

COLLABORATION LEADS TO IMPROVED OTC SOLUTIONS FOR CHILDREN.

Insights from iCAN & the U.S. Pain Foundation highlight the need for tailored OTC options for kids. Casey Cashman & Leanne West stress collaborative efforts to meet children's unique pain management needs. By leveraging parent input & expert guidance, these groups aim to create more effective, child-friendly OTC medications.

**PARENTS FEEL CURRENT
OVER-THE-COUNTER
OPTIONS ARE INSUFFICIENT.**

Desired OTC Options

Highlights of Preferred Formulations



- Gel tabs/capsules are preferred for ease of swallowing, making them suitable for those who struggle with traditional pills.
- Higher dose chewables are favored due to a general dislike for liquid formulations.
- There is a strong emphasis on cost-effectiveness and ease of use when selecting OTC options.
- Consumers show a preference for natural and organic products, aligning with health-conscious trends.

Specific Needs for Children's Medications



Targeted medications to treat only the symptom a child has without extra active ingredients.



Longer-lasting pain relief is crucial to improve children's quality of life.



Effective medications support school attendance and social participation.



Medications that aid sleep benefit both child and parent.



Emergency dosing solutions provide immediate relief, preventing ER visits.



Avoiding emergency room visits is a priority in children's healthcare.

Exploring Topical and Alternative Options



Interest in Topical Methods and Patches

Increasing demand for non-invasive, skin-based topical treatments and drug delivery patches.



Importance of Products Tested in Children

Ensuring safety and efficacy with pediatric-specific clinical trials.

Dosing and Packaging Considerations

Weight-Based Dosing Preference

Preference for weight-based dosing over age-based to ensure accurate dosing for varying growth patterns.

Clearer Packaging Importance

Clearer packaging with easy-to-read information on active ingredients is crucial for safety.



Comparison
Cofferesier

	Acetaminophen	Naproxen
Ibuprofen:	Ausgeleitet, keine Wirkung	Ibuprofen, keine Wirkung
	Acetaminophen teilweise	Acetaminophen teilweise
Hupifen	Navigiert in alle Typen	Naproxen lindert Ihre Schmerzen
Tepiratives	Incarnated retail crinitters	Reproves to therapeutically
Fesmoedics	ve	Naproxen (1) is challemeats our unit cuppen)
Serpinues	Polyerconts tan hagueas.	Paproxen (1) to chll aggeet en metilly
Autoptons	ve	Haproxen's chreaday
ences	X	Heproxen, themam effects
	X	Approven

Guidance on Pain Management Usage

Choosing the Right OTC Pain Medication

Learn differences between ibuprofen, acetaminophen, and naproxen.

Recommendations by Age and Situation

Find pain relief options based on age and specific situations.

Alternating Medications Effectively

Guidance on when and how to alternate pain medications safely.



**WE MUST ADDRESS CONSUMER NEEDS
AND ENHANCE OTC DEVELOPMENT AND
TESTING FOR CHILDREN FOR IMPROVED
HEALTH OUTCOMES IN OUR KIDS.**

Key Takeaways for Pediatric OTC Medications

Insights from Parent Feedback



- **Increase and Customize OTC Options for Kids:** Parents are calling for a wider range of over-the-counter (OTC) medications that are pediatric-friendly—specifically options that consider children’s preferences like higher-dose chewables and gel tabs, and needs such as natural, clean ingredients, and targeted symptom relief.
- **Provide Longer-Lasting Relief Options:** There’s a demand for medications that offer extended relief, especially for nighttime pain management, allowing children and parents to sleep better and make informed care decisions in the morning instead of defaulting to the ER.
- **Enhance Safety, Dosing, and Guidance:** Parents want clearer, weight-based dosing instructions and better guidance on selecting the right medication (ibuprofen, acetaminophen, etc.) for different situations, with packaging that helps identify active ingredients and instills confidence in safe usage for children.

**THANK YOU
FOR YOUR
ATTENTION.**

We appreciate your interest and time in attending our presentation. For further inquiries, feel free to reach out to us.

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