

THE NEW NAME IN PAIN MANAGEMENT

MPM MEDICAL INC. JOINS NATIONAL EFFORT TO TREAT PAIN AND TO BUILD PUBLIC AWARENESS



“Pain is the leading cause of disability in the United States and is straining our health care system.” The [National Pain Care Policy Act of 2008 \(HR 2994\)](#) seeks “to improve the assessment, understanding and treatment of pain.”

— Congresswoman Lois Capps (D-CA), co-sponsor

Duty. Responsibility. Obligation. All are words commonly used to describe the commitment society should show toward those suffering from pain. An estimated 76 million Americans report they suffer from chronic pain—more than the number of people suffering from diabetes, coronary heart disease and cancer combined.

If social responsibility alone were not sufficient for action, then fiscal responsibility should be. Chronic pain in the United States—including healthcare expenses, lost income and productivity loss—annually costs an estimated \$100 billion.

Pain has left its pervasive footprint across the United States. So much so that members of Congress have united to sponsor the National Pain Care Policy Act of 2008 to address this national healthcare crisis. The act calls for educating consumers, patients and healthcare providers on the availability and benefits of pain management. The American Pain Foundation has declared September to be Pain Awareness Month.

In its own way, Irving-based [MPM Medical Inc.](#) is helping to improve quality of life. An increasing number of clinical trials and studies indicate that patients suffering from wounds reported dramatic healing and pain relief from MPM’s wound care and pain management products. America’s largest grocery retailer, The Kroger Co., began carrying MPM’s wound care and pain management product, RegeneCare HA[®], in 1,900 pharmacies nationwide in March 2008.

But it’s not all about profits. As part of its corporate responsibility,

MPM's president and wound specialist Dr. Brad Pontani traveled to Costa Rica to treat patients at five hospitals in July 2008. Many of them arrived with painful, infected leg ulcers. One patient drove eight hours from Panama to be seen. In gratitude, the patients began calling Dr. Pontani 'The Angel.'

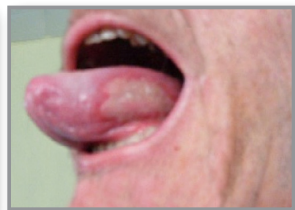
A SOLID FOUNDATION

From its founding, MPM Medical Inc. dedicated itself to establishing itself as a leader in wound care and pain management. That meant creating products based on scientific evidence, not marketing spin. The foundation for these products was based firmly on 25 years of research and development instigated by Clinton Howard, a medical community icon who founded the nation's first network of medical testing labs that is now part of LabCorp.

Mr. Howard made history assembling a team of scientists in 1981 to solve the centuries-old mystery behind the healing powers of the aloe vera plant. After years of study and more than \$20 million in research, the team isolated the long-chain polysaccharide that proved to be instrumental in the plant's health-giving benefits.

Mr. Howard later used his findings to create proprietary nutritional products under the auspices of [RBC Life Sciences](#). Meanwhile, MPM used aspects of the research to develop state-of-the-art topical pain management products recognized as unique within the wound care and pain management industry.

Since MPM joined RBC Life Sciences in 2001, they have focused their efforts on helping people worldwide improve their quality of life.



JOINING THE NOBLE BATTLE

Cancer. The ravages of this insatiable killer are evident. An estimated 70% of those with cancer experience significant pain during their illness, yet fewer than half receive adequate treatment for their pain. Research shows that between 50% and 75% of patients die in moderate to severe pain even though therapies are available to alleviate most pain for those dying of cancer.

A new class of anticancer drugs are changing the way patients live and fight cancer. But these new drugs typically cause dermatological side effects, such as extremely painful skin rashes, in a vast majority of patients. These rashes can become so severe that patients may curtail or even stop chemotherapy and radiation treatments.

A peer-reviewed [clinical research study](#) presented at the 33rd Annual Oncology Nursing Society Congress in May 2008 concluded that MPM's Regenecare provided dramatic relief from pain and itching related to

the dermatological side effects of cancer treatment. All the patients in the study reported that the topical gel—comprised of aloe, marine collagen and 2% lidocaine—was effective in reducing uncomfortable itching and pain associated with the rashes. The study reported that Regencare produced no side effects during four weeks of testing.

ADDITIONAL CLINICAL CONFIRMATION

MPM has received permission from the FDA to market Regencare hydrogel to treat pressure ulcers, 1st- and 2nd-degree burns and superficial wounds and scrapes. It is comprised of a synergy of ingredients that have long been known for their therapeutic effects. The gel contains 2% lidocaine-HCl, a local anesthetic used to alleviate pains associated with burns and scrapes; high-molecular-weight aloe vera extract, which has been shown to increase fibroblasts, accelerate wound healing and fight inflammation; and marine collagen, a natural humectant and moisturizer that has been shown to enhance wound repair mechanisms within the epidermis.



“Evidence still exists across many health states that there is a major gap between an increasingly sophisticated understanding of the pathophysiology of pain and widespread inadequate pain management.”



*— Dr. Brad Pontani
wound care specialist*

An on-going [cross-over study](#), whose preliminary results were presented at the 9th National Conference on Cancer Nursing Research in 2007, indicated that Regencare gel produced a statistically significant reduction in the pain and itching of rashes associated with cancer-fighting drugs. “All patients were very satisfied with the effectiveness of the gel,” the study reported.

Growing evidence over recent years shows that living with chronic wound pain can demoralize patients and dramatically reduce their quality of life. It’s important, as stipulated in the proposed National Pain Care Policy Act of 2008, that “improving pain care research, education, access and care are national healthcare priorities.”

Realizing that health professionals consistently rated the changing of wound dressings as the time of greatest pain for patients, MPM recently sponsored a study focusing strictly on this aspect of pain management. The [cross-over clinical trial](#) followed 47 patients suffering from deep, painful wounds. Simple daily activities such as walking or standing often became unbearable for them.

The study’s lead researcher, Dr. Brad Pontani, noted that



the medical profession, acting from a general bias against pain management and a lack of knowledge of available analgesics, neglects the significant role pain plays in wound healing. “Evidence still exists across many health states that there is a major gap between an increasingly sophisticated understanding of the pathophysiology of pain and widespread inadequate pain management,” the study said.

All patients monitored in the study reported that Regenecare hydrogel relieved their wound pain during dressing changes. In fact, nearly all of them indicated they experienced 70% less pain when Regenecare was used prior to and during the changing of their wound dressings.

Regenecare “substantially enhanced bioavailability of lidocaine to the wound bed over time, substantially diminishing pain after dressing change,” according to the study, which was presented for review in October 2008 at the 23rd Clinical Symposium on Advances in Skin & Wound Care: The Conference for Prevention and Healing.

Chronic pain can drastically erode one’s overall health and quality of life. The fear of pain often inflicts more damage than the pain itself because it may cause those in need of treatment to avoid proper healthcare.

“It’s evident that pain management is at a critical juncture within American health care,” said MPM President Paul Miller. “Many people are suffering needlessly. I believe there are alternatives that can assist the most vulnerable to seek the help they need and still enjoy life. The sad truth is that pain is without borders. Millions worldwide suffer from this crippling debilitation. MPM strives to help those in need and to educate consumers and the medical community about this healthcare crisis and provide solutions for wound care and pain management.”



*Paul Miller, President
MPM Medical, Inc.*



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