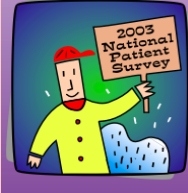




Pain Management
Education:
A Healthy
Outcome



"Healthtv™ covers all the important messages we in pain management know are a priority."

❖ *Lennie Duensing, APF
Director
Communications and
Outreach*

PARTNERSHIP NEWS:



Healthtv and
Accent Health::
Leaders in place-based
media bring integrated
solutions - targeting
health consumers at
key touch points
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Healthtv™
healthtvsystem.com

American Pain Foundation Salutes FDA

"FDA's decision to keep Cox-2 pain relieving drugs Vioxx, Celebrex and Bextra on the market, (means) pain sufferers can once again partner with their doctors to weigh risks and benefits and decide what's best for them." APF Statement, Feb22/05



Healthtv's "Managing Pain, There's Lots to Gain" was produced in collaboration with the American Pain Foundation and the Joint Commission for Accreditation of Healthcare Organizations (JCAHO)

- 85% of Americans experience acute or chronic pain
- 56% resist taking medication for pain
- 91% changed their mind in favor of taking pain medication after watching

Prescriptions for patient education

"Information RX", launched in 6 Florida counties, is a pilot project that has physicians writing prescriptions for patient education. Content collaborator is National Institute of Health. Consumer web site www.MedlinePlus.gov

Although print-based education presents literacy issues, the commitment education as a prescribed part of treatment supports the trend to encourage consumers to be more actively responsible in improving their health.

The ABC's of heart medication



"A" is for Aspirin: Heart patients will benefit from an engaging strategy from The American College of Cardiologists. ABC is designed to help physicians remember to provide recommended guidelines to patients before they are discharged from the hospital.

Aspirin, 75-325 mg per day & Clopidogrel (Plavix) 75 mg. per day

Beta clocker and blood pressure

Cholesterol - statin for patients with LDL above 130

Diet and Ace inhibitors for CHF, hypertension and diabetes

Education and exercise

Healthtv's "Care for your Heart" is an hour of education ("E is for ...") in the same spirit as the ABCs including blood pressure, cholesterol, diet and exercise.

As recommendations for high blood pressure and cholesterol management have been revised, Healthtv™ is planning new educational programs for Q4 & Q5