1. REPLACE THROUGHOUT BROCHURE “PATIENTS” WITH “RESIDENTS”.
2. USE THE FOLLOWING SLOGANS THROUGHOUT BROCHURE:

* NO DRUGS

NO SURGERY

* FDA APPROVED
* THE 21ST CENTURY TECHNOLOGY THAT HEALS
* BE ONE OF THE FIRST TO OFFER AT YOUR CENTER – WHY WAIT?

ADD:

**INSIDE LEFT:**

**PAIN IN OLDER ADULTS….**

Chronic pain is a common problem among nursing home residents that is often difficult to manage. Yet uncontrolled pain or suboptimal pain management can decrease residents’ quality of life and lead to worsening of other medical conditions and increase the risk of immobility, falls, and other complications.

Chronic pain is a major issue among older individuals, especially those residing in long-term care facilities.

The prevalence of chronic pain among geriatric residents is estimated to be between 45% and 80%, with the majority of these elders are experiencing pain on a daily basis. The prevalence of chronic pain increases with age, as the most common pain reports are those associated with increased joint pain and neuralgias, which occur frequently among elderly persons. Although chronic pain is common, research shows that 25% of individuals experiencing pain on a daily basis received neither analgesic medications nor non-pharmacologic treatments for their pain.

There are many factors that complicate and decrease the appropriate management of pain in older adults, including a high prevalence of dementia, sensory impairment, and disability. The consequences of poor pain management are significant for residents, and may include sleep deprivation, anorexia, depression, anxiety, agitation, increased behavioral problems, cognitive decline, increased debility and falls, decreased activity and functional status, delayed healing, lower overall quality of life, and polypharmacy.

**These consequences can also place an increasing burden on nursing home staff, who now have to deal with an even more complex clinical picture.**

**Let us help you develop a DRUG-FREE individualized plan of care for your elderly patients who experience pain, ensuring more optimal pain management WITH NO SIDE EFFECTS!**

**INSIDE RIGHT:**

**UNLIKE PAIN MEDICATION, LASER HAS NO SIDE EFFECTS AND HEALS!!!**

Medications administered to alleviate pain may mask the cause of the pain and may lead to not accurately identifying its etiology. For this reason, laser treatment should be the first course of treatment.

NSAIDS tend to irritate the stomach’s lining, increasing the risk of digestive upset (ie, hearburn, indigestion, nausea, bloating, diarrhea, and stomach pain), peptic ulcers, and gastrointestinal bleeding. NSAIDS also interfere with the clotting tendency of platelets and lead to an increased risk of bleeding, especially in the digestive tract when there is irritation of the stomach’s lining. In addition, NSAID can cause swelling in some patients, and the regular use of NSAIDs may increase the risk of developing a kidney disorder, sometimes resulting in kidney damage and kidney failure. Recent studies suggest that all NSAIDs (except asprin) may increase the risk of myocardial infarction, stroke and blood clots in the legs. The risk is increased with higher doses and longer use of these drugs.

**USE THE TEXT ON THE LEFT SIDE HERE PLEASE**.

**BACK COVER:**

1. ADD PHOTO OF ME.
2. ADD COMPANY INFORMATION AND LOGO (LOGO FILE SENT)

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