

FOR FREQUENT HEARTBURN

Nexium 24HR

P H A R M **A S S I S T** K I T

Tools and information for you and your pharmacy team



**Satisfaction
guaranteed.**

Your recommendation
is guaranteed—or
their money back.



FSA & HSA
✓ Eligible

INTRODUCTION

Dear Pharmacist,

Patients depend on you to help them make informed decisions about their treatment for frequent heartburn. As you may be aware, the role of OTC proton pump inhibitors (PPIs) is becoming increasingly important as health plans reevaluate coverage of branded and generic prescription heartburn medications. In fact, some patients are now finding that their plan's drug benefits are covering Nexium 24HR to encourage OTC treatment of frequent heartburn.

That's why it's important that you have the right information on hand to help your patients know what options are available regarding their treatment plan. This Nexium 24HR PharmAssist Kit from Haleon provides you with the latest tools and information for your next patient consultation about frequent heartburn and Nexium 24HR.

In this kit, you will find:

- ✔ **Product information** that highlights why Nexium 24HR may be an appropriate choice for your patients with frequent heartburn
- ✔ **Details about the Nexium 24HR Promise**, and our commitment to patient satisfaction
- ✔ **FAQs** to provide answers to common healthcare provider questions about Nexium 24HR
- ✔ **Patient discussion guide** to help answer patient questions about Nexium 24HR



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PRODUCT INFORMATION

Nexium 24HR—Stronger, longer acid control than omeprazole 20 mg (equivalent to Prilosec[®] OTC^{*})^{2†}

80% more acid blockers delivered to the source vs omeprazole 20 mg^{2‡}

21% longer duration of acid control vs treatment with omeprazole 20 mg^{2§}

+2hr longer duration for gastric pH >4 vs treatment with omeprazole 20 mg^{2§}

 **More consistent acid control for a longer duration** than omeprazole 20 mg^{2*}



Nexium 24HR—the most powerful over-the-counter acid blocker available.^{2,3†}

*Prilosec OTC contains the active ingredient omeprazole magnesium 20.6 mg equivalent to omeprazole 20 mg used in this study.

†Acid control (pH >4) does not imply symptom relief. The correlation of pH data to clinical outcome has not been directly established.

‡Based on a pharmacokinetic study. The correlation of pharmacokinetic variables to clinical outcome has not been directly established.

§Mean value among 36 patients. All brands are the property of their respective owners.



Your recommendation is guaranteed or their money back

You can recommend **Nexium 24HR** with confidence.

Here's how the Nexium 24HR Promise works:

- Recommend Nexium 24HR for frequent heartburn (heartburn occurring 2 or more times per week)
- If your patients aren't completely satisfied with Nexium 24HR, they'll be refunded the purchase price. To submit a guarantee request, please call one of our Consumer Relations Associates (CRA) at 1-800-245-1040.

Patients to consider for **Nexium 24HR** include:

Rx patients who:

- ✓ Want easier access with an OTC for frequent heartburn
- ✓ Can't afford the copay for their Rx PPI
- ✓ Have had a change in formulary coverage and whose PPI is no longer covered

NOTE: Many formulary plans have changed and are now covering Nexium 24HR. Check your patients' insurance plan to see if Nexium 24HR is now covered.

Patients who are:

- ✓ New to OTCs for frequent heartburn
- ✓ Not getting adequate relief with antacids or H₂ blocker medications
- ✓ OTC PPI users who are dissatisfied with their current treatment

It's our promise that your Nexium 24HR recommendation is guaranteed—or their money back.



FREQUENTLY ASKED QUESTIONS

Q: What is the indication for Nexium 24HR and how does it differ from the indications for the prescription formulation?

A: Nexium 24HR (esomeprazole 20 mg capsules) is indicated for the treatment of frequent heartburn (2 or more days a week) in adults 18 years of age or older. Nexium 24HR capsules are indicated for 14-day treatment of frequent heartburn. NEXIUM® (esomeprazole) is available by prescription (20 mg and 40 mg) and is indicated for the treatment of GERD, risk reduction of NSAID-associated gastric ulcer, H. pylori eradication to reduce the risk of duodenal ulcer recurrence, and pathological hypersecretory conditions, including Zollinger-Ellison syndrome.

Q: Is NEXIUM available as a prescription?

A: Yes, NEXIUM is available as a prescription medication for its currently approved indications.

Q: How is Nexium 24HR sold in stores?

