

Take A Million (or Billion) Pain Pills Off the Street

Ronald Shapiro M.D., Ph.D., F.A.C.P., David B. Sutton, CEO Physician's Technology, and Charles A. Bertrand, M.D., F.A.C.P.

America is a "Nation in Pain". One hundred sixteen million Americans are living with chronic pain.^{1,2} It is responsible for a tremendous consumption of over-the-counter and prescription pain medication. The sales of painkiller medications are soaring. The DEA figures show dramatic rises in the two most popular painkiller medications. Oxycontin and Vicodin prescriptions dispensed in America in 2010 amounted to 110 tons!³ The enormity of this statistic is almost unimaginable.

To help put this in perspective, consider the follow computation:

- There are 453,592 mg. in a pound or in round numbers **91,000 tablets per pound**,
- This means there are **182 million tablets in a ton**,
- This equals over **20 billion tablets in 111 tons**,
- **Bottom Line: 20 billion tablets of only oxycodone and hydrocodone.**

It is important to note that 110 tons of the two most popular painkiller medications do not include other narcotics that are prescribed for pain control.

Non-steroidal anti-inflammatory drugs (NSAIDS) are another class of painkiller medication that are commonly used for managing pain. According to Solomon⁴ four of them (aspirin, ibuprofen, naproxen and ketoprofen) can be obtained without a prescription. And each year approximately 60 million NSAID prescriptions are written. An average prescription for these medications is usually written for 60-90 pills; so we can estimate the average number of NSAIDS dispensed per prescription would be 75 pills. That would account for 4.5 billion additional prescription pain pills dispensed.

Therefore, not factoring in the non-prescription pain pills consumed in the U.S, we can safely assume that the American the consumption of pain pills far exceeds **24.5 billion pain pills every year!**

Now personalize these numbers. Well over 70 million adult Americans suffer with joint pain.^{5,6} The five clinical stages of joint pain⁷ (from onset of symptoms to full joint replacement) often encompass 15 to 25 years. Patients often begin to manage their pain with over-the-counter (OTC) medications and move to prescription pain medication. So, on

average, they rely on pain medication for about 22 years. The average joint replacement occurs at 68 -75 years old.^{8,9,10} On average joint pain sufferers take at least 2.5 pain pills per day. This is over 20,000 pain pills during the average 22 year pain cycle prior to surgery. Then, even after surgery pain medication is often required. So when you start to have joint pain and make the decision to take a pain pill, it may not be just several pain pills, but it often becomes over 20,000 pain pills through the years.

Additional literature supports the tremendous amounts of pain pills people consume during their life. Estimates from the UK suggest that people take 14,000 prescription pain pills, and when you include the OTC medication, the amount escalates to 40,000 pain pills ingested in a lifetime.¹¹

Pain places tremendous financial and emotional costs upon health care, rehabilitation, lost worker productivity, in addition to the emotional and financial burden born by patients and their families. Of equal concerns are the significant and adverse to lethal side effects of pain medications. Estimations from the CDC and other authors suggest that the U.S. pain medication death rate may reach 50,000 by 2013.^{12,13}

To make the situation even more disturbing, there are efforts under way to increase pain pill production and create more powerful narcotics (Vicodin X10).^{3, 14}

The NSAIDS and narcotic medications may diminish the pain; however, it is widely appreciated that they have potentially dangerous and lethal side-effects. Moreover, pain medication does not promote healing.

A new drug free non-invasive treatment option which provides safe and effective digital pain therapy is now available for millions of persons who suffer from musculoskeletal pain. This Digital Pain Medicine (DPM) device employs superficial and deep sensory capture technology, a computer operating system, and complex state of the art computer hardware. Intricate and interlaced proprietary algorithms compute and deliver a customized prescription of multiple dynamic energies. Combining both sensory and therapeutic aspects (Sensorpeutic™) with a unique customized area and condition specific delivery system accounts for the dramatic clinical effectiveness in relieving joint and muscle pain in a wide variety of conditions. This Digital Pain Medicine device carries the brand name WillomD™.

It is safe with no reported adverse side-effects. It is effective. Physicians and healthcare professionals have observed favorable results over 90% of the time in thousands of musculoskeletal treatments. The device has been medically validated in a controlled, randomized, double blind hospital based study which documented pain relief, improved mobility, and enhanced performance. Joints are more mobile and perform better because pain and swelling are reduced.

Users of this modality characteristically perform better in physical therapy and enjoy faster rehabilitation. People suffering from musculoskeletal pain conditions from many causes, now have a new realistic therapeutic alternative to achieve safe and effective joint pain relief.

Conclusion: 50 thousand active pain pill users that become WillMD users in effect could take 1 billion pain pills off the street (50,000 WillMD users x 20,000 pain pills).

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