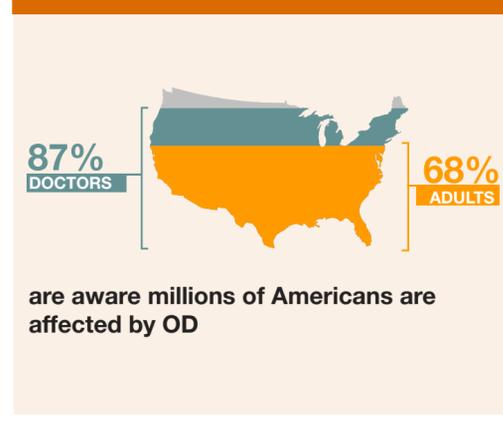
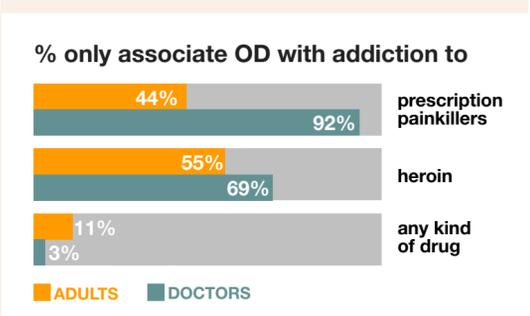
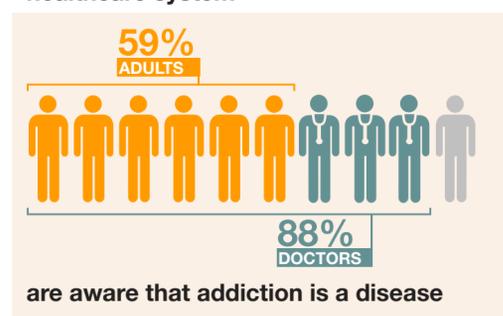
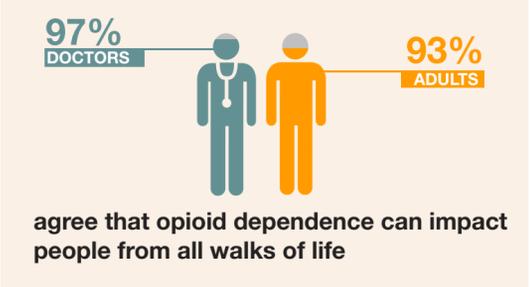
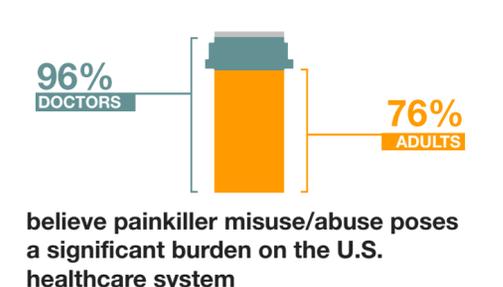