A: Nexium 24HR is available in three convenient formats--capsules, ClearMinis, and tablets--and a range of package quantities, including: 14-capsule, 28-capsule, and 42-capsule sizes. These sizes contain 1, 2, and 3 courses of 14-day treatment, respectively. Nexium 24HR should not be used for more than 14 days in a row unless directed by a doctor. With the 28 count (two 14-day courses) and the 42 count (three 14-day courses), patients may repeat a 14-day course every 4 months.

Q: Who should take Nexium 24HR?

A: Adults who are 18 years of age or older with frequent heartburn (2+ days per week) can take Nexium 24HR. It is important to read and carefully follow the labeling directions for use of Nexium 24HR.

Those who should not take Nexium 24HR include:

- Children under 18 years of age
- People with 1 episode or less of heartburn per week
- Those who want immediate relief of heartburn
- People with known hypersensitivity to esomeprazole magnesium or any ingredients in Nexium 24HR
- People who have trouble or pain swallowing food, vomiting with blood, or bloody or black stools, as these may be signs of a serious condition



FREQUENTLY ASKED QUESTIONS

Q: How quickly will Nexium 24HR work?

A: Because the acid-releasing proton pumps in the stomach are not all active at the same time, it may take 1 to 4 days for a PPI—such as Nexium 24HR—to build up and work on enough active pumps to reach full effect.³⁻⁶

Q: What is the mechanism of action of Nexium 24HR?

A: Esomeprazole is a PPI that suppresses gastric acid secretion by specific inhibition of H⁺/K⁺ ATPase in the gastric parietal cell.¹ The S-isomer of omeprazole is protonated and converted in the acidic compartment of the parietal cell forming the active inhibitor, the achiral sulphenamide. By acting specifically on the proton pump, esomeprazole blocks the final step in acid production, thus reducing gastric acidity.²

Q: How is Nexium 24HR different compared to Prilosec OTC®?

A: Nexium 24HR and Prilosec OTC are both over-the-counter PPIs, but they have different active ingredients. Esomeprazole 20 mg (equivalent to Prilosec OTC*) is a racemic mixture, which is a compound composed of two isomers: the S- and R-isomers. Esomeprazole contains only the S-isomer, which is more bioavailable than the racemic mixture, and therefore delivers 80% more acid blockers to the source compared to omeprazole 20 mg (equivalent to Prilosec OTC*).^{2†} By having only the S-isomer, esomeprazole—the active ingredient in Nexium 24HR—is more effective in suppressing acid.^{2‡}

Q: Is Nexium 24HR covered by insurance plans?

A: Nexium is HSA/FSA eligible. Insurance coverage for over-the-counter medications may vary and will depend on your specific plan. Check with your insurance provider to find out if over-the-counter medications like Nexium 24HR are covered on your plan.

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†Based on a pharmacokinetic study. The correlation of pharmacokinetic variables to clinical outcome has not been directly established.

‡Acid control (pH >4) does not imply symptom relief. The correlation of pH data to clinical outcome has not been directly established.

References: **1.** IMS Health. National Prescription Audit; 2013. **2.** Lind T, Rydberg L, Kylebäck A, et al. Esomeprazole provides improved acid control vs. omeprazole in patients with symptoms of gastro-oesophageal reflux disease. *Aliment Pharmacol Ther.* 2000;14(7):861-867. **3.** Wilder-Smith C, Lind T, Lundin C, Nauclér E, Nilsson-Pieschl C, Röhss K. Acid control with esomeprazole and lansoprazole: a comparative dose-response study. *Scand J Gastroenterol.* 2007;42(2):157-164. **4.** Nexium 24HR Drug Facts, Pfizer Inc, 2014. **5.** NEXIUM [package insert]. Wilmington, DE: AstraZeneca LP; 2014. **6.** Shin JM, Vagin O, Munson K, et al. Molecular mechanisms in therapy of acid-related diseases. *Cell Mol Life Sci.* 2008;65(2):264-281. **7.** Sachs G, Shin JM, Howden CW. Review article: the clinical pharmacology of proton pump inhibitors. *Aliment Pharmacol Ther.* 2006;23(suppl 2):2-8. **8.** Shin JM, Munson K, Vagin O, Sachs G. The gastric H⁺K-ATPase: structure, function, and inhibition. *Pflügers Arch.* 2009;457(3):609-622. **9.** Wolfe MM, Sachs G. Acid suppression: optimizing therapy for gastroduodenal ulcer healing, gastroesophageal reflux disease, and stress-related erosive syndrome. *Gastroenterology.* 2000;118(2 suppl 1):S9-S31. **10.** Zwebler A, Berardi RR. Heartburn and dyspepsia. In: Berardi RR, ed. *The Handbook of Nonprescription Drugs: An Interactive Approach to Self-Care.* 17th ed. Washington, DC: American Pharmacists Association; 2012:219-235.



