

The Pharmacist And The Patient behind the Pain

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Pain is a widespread global phenomena



93%
of the world's
population **suffer with**
pain each year



1 in 3
of us are in pain
every day

Pharmacists continue to play a vital role in achieving everyday health with humanity



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9 out 10

of pharmacists agree that **the role of the pharmacist has evolved**; now requiring them to have greater expertise in influencing human behaviour and choices for self-care.¹

91%

of pharmacists agreed that **they welcome more support with strategies for encouraging their patients** to adopt new behaviours or influence behaviours in relation to their health and wellbeing.¹

¹Haleon online survey of 376 community and retail pharmacists in the US, UK, Italy, Germany and Spain carried out 6th – 9th September 2022 by Vitreous World



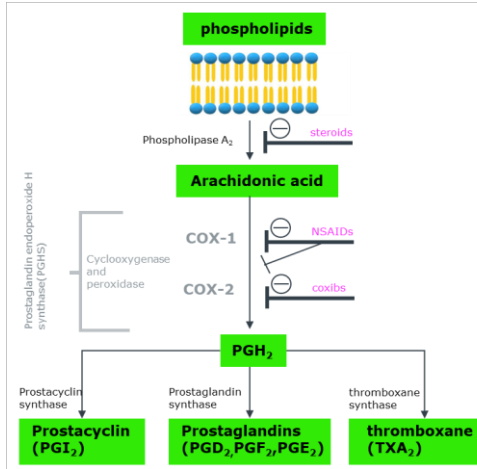
Pharmacist and Pain Management

Pharmacist's unique role and expertise in the management of pain, needs to ***enable*** pharmacists and patients to have ***uninhibited, personalised pain conversations.***

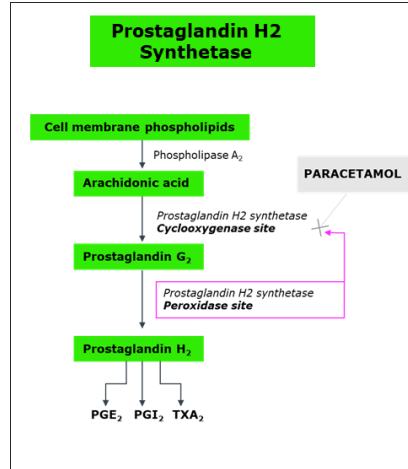
Pharmacology of Pain

(OTC Analgesics)

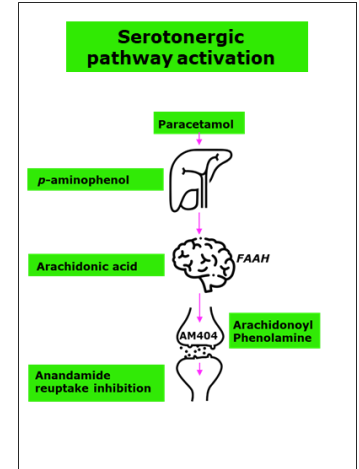
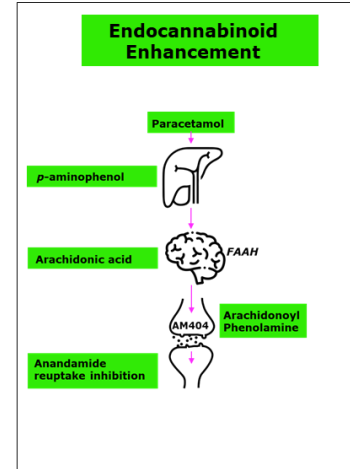
Mechanisms of Action



