



Health Trends

Keeping Down The Price Of Keeping Pain Away

(NAPSA)—According to a recent report by IMS Institute for Healthcare Informatics, which tracks the pharmaceutical industry, Americans spend about \$424 billion a year on prescription drugs—and the prices for many of them seem to keep on rising.

An Answer

Fortunately, many over-the-counter (OTC) drugs can be much more affordable than their prescription counterparts. Easing people's fiscal as well as their physical pain is an OTC pain patch that uses lidocaine, a medicine that has been clinically proven.

In its 5 percent prescription strength, lidocaine works as a local anesthetic that's applied to the skin to treat aggravated nerve pain associated with post-herpetic neuralgia, the pain that can occur after a bout of shingles. However, lidocaine patches at a 5 percent strength are often prescribed for relief of other types of aggravated nerve pain in the back, neck, shoulders, knees and elbows because the medication penetrates the skin to reach the nerves and block pain transmission to the brain.

Doctor's Advice

As many prescription patch users are discovering, insurance companies are becoming less likely to cover this item. According to Bob Arnot, M.D., award-winning broadcast journalist, author, and former medical director for National Emergency Services, "This is because prescription lidocaine was originally designed as an orphan drug for post-herpetic neuralgia. Therefore, the insurance companies will only reimburse for that narrow indication.

"For years, doctors have been prescribing lidocaine for other types of nerve pain. Therefore, patients have seen their prescription jump from a \$20 co-pay to upwards of \$240 for 30 patches. Salonpas Lidocaine 4% Pain Relieving Gel Patch costs about \$12 for a box of six patches or about \$60 for 30 patches.



With prescription drug prices so uncertain these days, many people are relieved, in more ways than one, to find an effective over-the-counter pain reliever, says Dr. Bob Arnot, seen here, practicing his champion paddleboarding.

"For many, this product is a godsend that allows them to save considerable amounts of money. It's kind of refreshing to hear of a pharmaceutical company looking to save you money with all the bad press that has happened recently."

As an avid athlete and Paddleboard World Championship award winner, Dr. Arnot adds, "I learned long ago that oral pain relievers can have negative side effects, even acetaminophen. Therefore, I rely on topical pain relief as a safe and effective alternative.

"While there's a difference in the level of active lidocaine, 4 percent versus the 5 percent prescription, for the savings, it's certainly worth consulting with your physician and giving it a try."

To provide numbing relief to desensitize aggravated nerves for temporary relief of pain, Salonpas Lidocaine 4% uses a proprietary coating technology that ensures precise and even medicinal coating on all patches.

Where To Find It

The patch is available at major national drug-, food and mass merchandise stores nationwide, including Walmart, Target, Walgreens, CVS, Rite Aid and many others.

Learn More

For more information, visit www.salonpas.us.