



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
Over-the-counter medicines save the U.S. healthcare option S 167B ANNUALLY.	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: bit.ly/3VGezZP #otcvalue @CHPA @iriworldwide
For every \$1 spent on over the country that U.S. hashfure dystem stores \$77.333.	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: bit.ly/3VGezZP #otcvalue @CHPA @iriworldwide
By taking over-the-counter medicine to treat consistence of the street consistence of the street consistence of the street consistence of the street in metaplace productivity.	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: bit.ly/3VGezZP #otcvalue @CHPA @iriworldwide
If over-the-counter modiches weren realistic, was a second of consumers would when you the consumers would was to the consumers would was to the consumers to the consumers to the consumers would was to the consumers to the consumers would was a second of the consumers would was a second of the consumers would want to the consumers would be consumers with the consumers would be consumers when the consumers were the consumers would be consumers when the consumers were the consumers whe	Without OTC medicines, 82% of Americans would have gone to the doctor instead. OTCs are an affordable option that saves consumers time & costs by avoiding unnecessary doctor appointments to treat minor ailments. Learn more at: bit.ly/3VGezZP #otcvalue @CHPA @iriworldwide
boushelds would let their sickness run its course without rearriest if over the course medicines overest available.	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: bit.ly/3VGezZP #otcvalue @CHPA @iriworldwide