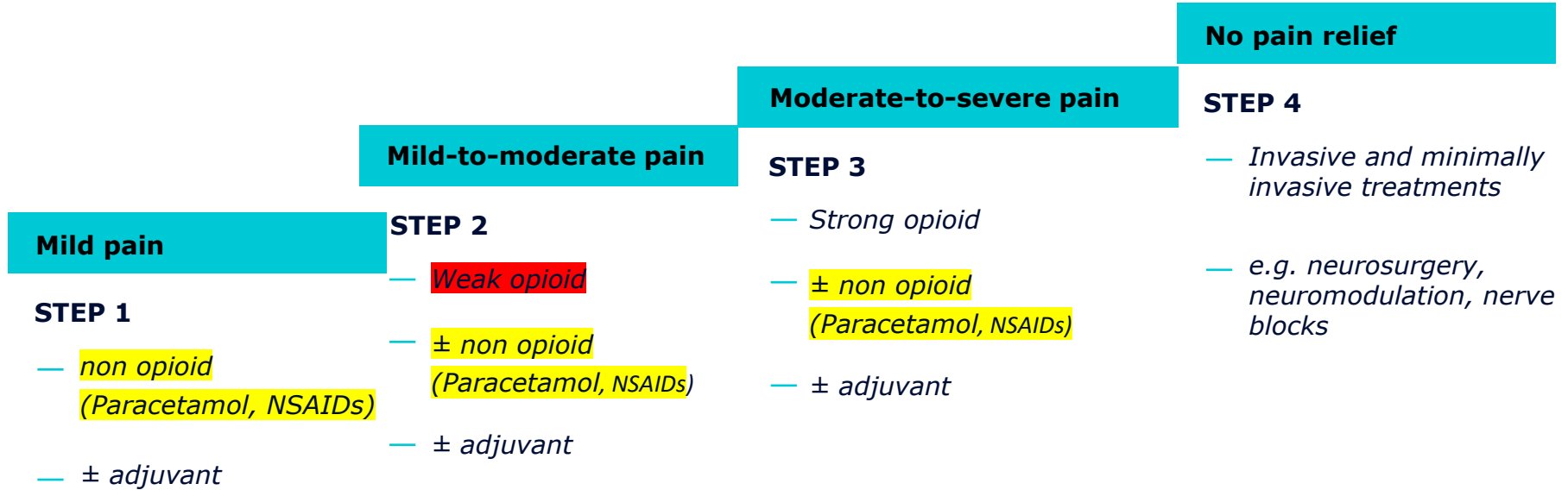
Non-Steroidal Anti-inflammatory Drugs (NSAIDs)



Paracetamol



“OTC” analgesics in pain management



Weak opioids: Codeine;

Strong opioids: Morphine, hydromorphone, oxycodone, fentanyl, methadone;

Adjuvants: Steroids, antidepressants, anticonvulsants²

Reference

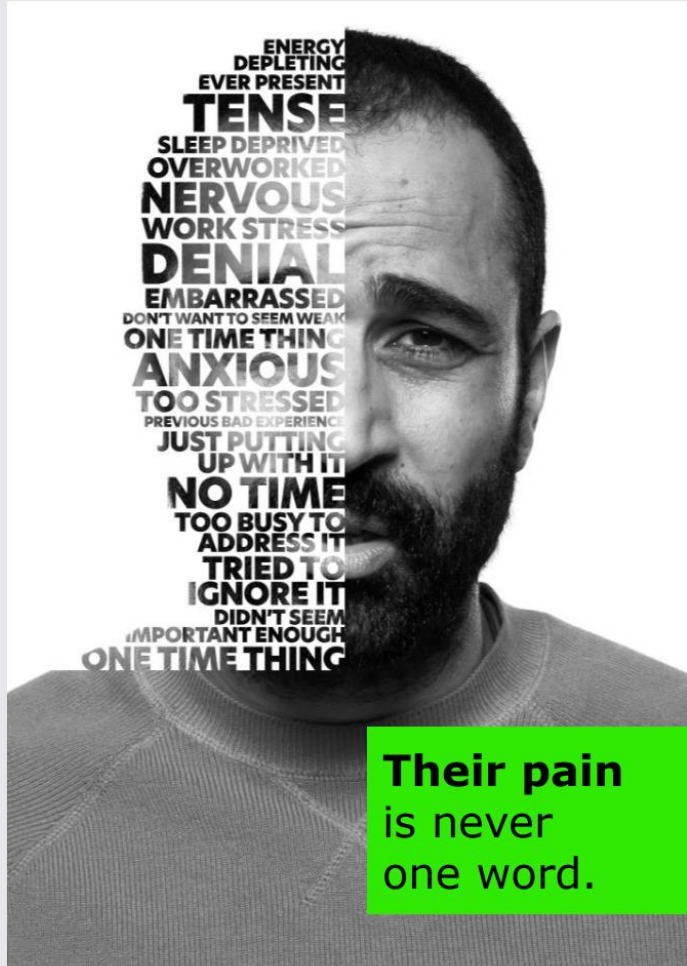
Yang J, Bauer BA, Wahner-Roedler DL, Chon TY, Xiao L. The modified WHO analgesic ladder: is it appropriate for chronic non-cancer pain?. Journal of pain research. 2020 Feb 17:411-7.

