sleep is a pillar of health, it is not prioritized in clinical practice.

### **2. Develop new, more accurate tools for HCPs to measure the impact of insomnia and to promote more informed discussions and increased comfortability with treatment options.**

Discussions with PCPs are needed to understand what tools or knowledge they need to bring to conversations around sleep and insomnia into their offices.

### **3. Research to help explain the disconnect between the guidance around insomnia treatment and how clinicians actually treat patients.**

Examination of how clinicians decide whether to treat insomnia as a symptom versus as a distinct disorder. Studies engaging patients around their beliefs about their own insomnia and



struggles with sleep, as well as if they see it as a medical condition.

#### **4. Examine the impact of insomnia and its treatment on distinct patient populations.**

Deepen understanding of how sleep quality and sleep problems like insomnia vary between different demographics.

Examination of sleep and insomnia in distinct populations by race, gender, urban/ suburban location, job type and age.



### **Outcome:**

Improve tools and understanding to measure both the impact of insomnia and its treatment.

# About The Alliance for Sleep

The Alliance for Sleep is sponsored by Idorsia US and is a multidisciplinary committee built to promote education, awareness, and research on sleep and sleep disorders. Its mission is to advance research, elevate the standard of care, and improve the health and quality of life of those experiencing insomnia and other sleep disorders. Members of The Alliance for Sleep are paid consultants for Idorsia Pharmaceuticals US, Inc.



*Learn more about the Wake Up America survey*

## References

- <sup>a</sup> Calculation: \$285 spent per person per year (from survey) multiplied by 25 million people with insomnia in the U.S. (source: Bhaskar S, Hemavathy D, Prasad S. Prevalence of chronic insomnia in adult patients and its correlation with medical comorbidities. *J Family Med Prim Care*. 2016;5(4):780-784. doi:10.4103/2249-4863.201153)
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- <sup>ii</sup> Hafner M, Stepanek M, Taylor J, Troxel W, and Van Stolk C. Why sleep matters — the economic costs of insufficient sleep: A cross-country comparative analysis. Santa Monica, CA: RAND Corporation, 2016. [https://www.rand.org/pubs/research\\_reports/RR1791.html](https://www.rand.org/pubs/research_reports/RR1791.html).
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- <sup>iv</sup> Doghramji K. The epidemiology and diagnosis of insomnia. *Am J Manag Care*. 2006 May;12(8 Suppl): S214-20. PMID: 16686591.
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