# What Do Consumers and Doctors Need to Know About Opioid Dependence?

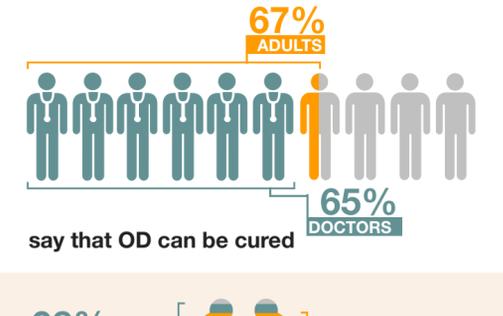
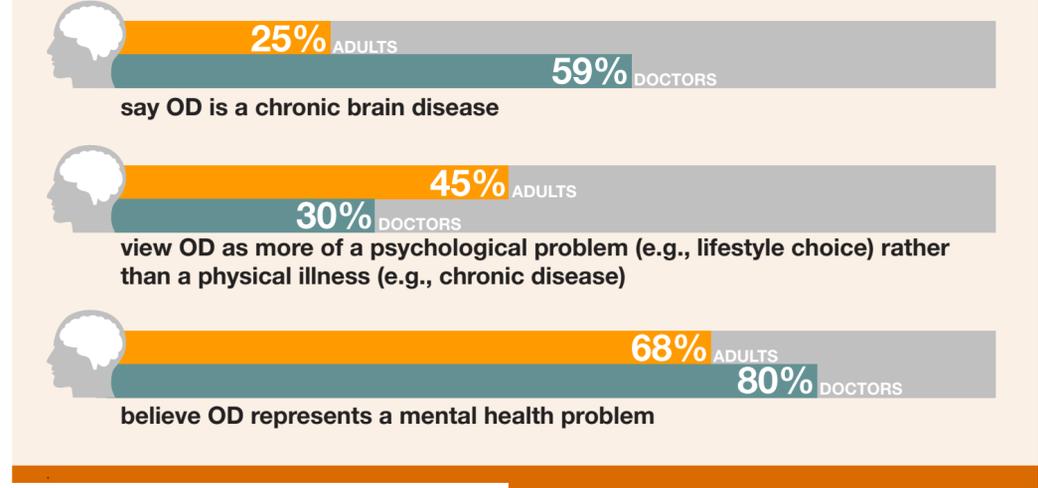
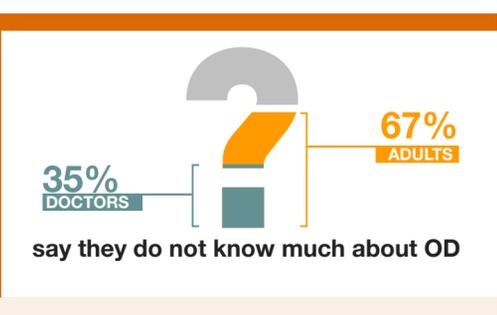
Opioid dependence (OD) is more common than many people realize and can happen to anyone – affecting adult men and women of all ages, races, ethnic groups, income and educational levels.<sup>1</sup> This chronic condition, also known as prescription painkiller and heroin addiction, has reached epidemic proportions in the United States and represents a rapidly growing medical problem and public health concern. Despite the ever-growing numbers of individuals living with OD and significant media coverage, a national survey conducted online by Harris Interactive<sup>†</sup> for Reckitt Benckiser Pharmaceuticals Inc. reveals that both U.S. adults and doctors\* harbor a variety of misperceptions and stereotypes about OD that may impact the way the disease – and how those living with it – are treated.



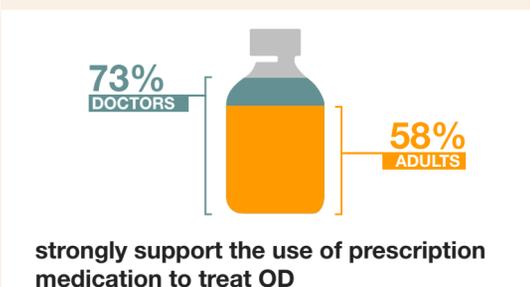
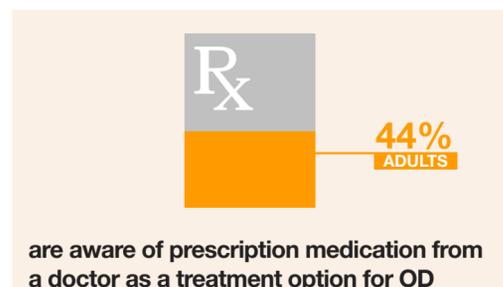
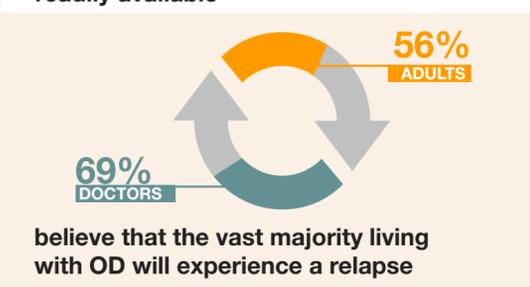
**FACT: OD IS A MAJOR PUBLIC HEALTH ISSUE THAT AFFECTS APPROXIMATELY TWO MILLION AMERICANS AND CAN HAPPEN UNEXPECTEDLY AS THE UNINTENDED CONSEQUENCE OF PRESCRIPTION DRUG USE<sup>2</sup>**



