

THE POWER of Over-the-Counter Medicines to Provide Consumer Value



The Consumer Healthcare Product Association's Over-The-Counter (OTC) Value Study once again demonstrates that self-care with OTC medicines benefits not only individuals, but also the entire U.S. healthcare system. The availability of OTC medicines provides safe, effective, and accessible treatment for a range of conditions to consumers and their families. OTC medicines also enable the healthcare system to utilize its limited resources on the diagnosis and treatment of more serious diseases and medical conditions that necessitate healthcare provider (HCP) involvement.

As the global COVID-19 pandemic disrupted every part of society, significantly impacting the way people approach their health and well-being, OTCs have become an even more essential part of U.S. consumers' treatment options.

For millions of Americans, OTC medicines are a trusted and affordable way to get well, stay well, and feel well:

- **82 percent** of consumers would seek professional medical treatment for minor ailments if OTCs were not available in the marketplace.
- The availability of OTC medicines – off-the-shelf, without a prescription – provides relief for more than **33 million** households who otherwise would forgo treatment.
- By keeping the American workforce healthy and at work, OTC medicines offer **\$45 billion** in productivity benefits from time saved in avoided doctor visits and more frequent absences from work.

OTC medicines save the U.S. healthcare system billions annually:

- The availability of OTC medicines leads to **\$167 billion** in annual savings relative to alternatives. OTC medicines provide two key sources of avoided cost.
 - Approximately **\$110 billion** in clinical cost savings (including avoided doctor visits).
 - Approximately **\$56 billion** in drug cost savings (lower-priced OTCs versus higher-priced prescription drugs).
- For every dollar spent on OTC medicines, the U.S. healthcare system saves **\$7.33**.
- Several OTC categories delivered savings more than **\$15 per \$1 spent**, including medicated skin, sleep, and antifungals.



About the Study

- This study conducted by Information Resources, Inc. (IRI) examines the value of OTC medicines in nine categories relative to potential alternatives, such as consultations with healthcare professionals for self-recognizable symptoms and/or prescription medicines.
- In addition to consulting published data sets and economic modeling, the research firm surveyed 5,000+ consumers on how they would treat symptoms if OTC medicines did not exist. Prescription drug costs were sourced from online sources.
- The nine categories include the most common acute and chronic self-treated conditions, representing the majority of OTC medicine purchases: allergies, analgesics (treatment of pain), anti-fungal, cough/cold/flu, lower and upper gastrointestinal, medicated skin, sleep aids, and smoking cessation.
- This study was conducted by IRI in 2022 and funded by the Consumer Healthcare Products Association (CHPA).
- For infographics, video, and other materials regarding this research, visit chpa.org/2022OTCValueStudy.

The Consumer Healthcare Products Association (CHPA) is the 140-year-old-trade association representing U.S. manufacturers and distributors of over-the-counter medicines and dietary supplements. www.chpa.org

