

OTC Medicines: Helping Healthcare Consumers to Use Benefits Wisely

According to FDA, "Over-the-counter (nonprescription) drug products play an increasingly vital role in America's health care system. OTC drugs are defined as drugs that are safe and effective for use by the general public without seeking treatment by a health professional."¹

OTC medicines offer safe, efficacious and convenient care for common conditions such as frequent heartburn, allergies, cold symptoms and other common ailments. Healthcare consumers can easily access OTC medicines at many retail outlets, including pharmacies, supermarkets and convenience stores.

Employees can be directed to an unbranded site, www.smartcareheartburn.com, for education on frequent heartburn and OTC self-care resources.

Frequent Heartburn Education Resources for Consumers



www.smartcareheartburn.com

¹ "Drug Applications for Over-the-Counter (OTC) Drugs." FDA.
www.fda.gov/drugs/developmentapprovalprocess/howdrugsaredevelopedandapproved/approvalapplications/over-the-counterdrugs/default.htm