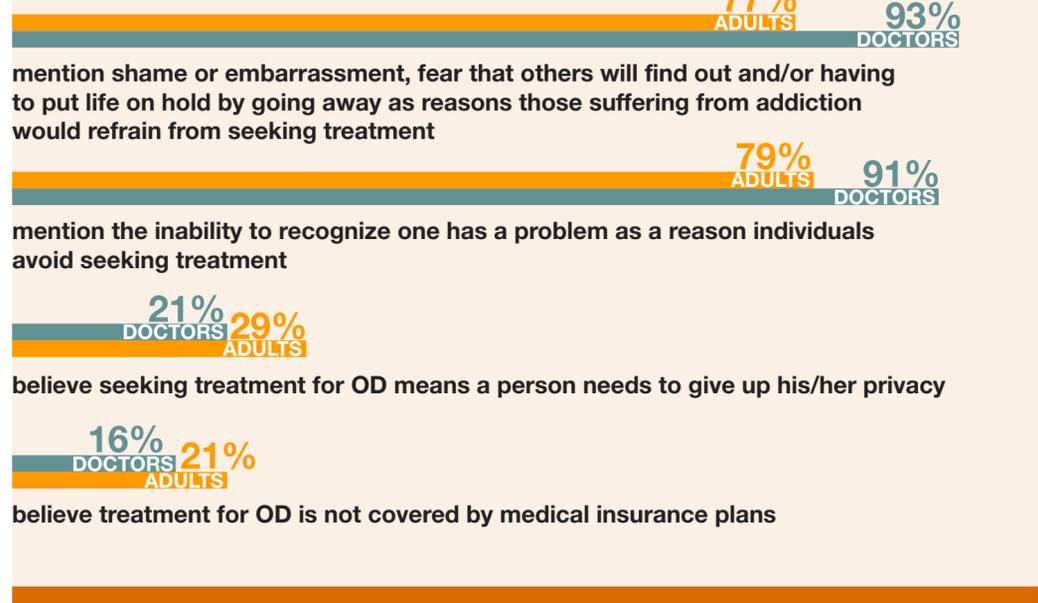
**FACT: OD IS A CHRONIC MEDICAL DISEASE THAT AFFECTS THE BRAIN AND FOOLS IT INTO THINKING THE OPIOID IS NECESSARY FOR SURVIVAL<sup>3</sup>**



**FACT: RESEARCH SHOWS TREATMENT CAN BENEFIT FROM A COMBINATION OF MEDICATION AND BEHAVIORAL CHANGES<sup>4</sup>**



**FACT: TREATMENT IS COVERED BY THE MAJORITY OF HEALTH INSURANCE COMPANIES AND PRIVACY IS PROTECTED<sup>5</sup>**



**For more information on OD, available treatment options and to “find a doctor” who is certified to treat OD, visit [www.TurnToHelp.com](http://www.TurnToHelp.com).**

\* U.S. adults age 26 to 49 and primary care, internal medicine and family medicine physicians who were not Drug Addiction Treatment Act (DATA) 2000 certified.  
<sup>†</sup> This Opioid Dependence Study of 1,002 U.S. adults was conducted online by Harris Interactive on behalf of Reckitt Benckiser Pharmaceuticals between January 2 and 7, 2013. The survey of 200 primary care, family practice and internal medicine doctors practicing in the United States, who, at the time of the study, were not certified under the Drug Addiction Treatment Act (DATA) 2000 to treat opioid dependence as part of their practice also was conducted online by Harris Interactive on behalf of Reckitt Benckiser Pharmaceuticals between March 13 and 22, 2013. To ensure the survey results were nationally representative, data for the general population were weighted on income, education, ethnicity, region, age within gender and propensity to be online, while the doctors' data were weighted on years in practice by gender.

REFERENCES

1. *The Treatment Episode Data Report*. Substance Abuse and Mental Health Services Administration. Available: <http://www.oas.samhsa.gov/2k10/230b/230bPainRelvr2k10Web.pdf>. Accessed June 4, 2013.
2. *Results from the 2010 National Survey on Drug Use and Health: Summary of National Findings*. Substance Abuse and Mental Health Services Administration. NSDUH Series H-41, HHS Publication No. (SMA) 11-4658. Rockville, MD: Substance Abuse and Mental Health Services Administration, 2011.
3. *Drugs, Brains, and Behavior: The Science of Addiction*. National Institute on Drug Abuse. Available: <http://www.drugabuse.gov/ScienceofAddiction/addiction.html>. Accessed June 4, 2013.
4. Doran CM. *Pharmacoeconomics*. 2008;26(5):371-393; 2. World Health Organization. 2004. Available: [http://www.who.int/substance\\_abuse/publications/en/PositionPaper\\_English.pdf](http://www.who.int/substance_abuse/publications/en/PositionPaper_English.pdf). Accessed June 4, 2013.
5. HIPAA Privacy Rule and Public Health. Centers for Disease Control and Prevention. Available: <http://www.cdc.gov/mmwr/preview/mmwrhtml/m2e411a1.htm>. Accessed June 4, 2013.

SBF-0161-oJun2013