INSIGHT-DRIVEN PATIENT DISCUSSION GUIDE

Q: I'm getting heartburn a couple of times per week. Which medication would you recommend?

A: If you have heartburn 2 or more times a week, that's considered frequent heartburn.⁴ There are medications called proton pump inhibitors, or PPIs, that are indicated specifically for people with frequent heartburn.⁴ One over-the-counter PPI you might want to consider is Nexium 24HR.⁴

INSIGHT *Once the patient confirms he/she is experiencing heartburn 2 or more times a week, consider recommending an OTC PPI such as Nexium 24HR, which is indicated for frequent heartburn. Also, evaluate when it may be appropriate for the patient to speak with his/her physician.*

Q: How is Nexium 24HR different from the other heartburn medications I see on the shelves?

A: Nexium 24HR and other PPIs are the only medications that are specifically for frequent heartburn.⁴ They work differently than other OTC medications for heartburn, such as antacids or histamine₂ blockers:

- PPIs stop acid production at the source by blocking the pumps that release acid into the stomach⁵
- Antacids relieve heartburn by neutralizing existing stomach acid, but you have to take them several times a day¹⁰
- Histamine₂ blockers block just 1 signal that tells the stomach to produce acid, and while they work longer than antacids, they don't provide relief for as long as a PPI like Nexium 24HR¹⁰

INSIGHT *Patients looking for an OTC to treat their frequent heartburn should gain an understanding of the differences between PPIs, antacids, and histamine₂ blockers so they can make an educated decision about their OTC treatment options.*

Q: How quickly does Nexium 24HR work?

A: Because the acid-releasing proton pumps in the stomach are not all active at the same time, it may take 1 to 4 days for a PPI—such as Nexium 24HR—to build up and work on enough active pumps to reach full effect.⁶⁻⁹

INSIGHT *Understanding that PPIs like Nexium 24HR can take up to 4 days to reach full effect may help allay patient fears that medication isn't working properly.*

Q: My doctor prescribed NEXIUM for me in the past. How is Nexium 24HR different?

A: Nexium 24HR is indicated for the treatment of frequent heartburn.⁴ The active ingredient in Nexium 24HR is the same as in prescription NEXIUM,^{4,5} but there are differences in indications and directions for use.⁵ Prescription NEXIUM is still available but is indicated for many acid-related conditions.

INSIGHT *Sharing this information will help patients who have been previously prescribed NEXIUM understand that they have an OTC option that is indicated specifically for treating their frequent heartburn.*

References: **1.** IMS Health. National Prescription Audit; 2013. **2.** Lind T, Rydberg L, Kylebäck A, et al. Esomeprazole provides improved acid control vs. omeprazole in patients with symptoms of gastro-oesophageal reflux disease. *Aliment Pharmacol Ther.* 2000;14(7):861-867. **3.** Wilder-Smith C, Lind T, Lundin C, Nauclér E, Nilsson-Pieschl C, Röhs K. Acid control with esomeprazole and lansoprazole: a comparative dose-response study. *Scand J Gastroenterol.* 2007;42(2):157-164. **4.** Nexium 24HR Drug Facts, Pfizer Inc, 2014. **5.** NEXIUM [package insert]. Wilmington, DE: AstraZeneca LP; 2014. **6.** Shin JM, Vagin O, Munson K, et al. Molecular mechanisms in therapy of acid-related diseases. *Cell Mol Life Sci.* 2008;65(2):264-281. **7.** Sachs G, Shin JM, Howden CW. Review article: the clinical pharmacology of proton pump inhibitors. *Aliment Pharmacol Ther.* 2006;23(suppl 2):2-8. **8.** Shin JM, Munson K, Vagin O, Sachs G. The gastric H⁺K-ATPase: structure, function, and inhibition. *Pflügers Arch.* 2009;457(3):609-622. **9.** Wolfe MM, Sachs G. Acid suppression: optimizing therapy for gastroduodenal ulcer healing, gastroesophageal reflux disease, and stress-related erosive syndrome. *Gastroenterology.* 2000;118(2 suppl 1):S9-S31. **10.** Zwebler A, Berardi RR. Heartburn and dyspepsia. In: Berardi RR, ed. *The Handbook of Nonprescription Drugs: An Interactive Approach to Self-Care.* 17th ed. Washington, DC: American Pharmacists Association; 2012:219-235.



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