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6.5 Population Modelling and Analysis	Version 1.0

Module 6 : Research

6.5 Population Modelling and Analysis

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1. SUMMARY

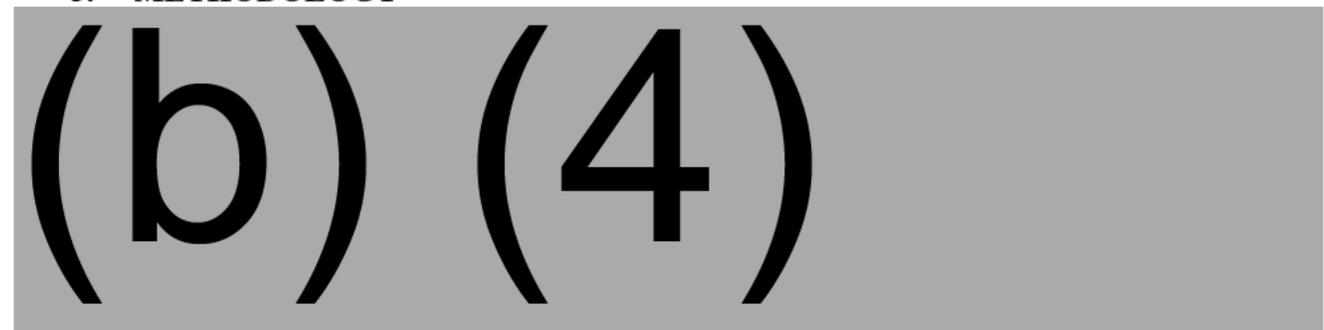
Population modeling shows that the introduction of *IQOS* products will contribute to the reduction of smoking-related harm by offering adult smokers a less risky alternative. We evaluated the public health impact of *IQOS* products on smoking-attributed deaths between ages 30-79 due to four major smoking-related diseases: (i) lung cancer, (ii) chronic obstructive pulmonary disease, (iii) ischaemic heart disease and (iv) stroke between 2024 and 2080.

Our findings indicate that *IQOS* products will prevent about 50,000 smoking-related deaths for each percentage point of population prevalence that it reaches in 10 years after its introduction. For example, if the population prevalence of *IQOS* grows to 5% and stays steady until 2080, it leads to the reduction of 225,000 smoking-attributed deaths and 2.2 millions of years life saved (YLS).

2. APPROACH



3. METHODOLOGY



¹ See *IQOS* 2.4 MRTPA submitted on 5 Dec 2016, Section 7.4 Executive Summary: Population Health Impact Model studies and Appendix Report PHIM (Population Health Impact Model) System, Simulation and Sensitivity Analysis Report, Version 1.1, August 2016.

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3.1. Modeling approach

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3.2. Data

3.2.1. Population-level data

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3.3. Scenarios

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4. RESULTS

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4.1. Expected product-use prevalences

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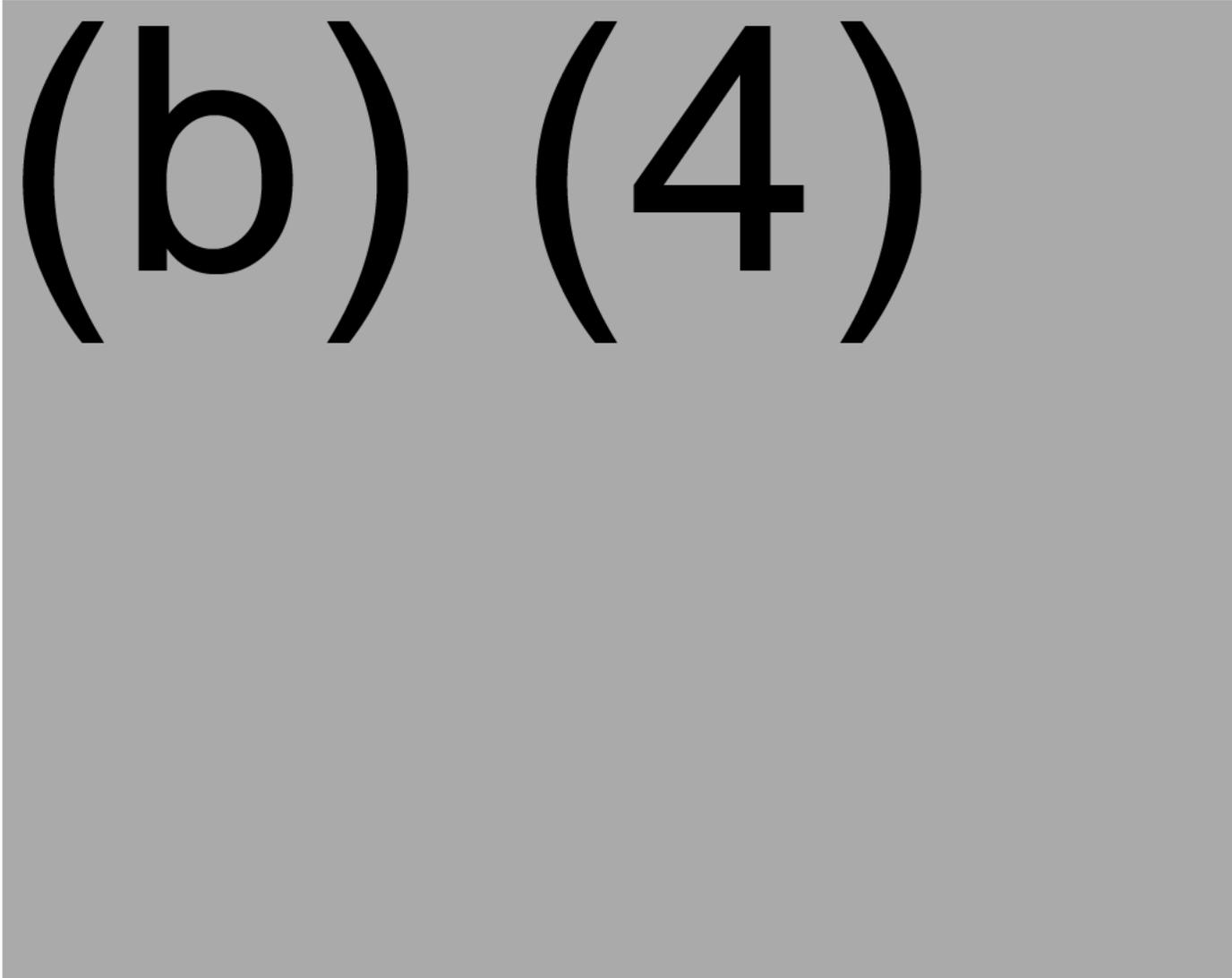
4.2. Reduction in smoking-attributed deaths

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5. DISCUSSION



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7. APPENDIX

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