The Hanger Charitable Foundation provides support for Sepsis Alliance's launch of new KNOW SEPSIS Public Service Announcement (PSA) Program

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AUSTIN, Texas, January 14, 2016 – Sepsis Alliance, with support from the Hanger Charitable Foundation, has produced a powerful KNOW SEPSIS series of public service announcements (PSAs). The PSA series, the first of which begin airing on networks this week, is designed to educate viewers about sepsis, a life-threatening disease, and how to spot it early.

According to Sepsis Alliance, more than a quarter of a million people in the United States die every year from sepsis. Yet, fewer than half of adults in the United States have heard of sepsis, the third most-common cause of death in the country.

Eighty percent of people with sepsis acquire it outside of hospitals from everyday infections such as the flu, pneumonia, urinary tract infections, or even from infected cuts and scrapes. However, because so few know what sepsis is, or its signs and symptoms, many do not seek help early enough, making treatment more difficult and less likely to be effective.

The new KNOW SEPSIS PSA series aims to change that.

“We are thankful for the grant support from the Hanger Charitable Foundation to produce our first PSA series and help raise sepsis awareness,” said Tom Heymann, President and Executive Director of Sepsis Alliance. “Among the consequences of sepsis, amputations are all too common, creating physical and emotional challenges for many survivors. These PSAs, as well as the awareness they generate, have the potential to reduce harm to thousands of patients every year.”

The first KNOW SEPSIS PSA features Dr. Marnie Doubek, a New Jersey family physician who almost lost her son, Zach, to sepsis. Dr. Doubek uses her professional training as well as her deeply personal experience with sepsis, to illustrate what the disease is and how it can be prevented.

“The Hanger Charitable Foundation is dedicated to the well-being of those with physical challenges in the communities that we serve,” said Vinit Asar, President and CEO of Hanger, Inc., and chair of the Hanger Charitable Foundation. “Sepsis is a stealth disease that adversely impacts the physical abilities of many people. We are proud to help support Sepsis Alliance, the leading U.S.-based sepsis advocacy organization, to help raise awareness and stop this disease in its tracks.”

The KNOW SEPSIS PSAs are available in high-definition and range in length from 20 seconds to two minutes. They are available for immediate use in programming, as well as online media at http://sepsis.org/resources/psa. For information about the PSA program or usage rights, please contact Sepsis Alliance at (619) 232-0300 or info@sepsis.org.

About Sepsis Alliance
Sepsis Alliance is the leading authority on sepsis, promoting patient well-being and sepsis awareness. A recipient of Guidestar’s Gold Rating, Sepsis Alliance's mission is to save lives by raising awareness of sepsis as a medical emergency. The organization tracks awareness levels, hosts national and community events, educates patients and healthcare providers, and supports survivors and family members impacted by this devastating disease. Sepsis Alliance also works with hospitals and healthcare organizations to improve sepsis diagnosis and response times, and provide support to patients with post sepsis syndrome. For more information, please visit www.sepsis.org.

About the Hanger Charitable Foundation
The Hanger Charitable Foundation was founded in 2009 by Hanger, Inc., the nation’s leading patient-care provider and distributor of orthotic, prosthetic, and rehabilitative solutions. Hanger’s heritage of charitable giving dates back to the company’s founding in 1861. For many years, Hanger clinicians and employees consistently and generously donated millions of dollars in free care and financial contributions to a variety of causes, including hardship cases in their own communities. In 2009, Hanger formalized and increased its philanthropic work by establishing a non-profit organization, the Hanger Charitable Foundation. For more information, visit: www.hanger.com/TheHangerFoundation.

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Krisita Burket, Hanger, Inc.
904-249-0314, kburket@hanger.com