Understanding the Patient behind the Pain

Their pain is never just one word

"An unpleasant sensory and emotional experience associated with, or resembling that associated with, actual or potential tissue damage,"

IASP revised definition

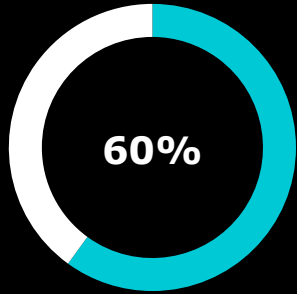


Their pain is never one word.

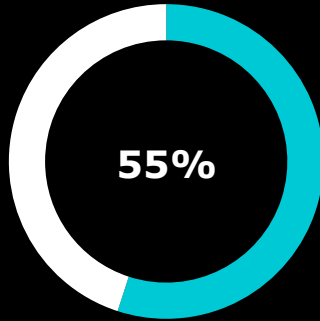


Their pain is never one word.

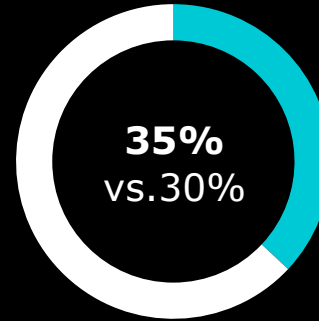
— Growing expectation from HCPs – beyond treating symptoms to manage emotional impact of pain



Wish HCPs took their pain seriously



Wish HCPs understood the impact of pain on their QoL



Women (vs men) would like more empathy & understanding from HCPs.

Lack of access is a global reality



21%
of those who cannot easily, or not at all, access a pharmacist, feel that pain is not an aspect of their health that pharmacists care about, (doctors: 13%)

Patient expectations

19%



wish **pharmacists / pharmacy assistants** to be able to **see beyond the symptoms**

19%



Wish more **pharmacists / pharmacy assistants** to be available to **discuss all aspects of their pain**

72%



Wish pharmacists were trained better about how individual pain is for different patients.

Negative experiences can be felt in a patient's treatment journey

53%



People ask for *pharmacists* to take pain like theirs *more seriously*

29%



People in pain say they have been *talked down to by an HCP when discussing their pain*

18%



People in pain say they have been *treated badly by an HCP when discussing their pain*

A new approach in
pain relief:
Resources for pharmacists

Profiles emerging from GPI



Pain is
out of control



Pain is
a signal



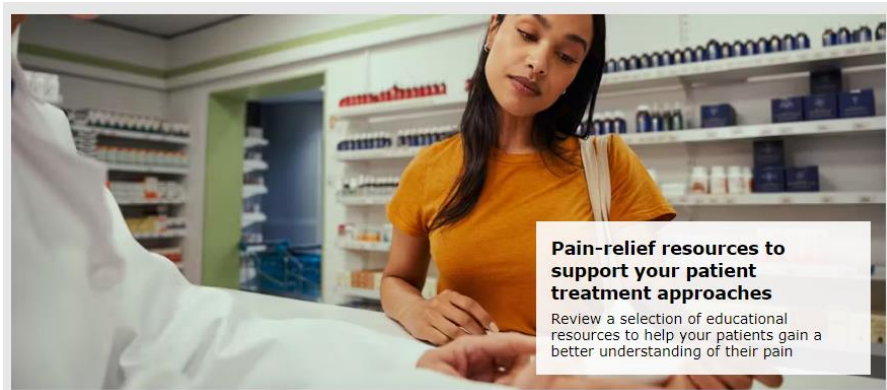
Pain is **scary**











Pain is **life**




What pain?



Pain Protocol

 <p>Adult Dental Pain Protocol A helpful guide for managing adult dental pain</p> <p>Download ></p>	 <p>Adult Headache Pain Protocol A helpful guide for managing adult headache pain</p> <p>Download ></p>	 <p>Adult Low Back Pain Protocol A helpful guide for managing adult low back pain</p> <p>Download ></p>
 <p>Adult Migraine Pain Protocol A helpful guide for managing adult migraine pain</p> <p>Download ></p>	 <p>Adult Sore Throat Pain Protocol A helpful guide for managing sore throat pain</p> <p>Download ></p>	 <p>Fever Under 5 Pain Protocol A helpful guide for managing fever under 5 pain</p> <p>Download ></p>
 <p>Adult Musculoskeletal Pain Protocol A helpful guide for managing Adult Musculoskeletal pain</p> <p>Download ></p>	 <p>Adult Period Pain Protocol A helpful guide for managing adult period pain</p> <p>Download ></p>	

Provide a set of holistic tools for better interactions, assessment & outcomes



Patient care resources
Access resources to facilitate better conversation around personalised pain management.

