Medtronic News

Covidien Joins Forces with the American Lung Association to Help Women Understand Their Increased Risk of Lung Cancer

Lung cancer is the number one cancer killer of women
Sponsorship of American Lung Association LUNG FORCE initiative will help raise lung cancer awareness, change misconceptions

DUBLIN, Ireland--(BUSINESS WIRE)--Oct. 23, 2014--Covidien (NYSE: COV) is joining forces with the American Lung Association's LUNG FORCE movement to raise awareness of the threat that lung cancer poses to women. As Education Sponsor of LUNG FORCE, the company is working to promote greater understanding of lung cancer.

According to the American Lung Association's inaugural Women's Lung Health Barometer — a survey of more than 1,000 American women ages 18 and older that measures women's awareness, knowledge and perceptions about lung cancer — only one percent of women cited lung cancer as a form of cancer that is top-of-mind for them. Covidien is a sponsor of the Women's Lung Health Barometer.

"When we surveyed women across the United States, we found an extreme knowledge gap and misperception of the risks of lung cancer," said Harold Wimmer, National President and Chief Executive Officer of the American Lung Association. "We are pleased Covidien is partnering with us to help us change these perceptions and in our fight to make lung cancer top of mind and a top priority. Earlier diagnosis means more treatment options available and improved patient outcomes."

Covidien will work to improve the understanding of lung cancer through educational initiatives that reach women and their families on the national and local level. Throughout the campaign, world-renowned thought leaders in lung health will be invited to attend LUNG FORCE Expos around the country to speak with patients, caregivers and health care providers about the latest diagnostic and treatment options available.

"We commend the American Lung Association for identifying the existing lung cancer knowledge gap and look forward to collaborating with the organization in battling this deadly disease that kills more Americans than the next three cancers combined1," said Bryan Hanson, group president, Covidien. "We are committed to working with the Lung Association to educate more people, especially women, about the demographics of this terrible disease and to help remove the stigma that is often associated with it."

To help kick off National Lung Cancer Awareness Month in November, Covidien and the American Lung Association's LUNG FORCE team, including lung cancer survivors and caregivers, will ring the Closing Bell at the New York Stock Exchange on November 3, 2014.

About LUNG FORCE

LUNG FORCE is a new national movement led by the American Lung Association to unite women against lung cancer, the #1 cancer killer of women. LUNG FORCE has three priorities: 1) Make lung cancer a cause that people care about – and act on; 2) Educate and empower patients and health care providers; and 3) Raise critical funds for lung cancer research. Find out more at LUNGFORCE.org.

About Covidien

Covidien is a global health care leader that understands the challenges faced by providers and their patients and works to address them with innovative medical technology solutions and patient care products. Inspired by patients and caregivers, Covidien's team of dedicated professionals is privileged to help save and improve lives around the world. With more than

38,000 employees, Covidien operates in 150-plus countries and had 2013 revenue of $10.2 billion. To learn more about our business visit www.covidien.com or connect with us on Twitter.

1 SEER Stat Fact Sheets. Surveillance Research Program,National Cancer Institute.

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