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**PHOTO** from left to right, veteran actress Ragaa el-Geddawy, Dr Ashraf el-Nahal, Dr Adel Adawy, Dr Mohamed Salah Abdel Baqi, Dr Hany Mowafy, Dr Gamal Hosny, Dr Hassan Bassiouny, and Dr Mohamed Zada during an event to launch Arcoxia that was held in Cairo recently.

# Treating pain and inflammation safely, effectively

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

According to Dr Adel Adawi, professor of Orthopaedics at Benha University, 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.

"Recognised as the leading non-steroidal drug for pain management in more than 100 countries, etoricoxib, is an NSAID which works by selectively inhibiting the cyclooxygenase-2 (COX-2) enzyme, which is the enzyme responsible for pain and inflammation. It offers powerful relief with a high safety profile," said Dr Adawi.

He continued, "Pain, function, quality of life, and treatment satisfaction significantly improved when osteoarthritis patients experiencing inadequate relief from a wide variety of analgesics switched to etoricoxib.

Various clinical studies demonstrated that low doses of etoricoxib, 30 mg & 60 mg, were as effective as the highest recommended doses of other NSAIDs in relieving pain, inflammation and improving physical function."

Talking about the same drug, Dr Hassan Bassiouny, professor of Rheumatology at al-Azhar University said, "Etoricoxib's safety is well established, and it is recognised as a highly selective NSAID.

"The first and largest cardiovascular safety trial, the MEDAL programme, involving more than 34,000 patients with osteoarthritis and rheumatoid arthritis taking etoricoxib for up to three and half years in 46 countries, has shown that etoricoxib has better gastrointestinal tolerability and a similar cardiovascular safety profile compared to non-selective NSAIDs.

Dr Mohamed Zada, professor of Orthopaedics and Traumatology at the Suez Canal University noted that more than 50 per cent of patients in Egypt on other NSAID treatments are prescribed Proton-Pump Inhibitors (PPIs) to counteract gastrointestinal side-effects – a burden that Arcoxia can eliminate. What differentiates etoricoxib from other NSAIDs is its once-daily dosing which improves adherence and drives better patient outcomes.

Dr Rami Koussa, Merck, Sharp and Dohme (MSD) Egypt's Managing Director said, "Nearly 14 per cent of all primary care visits is for musculoskeletal pain or dysfunction, conditions which are often progressive and associated with disability, placing a huge burden on society in terms of lost productivity and cost of treatment."

He added, "The main goal of pain alleviation is to improve the quality of life of patients suffering from chronic or acute pain."