[Learn more >](#)



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Pain consultation guide.

A pain consultation is an opportunity to gain useful insights into patients' experience of pain. It's a chance to create a tailored treatment plan to help patients Live Well with Less Pain.

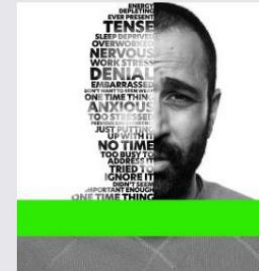
Starting with the right body language¹

	✔	✘
Facial expression	Smile and keep an open facial expression.	Avoid frowning as it could indicate disagreement.
Eye contact	Make direct eye contact. Keep eyes wide to show interest.	Avoid looking down or away while patient is speaking. Avoid raised eyebrows.
Hands and arms	Keep arms uncrossed. Use arm and hand movements, but don't overdo it.	Don't cross your arms - it creates a barrier.
Legs	Maintain a relaxed, open stance.	Don't cross your legs - it can indicate disagreement, uncertainty or disinterest.
Body position	Leaning slightly forward shows interest. A relaxed, upright posture conveys confidence.	Avoid shaking your head as it indicates disagreement.
Head	Occasional nodding shows reassurance. Tilting the head shows interest.	Don't lean in too close. Avoid turning away, but if you have to explain why.

1 And remember to keep an eye on the patient's body language too. It can inform you if they're feeling uncomfortable or hesitant to share their feelings and thoughts.

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Pain assessment guide.

Pain is the most common symptom that causes patients to seek the help of a healthcare professional¹. It affects almost everyone. It is more than just a physical sensation, it has a huge impact on our overall wellbeing.

1/3 of the world's population are in pain every day

10 most common types of everyday pain that people experience:^{2,3}



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
















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A guide to common OTC pain relief treatments.

Key:  The highlighted area indicates it is recommended as first-line treatment.

With so many different options to choose from, this chart can help you recommend the most effective OTC pain relief. The advice summarised in this chart is based on scientific evidence in current, published clinical treatment guidelines and peer-reviewed literature. It is designed to help determine the suitability of OTC options to relieve pain in adults only.¹

OTC Pain Relief Comparison Chart.

Pain type	OTC analgesics			Supporting Evidence
	Paracetamol	Topical diclofenac	Oral Ibuprofen	
Mild to Moderate Pain 	 	 		Oral paracetamol and ibuprofen are recommended first-line treatments by most guidelines. ^{2,3-5}
Musculoskeletal (MSK) pain 	 	 <i>Acute neck pain of muscular origin</i> 		The latest systematic review of 11,000 participants demonstrates that topical diclofenac is a suitable, effective first line treatment for acute MSK pain, such as sprains and neck pain. ^{6,7} Paracetamol and topical diclofenac are recommended in patients with risk factors noted in chart.
Osteoarthritis 	 	 		Most guidelines recommend topical NSAIDs, including diclofenac, as the first line therapy. ^{10,11}
Headache (Tension Type Headache) 	 			Oral paracetamol and ibuprofen are both recommended as first line treatment for TTH. The choice of therapy depends on patient risk profile. ^{7,8}
Dental pain 	 <i>If NSAIDs are contraindicated</i> 			Oral ibuprofen is recommended as first-line therapy by most guidelines. A combination of ibuprofen and paracetamol can be more beneficial than either drug alone. Paracetamol is recommended for patients with risk factors noted in chart. ¹²
Migraine 	 <i>If NSAIDs are contraindicated</i> 			Oral ibuprofen is recommended as first-line therapy by most guidelines. Paracetamol is recommended for patients with risk factors noted in this table. ⁷
Dysmenorrhoea (period pain) 				Oral ibuprofen is recommended as first-line therapy by most guidelines. Paracetamol is suitable in patients where NSAIDs are contraindicated or not tolerated. ^{13,14}
Low back pain (of muscular origin) 		 		Oral ibuprofen is recommended as first-line therapy by most guidelines. ^{24,15}

The icons indicates suitability for use in elderly and special population with underlying risk factors for cardiovascular, gastrointestinal, renal and liver impairment.



Assessing the risks.

What to look out for before recommending OTCs and NSAIDs for musculoskeletal pain

Pain is the most common reason for people to seek help from a healthcare professional.

OTC treatments can offer effective pain relief. But it's important to assess a patient for potential risks before making any recommendations.

Thank you

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