



Private Label Topical Medications

Examples of private label topical medications

- Terocin Lotion
- New Terocin Lotion
- Terocin Patch
- Dendracin Neurodendraxcin Lotion
- Menthocin Patch
- Medrox-Rx Ointment
- Avalin Patch
- Limencin Lotion
- Medi-Derm Cream
- Medi-Derm/L; Medi-Derm/L-Rx Cream
- Methoderm Ointment
- Medi-Patch/Lidocaine or Medi-Patch
- LenzaPro Patch
- Lidopro Ointment
- Lidopro Patch
- Lidothol Pad
- Nulido Gel
- Ultracin Lotion
- Exoten-C Lotion
- Xoten-C Lotion
- Renovo Patch
- 1st Medx-Patch with Lidocaine

Characteristics of private label topical medication

- Commercially available topical (ointment, cream, gel, patch) with a single NDC and is **not** a compounded medication
- Ingredients include a combination of over-the-counter ingredients
- Cost exceeds \$150
- Often physician dispensed

Private label topical medication concerns

- Cost vs. alternatives – alternatives available at significantly lower costs
- Not recommended by evidence-based guidelines such as Official Disability Guidelines and American College of Occupational and Environmental Medicine
- Over-the-counter (OTC) products do not follow the same FDA approval pathway to evaluate safety and efficacy

TOP CONCERNS:



Cost vs.
alternatives



Clinical effectiveness
for injury

Examples of private label topicals and their alternatives

Private label topicals

Brand name	Menthol	Methyl Salicylate	Capsaicin	Camphor	Lidocaine	AWP†
Terocin Lotion	10%	25%	0.03%	-	2.50%	\$398.50
Terocin Patch	4%	-	-	-	4%	\$485.00 (10/box)
Nulido Gel	1%	-	-	-	4%	\$499.82

Alternative medications

Brand name (manufacturer)	Menthol	Methyl Salicylate	Capsaicin	Camphor	Lidocaine	AWP†
Aspercreme® with Lidocaine Cream (Chattem, Inc.)					4.0%	\$6.30 (2 oz.)
Aspercreme® with Lidocaine Patch (Chattem, Inc.)					4.0%	\$7.08 (5/box)
Greaseless BENGAY® Cream (Johnson & Johnson)	10.0%	15.0%				\$3.95 (2 oz.)
Icy Hot® Cream (Chattem, Inc.)	10.0%	30.0%				\$4.91 (3 oz.)
Icy Hot® Patch (Chattem, Inc.)	5.0%					\$5.48 (5/box)
Icy Hot® with Lidocaine Cream (Chattem, Inc.)	1.0%				4.0%	\$6.60 (3 oz.)
Ultra Strength BENGAY® Cream (Johnson & Johnson)	10.0%	30.0%		4.0%		\$6.97 (4 oz.)
Muscle Rub Ultra Strength Cream (AmerisourceBergen)	10.0%	30.0%		4.0%		\$7.99 (4 oz.)
ZIKS Arthritis Pain Relief Cream (Nnodum Corp)	1.0%	12.0%	0.025%			\$25.99 (2 oz.)
Salonpas® Pain Relief Patch (Hisamitsu America, Inc.)	3.0%	10.0%				\$10.36 (10/box)
Salonpas® Lidocaine 4% Patch					4.0%	\$9.98 (6/box)
Capsaicin Cream (Ferndale Laboratories, Inc.)			0.025%			\$9.95 (2 oz.)
Capsaicin Hot Patch (Rite Aid Corp)			0.025%			\$2.39 (3/box)

†Average Wholesale Price, July 2019; per 4 oz. or 5–15 patches as package sizes vary.

NOTE: Multiple bottles or boxes are often dispensed at one time.

Disclaimer: Not all commercially available topical analgesics are represented in this chart. Additionally, not all products have registered trademarks.

Medication request approval considerations



Verify topical medication is medically necessary



Is medication physician dispensed?



Have first-line oral agents been tried?



Have you consulted with a clinical pharmacist?

Optum Ask-a-Pharmacist information resource



CONTACT VIA:

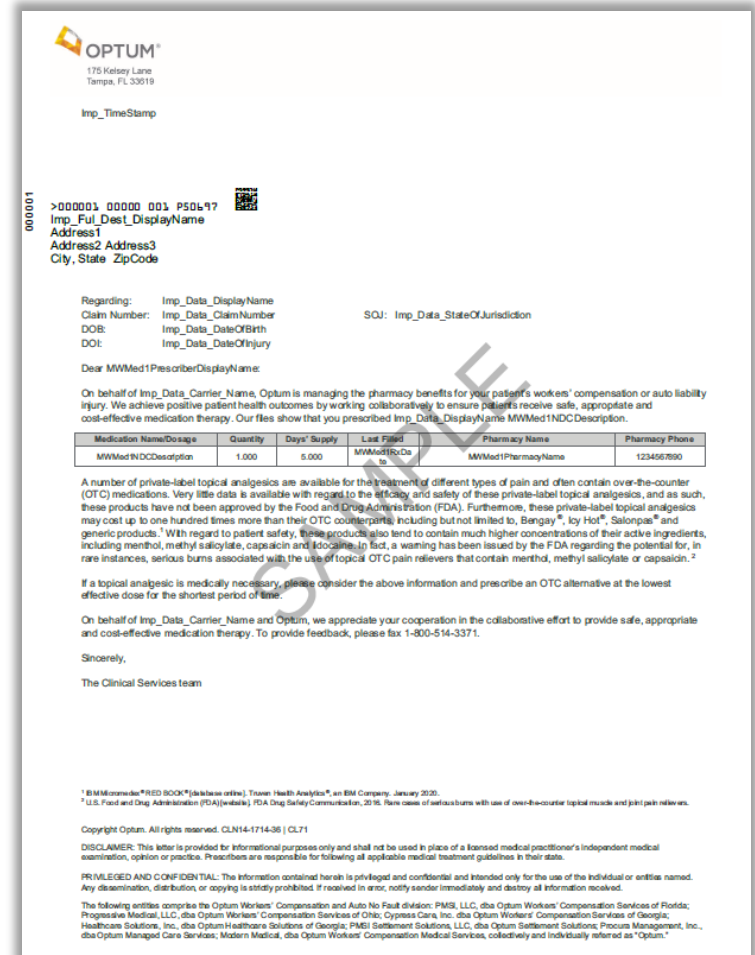
- VitalPoint®
- Email: optum.askapharmacist@optum.com
- Phone: 1-866-742-7676
- Web: workcompauto.optum.com/resources/ask-a-pharmacist

Optum prescriber outreach resource



PRESCRIBER OUTREACH

Prescribers of injured parties receiving a private label topical medication will receive an educational letter from Optum related to limited efficacy data and lower-cost OTC alternatives.





About Optum Worker's Comp and Auto No-Fault Solutions

Optum Workers' Comp and Auto No-Fault Solutions collaborates with clients to lower costs while improving health outcomes for the claimants we serve. Our comprehensive pharmacy, ancillary and managed care services, including settlement solutions, combine data, analytics, and extensive clinical expertise with innovative technology to ensure claimants receive safe, efficacious and cost-effective care throughout the lifecycle of a claim. For more information, email us at expectmore@optum.com.

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