

RECKITT URGENT CARE CENTER ANTIBIOTIC STEWARDSHIP PROGRAM

Our Vision:

Help combat antibiotic misuse by reducing antibiotic prescriptions for cold & flu infections.

WHAT WE WANT FROM YOU

We will be providing a kit with resources like a waiting room poster, exam room poster, waiting room video, consumer educational pamphlet, coupon tear pads, etc..

These resources are currently being developed and we're sharing an early preview of each of them to get your initial reactions so we can optimize them.

These kits may be sent out to urgent care centers within your network in Q4 2023 to support your antibiotic stewardship actions.

Thank you!

THE IDEA

We're going to stop antibiotic overuse by changing patient's behavior on how to treat cold and flu altogether. We'll get them to 'flip the script' and request recommended OTC medicines instead of antibiotics.

THE OTC CARD

We'll create an iconic lockup that can be used as a symbol for OTCs, like R is used for prescriptions, to create the OTC Card. We'll help doctors keep their prescription pads sacred (and unwasted) by cutting down on unnecessary Rs.

Doctors can give out the OTC Card to patients with cold or flu, it functions as an effective discount on Mucinex products, while spreading the message that antibiotics don't treat the cold and flu.



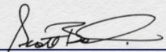
Name _____

Address _____

**Antibiotics don't work on viral infections like the cold and flu.
OTCs like Mucinex actually relieve cold and flu symptoms.**

Help us Flip the Script and redeem this card for Mucinex.

Date



Doctor's Signature



\$5 OFF YOUR NEXT MUCINEX PURCHASE



WAITING ROOM VIDEO

We will create an engaging video in the Urgent Care waiting rooms using the well-know brand mascot for Mucinex, 'Mr. Mucus', to encourage patients to flip the script on antibiotic overuse.

SAMPLE SCRIPT:

MR. M:

Boy oh boy, I've never seen a better looking lot of people in my life. Red noses, listen to those coughs. Makes me proud. I know what you're all thinking 'I hope this cold lasts forever!!' Then what you need is antibiotics because they don't work on viral infections like cold and flu - so you don't ever have to get better!! But now Mucinex is going around telling people to use OTCs because antibiotic overuse leads to antibiotic resistance... Whatever THAT means! Boo Mucinex! Cold and flu forever!

END CARD:

Help us flip the script on antibiotic overuse and ask about the OTC Card. Visit www.LetsFlipTheScript.com to learn more.



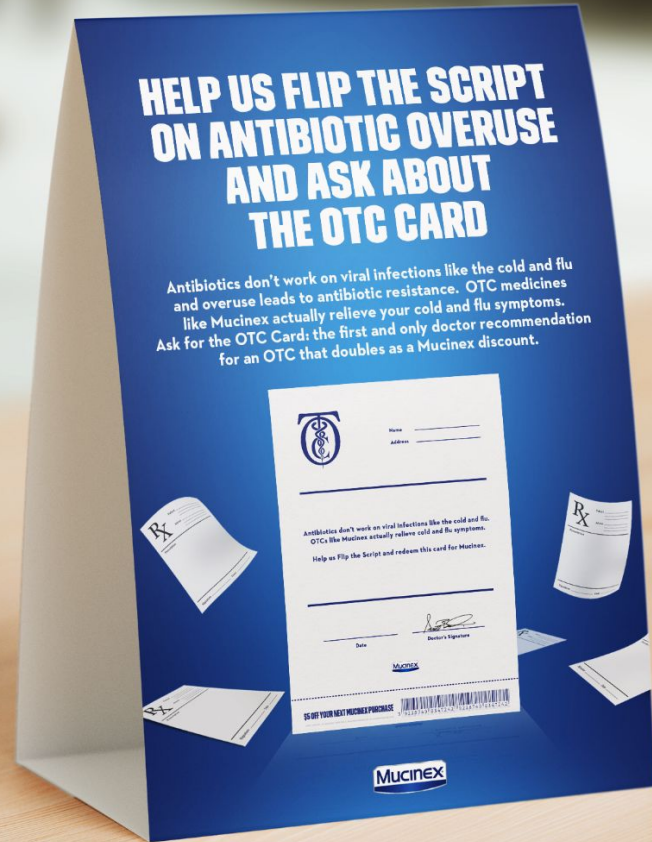
WAITING ROOM TENT CARD

HEADLINE:

HELP US FLIP THE SCRIPT
ON ANTIBIOTIC OVERUSE
& ASK ABOUT THE OTC CARD

BODY:

Antibiotics don't work on viral infections like the cold and flu and overuse leads to antibiotic resistance. OTC medicines like Mucinex actually relieve your cold and flu symptoms. Ask for the OTC Card: the first and only doctor recommendation for an OTC that doubles as a Mucinex discount.



