Quantifying Pain

Pain is extremely common, affecting nearly a third of all adults, with many of these individuals employed and in their peak earning years. Pain has been associated with a loss of productivity in both work and leisure activities and with increased healthcare resources.

Assessing the Economic Burden of Pain for Payers and Employers

The Challenge
Considering the limitations experienced by workers with pain, a leading pharmaceutical company recognized the need to quantify and clearly communicate the economic costs of pain on employers and payers. The company engaged Kantar Health to quantify the economic burden of pain as inputs into their medical science liaison (MSL) toolkit.

The Kantar Health Difference
Kantar Health leveraged the National Health and Wellness Survey (NHWS), the largest global self-reported general population survey in the healthcare industry. With work productivity and health resource utilization analyzed directly from the survey data, our client was able to easily quantify the economic burden of pain among workers – both in terms of work productivity loss and increased healthcare resource use costs. Highlighting five prominent pain types, the compiled metrics demonstrated that workers experiencing the types of pain surveyed reported twice the levels of absenteeism (missed work) and presenteeism (impairment at work) than their respective control groups.

Results were incorporated into a brochure to be leveraged by the MSL field force to drive awareness and acknowledgment of the cost of pain among U.S. workers.

Recognizing the prevalence by pain type and the cost of pain, employers and payers may consider new ways to help employees manage their pain.

For More Information, Please Contact:
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Why Kantar Health?
Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world’s leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.