

# MED TECH

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## OUTLOOK



**PAIN**  
MANAGEMENT  
EDITION

James Friction, DDS, MS,  
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# Orofacial Therapeutics

Creating  
Evidence-Based  
Solutions for  
Orofacial Pain

Bradley Eli, DMD, MS,  
Founder & Chief Technical Officer



# Orofacial Therapeutics

## Creating Evidence-Based Solutions for Orofacial Pain

**I**t is estimated that a minimum of 3 million patients with chronic orofacial pain will seek care for their problem this year. An estimated 5% to 7% of the population suffer from jaw pain, and an estimated 10% to 20% from headache disorders. Orofacial Therapeutics, a leader in the field of orofacial pain, has recently introduced a first-of-its-kind treatment for acute craniofacial injuries designed to prevent these types of injuries from turning into chronic pain conditions. The Speed2Treat™ Home Healing Kit for Head, Neck & Jaw Injury has everything needed to initiate 4 weeks of patient acute self-care.

The Speed2Treat™ Home Healing Kit for Head, Neck & Jaw Injury is designed for broad availability across patient populations and healthcare professions including urgent care, pharmacy-based providers, allied health providers, nurse practitioners, physician assistants, physical therapists, and doctors. Based on a simple orthopedic model of care suggested for the first 2 to 4 weeks following injury (similar to rest, ice, analgesic and elastic bandage for an ankle sprain) the treatment algorithm does not require providers to have expertise in the management of jaw-related injury but provides critical early intervention to help reduce pain amplification, central nervous system activation, and compensating musculoskeletal behaviors that can lead to chronic pain.



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The implications of the Speed2Treat™ Home Healing Kit could be massive, saving millions of dollars in healthcare costs, reducing patient suffering, while implementing care quickly, affordably, and responsibly. The kit can be delivered before the patient has access to a specialist and it is complementary with other measures such as medication or a rehabilitation program. Patient progress can be monitored via telehealth.

Included in the kit are multiple components that a person can use with ease, including the QuickSplint® temporary overnight appliance, hot/cold therapy packs, patient self-



# Orofacial Pain Effects 1 in 3 People

The face and associated cranial, oral and dental structures, are among the most complicated and highly innervated areas of the body. Bridging a gap between medicine and dentistry, Orofacial Pain is now nationally recognized as a specialty.



## HEADACHE DISORDERS

Tension-type

Migraine & Cluster

Related Cervical Neck Pain



## OROMOTOR DISORDERS

Occlusal Dysethesias

Dystonias

Dyskinesias

Bruxism



## OROFACIAL PAIN DISORDERS

Burning Mouth

Neuropathic Pain

Persistent Tooth Pain

## OROFACIAL SLEEP DISORDERS

Sleep Apnea

Snoring Related Insomnia



## TEMPOROMANDIBULAR DISORDERS

TM Joint Disk Disorder

Joint Arthralgia

Masticatory Muscle Pain



care instructions, and online resources including pain education, prescribed exercises, breath training, and calming virtual reality experiences linked with a smartphone. The kit is easy for any provider to deliver care and easy for the patient to embrace and understand. The kit is appropriate for:

- Acute jaw joint and muscle sprain/strain (JAMSS) from opening the mouth too wide or for too long a time, such as during dental visits, yawning, biting an apple, and surgical intubation
- Mild cases of trauma involving the jaw, head and neck, such as whiplash or sports-related concussions
- A blow to the jaw or injury to the chin
- Tension headaches from jaw clenching, muscle tension, strain, and stress
- Flare-ups of existing jaw or neck pain conditions.



Brad Eli, DMD, MS and James Fricton, DDS, MS developed the Speed2Treat™ Home Healing Kit drawing on their extensive advanced training in orofacial pain, research, and clinical expertise. Treatment is designed to encourage faster healing and, thus, prevent the neurological process of peripheral and central sensitization in response to unremitting pain. This will minimize reliance on medication and minimize disability in use of the jaw during eating, talking, sleeping and daily life activity. Research has shown that



### Speed2Treat™ Home Healing Kit

goal-based “directed” self-care using small and realistic accomplishments that can be achieved over time when coupled with the start of treatment, creates an immediate validation of a patient’s concern and creates successful momentum for prompt return to health.

