

UNDERSTANDING AMERICA'S PAIN

Nationwide Survey Overview

A national survey announced by Iroko Pharmaceuticals, LLC was conducted to better understand pain in America.¹ The survey also looked at:

- THE IMPACT PAIN HAS ON EVERYDAY ACTIVITIES

- HOW PEOPLE MANAGE PAIN

- AMERICANS' AWARENESS OF THE RISKS SURROUNDING WIDELY USED NON-STEROIDAL ANTI-INFLAMMATORY DRUGS (NSAIDS)

SURVEY METHODS

1,056 U.S. ADULTS

REPRESENTATIVE OF THE GENERAL POPULATION.

Kelton Global conducted the survey between December 15th and December 21st, 2015.

KEY FINDINGS

DESPITE THE WIDESPREAD PRESENCE OF REPORTED PAIN AND PAIN MEDICATION USE, MANY AMERICANS LACK A BASIC UNDERSTANDING ABOUT THE RISKS NSAIDS MAY POSE.

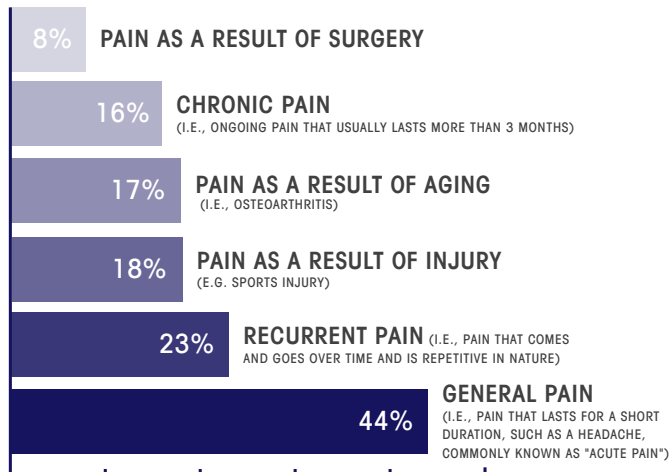
A VAST MAJORITY OF PEOPLE EXPERIENCE PAIN

EIGHT IN TEN

of those surveyed experience some form of pain



TYPES OF PAIN EXPERIENCED BY SURVEY PARTICIPANTS



PAIN DISRUPTS PEOPLE'S EVERYDAY LIVES

Disrupted activities among those who reported pain:

EXERCISE (57%)



WALKING (45%)

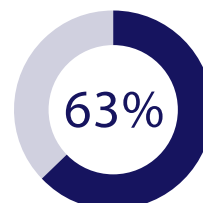


HOUSEHOLD CHORES (45%)



and even

SEXUAL ACTIVITY (40%)



63% OF THOSE SURVEYED WITH CHILDREN have missed at least one of their child's events because of pain.

KEY FINDINGS

AT THE HEART OF THE MATTER: MANY SURVEY RESPONDENTS LACK KNOWLEDGE ABOUT NSAIDS

Nearly half of those surveyed (47%) say they **DON'T KNOW WHAT NSAIDS ARE**.



DID YOU KNOW

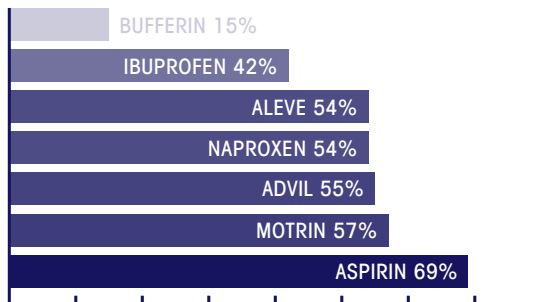
NSAIDS ARE AMONG THE MOST COMMONLY USED PAIN MEDICATIONS.² In 2014, 123 million prescriptions were filled for NSAIDs in the US, and it's reported that one-third of the general population have used over-the-counter (OTC) NSAIDs.^{3,4}



MANY FAIL TO CORRECTLY IDENTIFY COMMON PAIN RELIEVERS

Among those surveyed who said they knew what NSAIDs were, **42%** believed that ibuprofen does not belong in the NSAID category.

MANY AMERICANS ARE UNAWARE THESE COMMON OTC DRUGS ARE NSAIDS**



**Of those who said they knew what NSAIDs were

Approximately half of medication users* acknowledge that there are risks with NSAID use...



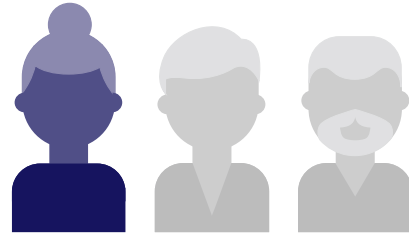
62% of medication users* **EXPERIENCED AT LEAST ONE SIDE EFFECT**

Only **27%** of pain medication users* **ARE AWARE** of the U.S. Food and Drug Administration recommendations regarding NSAIDs.

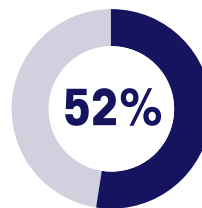


MANY ARE NOT TAKING PROPER STEPS TO MANAGE THEIR PAIN

ONE IN THREE WHO EXPERIENCE PAIN TYPICALLY **IGNORE THEIR PAIN** and more than half of these (**58%**) do not discuss how to manage pain with their doctor.



ONLY HALF (48%) of medication users* are **VERY CONFIDENT** that the medications they take are **THE SAFEST AND MOST EFFECTIVE** for their pain symptoms.



52% of medication users* **ARE NOT FAMILIAR** with low-dose pain medication options.



The FDA and many professional medical organizations recommend that NSAIDs be administered at the **LOWEST EFFECTIVE DOSE** for the shortest duration.⁵⁻¹¹

LOW DOSE



*Medication users are those who have taken prescription NSAIDs or OTC pain medications

REFERENCES:

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