WAITING ROOM POSTER

HEADLINE:

HELP US FLIP THE SCRIPT ON ANTIBIOTIC OVERUSE

BODY:

Antibiotics don't work on viral infections like the cold and flu and overuse leads to antibiotic resistance. OTC medicines like Mucinex actually relieve your cold and flu symptoms.

CALL TO ACTION:

Ask for the OTC Card today

HELP US FLIP THE SCRIPT ON ANTIBIOTIC OVERUSE

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ASK FOR THE OTC CARD TODAY

Mucinex

EXAM ROOM POSTER

HEADLINE:

COLD OR FLU?
ASK FOR THE OTC CARD
NOT ANTIBIOTICS

BODY:

These cold and flu symptoms can last for up to 10 days. (SYMPTOM LIST)

Antibiotics don't work on viral infections like the cold and flu and overuse leads to antibiotic resistance. OTC medicines like Mucinex actually relieve your cold and flu symptoms.

Ask for the OTC Card: the first and only doctor recommendation for an OTC that doubles as a Mucinex discount. Listen to your healthcare provider-only take antibiotics when you need to.



COLD OR FLU? ASK FOR THE OTC CARD NOT ANTIBIOTICS

These cold and flu symptoms can last for up to 10 days.



EARACHE
4 days



SORE THROAT
1 week



COMMON COLD
1-5 weeks



RUNNY/STUFFY NOSE
2 weeks



FLU
2 weeks



DRY, TICKLY COUGH
3 weeks

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CONSUMER EDUCATIONAL PAMPHLET (OUTSIDE)

HEADLINE:

LET'S FLIP THE SCRIPT
ON ANTIBIOTIC OVERUSE

We'll create pamphlets that lay out exactly why we all need to flip the script with the OTC Card this cold and flu season. From comparing what antibiotics treat versus OTCs to the dangers of antibiotic overuse, we'll reset people's expectations right in UCC waiting rooms.



CONSUMER EDUCATIONAL PAMPHLET (INSIDE)

THE OTC CARD

If you have the cold and flu, you don't need antibiotics to make your comeback. OTCs like Mucinex actually relieve your cold and flu symptoms, so ask for the **OTC Card**: the first and only doctor recommendation for OTCs that doubles as a Mucinex discount.

Cold and flu symptoms may last for more than a few days, as your immune system can take a while to tackle the infection. If you have any concerns, please see your healthcare provider right away.

- EARACHE 4 days
- SORE THROAT 1 week
- COMMON COLD 1-5 weeks
- RUNNY/STUFFY NOSE 2 weeks
- FLU 2 weeks
- DRY, TICKLY COUGH 3 weeks

Get effective relief for your symptoms using the **A B C** approach:

- A** Assess your symptoms and tell your healthcare provider
- B** Beat your symptoms with effective products tailored to YOU (ask for the OTC Card)
- C** Care for yourself, drink plenty of fluids and rest

If symptoms last longer than normal, do not improve, or new symptoms develop, tell your healthcare provider.

ANTIBIOTIC OVERUSE Rx

Rx | ANTIBIOTIC OVERUSE

Why is antibiotic overuse bad?
It's creates antibiotic resistance!

What is antibiotic resistance?
Taking too many antibiotics today may make them less effective in the future.

Here is why.

Antibiotics are great, but they don't just destroy **bad** bacteria, they also destroy **good** bacteria and may cause side effects like diarrhea, thrush, or rash.



Antibiotic overuse may generate resistant bacteria, which can be carried in the body for up to 1 year and can spread to other people.

Every year, people become seriously ill, since antibiotics cannot destroy the stronger, resistant bacteria.



MOST COLDS, SORE THROATS, AND COUGHS ARE CAUSED BY VIRUSES, SO ANTIBIOTICS WON'T WORK.



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