“With an injury to the jaw, prompt action that encourages healing is the key to fast recovery and prevention of persistent chronic pain. Mounting evidence shows how important early intervention is. Up to half of all jaw injuries left unaddressed will progress to chronic or intractable pain,” said Fricton, “We are committed to assisting patients and providers alike in a more consistent, conservative and rapid response resulting in potential improvement to prevent chronic pain and opioid use.”

### A New Dawn for a New Specialty

Whether it is headache, temporomandibular joint disorders (TMD), neck pain, trigeminal neuralgia, burning mouth syndrome, persistent tooth pain, or any number of other

orofacial pain conditions, an estimated 120 million patients in the US often do not know where to turn for help.

Part of the reason for the confusion in care is that Orofacial Pain has only recently been recognized as a specialty even though post-graduate training has existed for 30 years.

### Leaders in Orofacial Pain

James Fricton, DDS, MS, Professor Emeritus of the University of Minnesota Schools of Dentistry, Medicine, and Public Health, is one of the world’s foremost leaders in the field of orofacial pain and played an integral role in helping establish the new Orofacial Pain specialty. He established one of the first University-based multidisciplinary TMD and Orofacial Pain Clinics and helped define the Curriculum for Orofacial Pain specialty training programs to train the orofacial pain doctors of tomorrow. He has authored more than 200 publications, five books, and spearheaded millions of dollars of research on relieving and preventing chronic TMD and orofacial pain conditions for the National Institutes of Health/National



## Orofacial Pain Specialty

The specialty of orofacial pain includes the assessment, diagnosis and treatment of temporomandibular disorders, oromotor and jaw behaviour disorders, neuropathic and neurovascular pain disorders, related orofacial sleep disorders, and chronic orofacial, head and neck pain, as well as the pursuit of knowledge of the underlying pathophysiology and mechanisms of these disorders.

### OROFACIAL PAIN PREVALENCE

Temporomandibular Disorders	5-7%
Orofacial Pain Disorders burning mouth, neuropathic atypical pain, neurovascular	2-3%
Headache Disorder tension-type headaches, migraine, mixed, cluster	20%
Orofacial Sleep Disorders sleep apnea, snoring	3-4%
Neurosensory and Chemosensory Disorders taste, paresthesias, numbness	0.1%
Oromotor Disorders occlusal dysesthesias, dystonias, dyskinesias, bruxism	4%
Estimated Prevalence of Orofacial Pain in General Population	34-38%

Institute of Dental and Craniofacial Research (NIH/NIDCR).

Friction also focused on improving access to evidence-based care for people with orofacial pain conditions by passing the first legislation in the country that required TMD and orofacial pain conditions to be covered under medical insurance regardless of whether care was provided by physicians or dentists. This coverage is now present in every state.

Dr. Brad Eli collaborated with Dr. Friction through his work at UCLA. Eli graduated in 1992 from the first Orofacial Pain and Dysfunction postgraduate residency program at UCLA School of Dentistry. A helicopter pilot at age 15, dental school

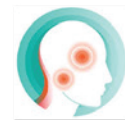
graduating class president at Temple University, and walking encyclopedia, Eli is a driven, gifted, and inventive problem-solver.

### Understanding the Challenges Facing Orofacial Pain Patients

Dr. Eli, along with Ann McCulloch, founded Orofacial Therapeutics in 2016 and Dr. Friction joined the team in 2017. The company's first product, the QuickSplint® temporary anterior bite plane, which Eli invented as a conservative, diagnostic and treatment aid for jaw pain, has gained broad acceptance in dentistry and is now used for a host of dental applications beyond what even he envisioned.



**OROFACIAL THERAPEUTICS** collaborates with health care providers and insurers to deliver diagnostic aides, treatment protocols and recovery solutions for facial, head, neck, and jaw pain. The company recently introduced a first-of-its-kind Home Healing Kit for Treatment of Jaw, Head and Neck Injuries.



Created by OROFACIAL PAIN DOCTORS

**Speed2Treat™**

Head, Neck & Jaw Injury

**FaceMyPain.com™**

Connecting Patients with Clinicians  
Treating Facial Pain, Headache, TMJ Disorders

**QuickSplint®**  **DIAGNOSE  
TREAT  
PROTECT  
HEAL**  
Temporary Anterior Bite Plane



# MED TECH

JUNE 2020

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**Orofacial  
Therapeutics**

**TOP  
Pain  
Management  
Solution Providers  
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## Orofacial Therapeutics



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*The annual listing of 10 companies that are at the forefront  
of providing Pain Management solutions  
and impacting the industry*