

## **Pain Modulation Associates Calls Attention to the Impact of Pain**

### *September is Pain Awareness Month*

September has been declared Pain Awareness Month by the Partners for Understanding Pain, a consortium of more than 65 professional and consumer organizations that have an interest in pain. As part of this effort, Dr. Kenneth Branton and the Pain Modulation Associates are bringing attention to the importance of appropriate pain management in the clinical setting.

“Unmanaged pain can slow the rate of recovery for surgical patients and affect the quality of outcomes,” says Dr. Branton. “back-pain patients who experience breakthrough pain are hospitalized and visit the emergency room more often than patients whose pain is under control.”

With 1 in 3 Americans living with pain (that does not include children), costs associated with prolonged chronic pain total approximately \$600 billion a year. And health care professionals often find themselves on the front lines of the fight against pain.

“We hope to increase awareness and understanding among health care facilities’ staff, patients, and the public about the complex issues of assessing and treating pain,” explains Dr. Branton. “The goal is to make these groups aware about available pain treatments – ranging from alternative to mainstream – that may complement existing care for a more holistic approach to pain management.”

The Pain Modulation Associates utilizes state-of-the-art facilities equipped with digital x-ray subtraction and laboratory services and offers the most comprehensive and advanced treatments for pain conditions. Their centers are staffed with experienced, Harvard Medical fellowship-trained, board-certified pain specialists and are the regional resource to care for those suffering from pain.

Pain Modulation Associates pain management centers are located at Lahey Outpatient Center of Danvers, 480 Maple Street, Danvers and at Addison Gilbert Hospital, 298 Washington Street, Gloucester.

For more information or to make an appointment at one of the pain management centers, contact Pain Modulation Associates at 978.304.8601 or visit us at [www.painmodulationassociates.com](http://www.painmodulationassociates.com).

#### **Quick Facts About Pain:**

- Nearly 100 million Americans (1 in 3) live with pain.
- The disease costs the nation more than \$600 billion each year in medical treatments, disability payments and lost productivity.
- Chronic pain is still widely underfunded, misunderstood and undertreated.

- Pain affects more Americans than cancer, heart disease and diabetes combined.
- Pain is a subjective experience and its intensity and affects varies from person to person.
- Each person's pain journey is unique in that their reaction and body's response to pain can be impacted by outside influences including previous experiences with pain, state of health and the presence of fatigue or physical weakness.

*Source: U.S. Pain Foundation*