






### 2022 Social Media Toolkit: OTC Value Study

Millions of Americans rely on over-the-counter (OTC) medicines as an accessible and effective solution for commonly occurring conditions. Below you will find a suite of infographics accompanied by draft captions which may be used to highlight this year's findings across multiple social media platforms (Facebook, Twitter, & LinkedIn). We hope you can incorporate these messages into your organization's editorial calendars to highlight the value created by OTC medicines. If you have any questions, please contact [Logan Tucker](#).

**Thumbnail graphics are for reference only. Infographics are available to download [here](#).**

Graphic (for reference)	Text
	<p>The value created by OTC medicines goes well beyond the relief of minor aches and pains, saving the U.S. healthcare system \$167 billion annually. Learn more at: <a href="https://bit.ly/3VGezZP">bit.ly/3VGezZP</a> #otcvalue @CHPA @iriworldwide</p>
	<p>Did you know the U.S. healthcare system saves \$7.33 for every dollar spent on over-the-counter medicines? This adds up to \$167B in overall annual savings! Learn more at: <a href="https://bit.ly/3VGezZP">bit.ly/3VGezZP</a> #otcvalue @CHPA @iriworldwide</p>
	<p>Save your sick days for more serious issues. Did you know \$45 billion is saved annually in employee productivity through fewer missed workdays due to the availability of OTC medicines? Learn more at: <a href="https://bit.ly/3VGezZP">bit.ly/3VGezZP</a> #otcvalue @CHPA @iriworldwide</p>
	<p>Without OTC medicines, 82% of Americans would have gone to the doctor instead. OTCs are an affordable option that saves consumers time &amp; costs by avoiding unnecessary doctor appointments to treat minor ailments. Learn more at: <a href="https://bit.ly/3VGezZP">bit.ly/3VGezZP</a> #otcvalue @CHPA @iriworldwide</p>
	<p>Without OTC medicines, consumers in 33M households would delay or even forego treatment altogether, which could potentially make an acute condition worse over time. Learn more at: <a href="https://bit.ly/3VGezZP">bit.ly/3VGezZP</a> #otcvalue @CHPA @iriworldwide</p>