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Experts mark the launch of globally leading pain treatment in Egypt

Orthopaedic and rheumatology experts celebrated the launch of Arcoxia (etoricoxib) in Egypt. A breakthrough non-steroidal anti-inflammatory (NSAID), Arcoxia (etoricoxib) is indicated for the treatment of pain and inflammation in patients with various musculoskeletal conditions, including rheumatoid arthritis, osteoarthritis, ankylosing spondylitis, and gout.

"Pain has a potentially debilitating effect on patients' lives, but breakthroughs in pain alleviation, such as the one we celebrate today will transform millions of lives," said eminent Egyptian actress Ragaa El Geddawy, who joined the medical panel to inspire hope among all patients suffering from pain.

"Pain is not only a physical challenge, but also an emotional and psychological burden that touches patients' outlook on everyday life. Everyone will experience difficult times, but with determination and a fighter spirit we will come out stronger for it."

"Inadequate pain relief is a common problem among patients with osteoarthritis requiring analgesics and is associated with large functional loss and impaired quality of life," said Adel Adawy, former health minister and professor of orthopaedics at Banha University.

"Etoricoxib's safety is well established, and it is recognised as a highly selective NSAID," said Hassan Bassiouny, professor of rheumatology

at Al-Azhar University.

"Etoricoxib does not inhibit cyclooxygenase-1 (COX-1), thus providing better GIT tolerability than non-selective NSAIDs," said Mohamed Zaid, professor of orthopaedics and traumatology at Suez Canal University.

"We are delighted that Arcoxia (etoricoxib), which has been globally available for 13 years, is now available to Egyptian patients at affordable prices," said Rami Koussa, MSD Egypt's managing director.

"The main goal of pain alleviation is to improve the quality of life of patients suffering from chronic or acute pain," said Noha Salem, director of policy and communication at MSD Egypt.

