



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
- Menthoderm 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





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





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.

	OPTUM* 175 Ketsey Lane Tampa, FL 33019 Imp_TimeStamp
00001	>000001 0000 001 PS0L97 Imp_Ful_Dest_DisplayName Address1 Address2 Address3 City, State ZipCode
	Regarding: Imp_Data_DisplayName Clain Number: Imp_Data_ClainNumber SQJ: Imp_Data_StateOfJuriadiction DOB: Imp_Data_DateOfRhuny SQJ: Imp_Data_StateOfJuriadiction DOB: Imp_Data_DateOfRhuny SQJ: Imp_Data_StateOfJuriadiction Dot: Imp_Data_DateOfRhuny SQJ: Imp_Data_StateOfJuriadiction Dear MWMed1PrescriberDisplayName: SQL: Imp_Data_Carrier, Name, Optum is managing the pharmacy benefits for your patient's workers' compensation or auto liability injury. We achieve positive patient health outcomes by working colaborative to resure patient's receive sale, appropriate and cost-effective medication therapy. Our files show that you precorted in D_Data_StateNADROC HoxCoparties not.
	Medication Name/Dosage Quantity Days' Supply Last Falled Pharmacy Name Pharmacy Phone
	MWMed1NDCDescription 1.000 5.000 MWMed1RtDa WWMed1PharmacyName 1234567890
	A number of printel-field topical malgesion are available for think externed different lyses of pain and often contraint over-the-counter (OTC) mediations. Were listed at a available with negatio to the flows prior diseley of D-sex prival-table topical randgesion, and as such, these products have not been approved by the Food and D-op Administration (FDA). Furthermore, these prival-table topical randgesion mary cost up to one hundred times more than their OTC costing-prival including but not limited by. Bengay [®] , lay Hot [®] , Salonpa [®] and genetic products. With regardle to patient safety, these products be lend to constitute to the same travel-table topical randgesion including methol, methy saticytate, capation and Hoc and the lend to costing but not limited by. Bengay [®] , lay Hot [®] , Salonpa [®] and genetic products. With regardle to patient safety, these products by lend or costing but not limited by the TOA regardles to the impredient including methol, methy saticytate, capation and Hoc and D-top in relevent static oratin methy table place a capasion. ² If a topical analgesia is medically necessary, dates a consider the above information and prescribe an OTC alternative at the lowest effective does for the shortest period of time. On behalf of time Date. Camere, Name and Optim, we appreciate your cooperation in the collaborative effort to provide safe, appropriate and cost-effective medication therapy. To provide feedback, please fax 1-800-514-3371.
	Sincerely,
	The Clinical Services team
	*B Midramsda *RED BOOC*(dablase offer), Traver Health Analytics*, an EM Corpury, January 2020. *U.S. Face and Dog Antehindrien ("DA)(andable), FOA Dog Salidy Communication, 2018, Ren seew of antinactorra with use of one-his-counter logical muscle and juit pain relatives.
	Copyright Optum. All rights reserved. CLN14-1714-36 CL71
	DISCLAMER: This letter is provided for informational purposes only and shall not be used in place of a licensed medical practitioner's independent medical examination, ophion or practice. Prescribers are responsible for following all applicable medical treatment guidelines in their state.
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