

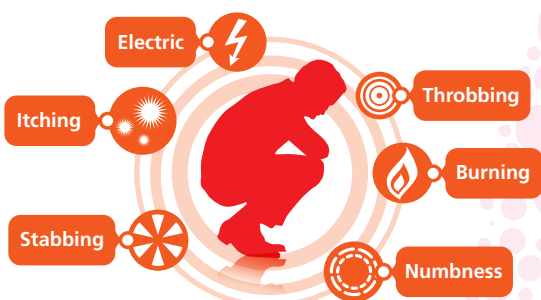
# THE PAINFUL TRUTH

## IT'S NOT 'JUST' SHINGLES

**Postherpetic neuralgia (PHN)** is a chronic and debilitating form of neuropathic pain.<sup>1</sup>

**PHN** is a common yet little-known complication of shingles.<sup>2,3</sup>

People have described the pain of shingles as:<sup>4</sup>



Pain can persist for months or even years after the rash has healed and is known as **postherpetic neuralgia (PHN)**.<sup>5</sup>

There is **no cure for shingles** or **PHN**.

When started within **72 hours** of the onset of the rash, antiviral therapy can reduce the severity and duration of shingles.<sup>1</sup>



Many people who receive antiviral therapy **continue to experience PHN**.<sup>6</sup>



The **Varicella Zoster Virus (VZV)** causes chickenpox and can reactivate later in life to cause shingles.<sup>1,2</sup>

Shingles typically appears as a **painful rash** limited to one side of the body,<sup>2</sup> usually on the face or upper half of the body.<sup>7</sup>



Shingles can also lead to other complications and can affect the eye:

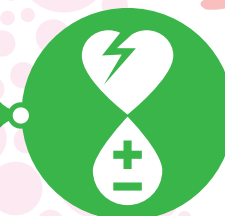
- 10-25% of cases
- Can lead to prolonged or permanent pain, facial scarring and loss of vision.<sup>5</sup>



Reactivation of the virus occurs more frequently in the elderly and immunosuppressed people.<sup>8</sup>

**Virus Reactivates**

PHN can have an impact on quality of life, comparable to other chronic diseases such as **heart failure, type-2 diabetes** and **depression**.<sup>9</sup>



Estimated **annual** GP consultations for **PHN**:<sup>2</sup>

- **41,700** for older Australians (50+)
- **23,100** for people aged 60-79



The risk and severity of **PHN** also increases with age<sup>2</sup>; up to **50%** of older Australians with shingles may develop **PHN**.<sup>10</sup>



By 85, one in two Australians will have **experienced shingles**.<sup>10</sup>

Most Australians have had chickenpox and are therefore **at risk** of developing shingles.<sup>1</sup>



# THE TRUE BURDEN OF SHINGLES

A survey of 337 Australian men and women aged 60 years and over found that **PHN** can **impact a patient's life** in many ways:

PHN patients were found to be more **anxious**, down and **fearful** of their diagnosis than those without PHN.<sup>5</sup>

Two in three PHN patients reduced or stopped socialising.<sup>5</sup>

BEFORE DIAGNOSIS  
AFTER DIAGNOSIS



Patients' outlook on life was impacted after **PHN** diagnosis.<sup>5</sup>

PHN has a dramatic effect on a person's ability to undertake simple day-to-day activities:

Almost three in five had to reduce or **stop their exercise** and/or hobbies.<sup>5</sup>



Sleep was also **impacted**.<sup>5</sup>



Almost one in three had difficulty with simple activities such as bathing and **getting dressed** due to **PHN**.<sup>5</sup>

**70%** say **PHN** is **as** or **more** painful than a **burn**, a **cut requiring stitches** or **arthritis pain**.<sup>5</sup>



Almost **two in three** described their **PHN** as being "**electric, like my nerve endings were on fire**".<sup>5</sup>

The prevalence of shingles and **PHN** is expected to **increase significantly** in the coming years, given our growing older population.<sup>2,6</sup>



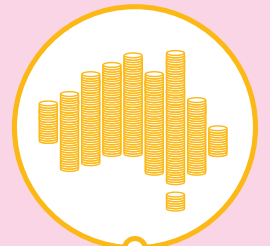
2007 2.7m

2056 7-10m

Australia's population aged 65+<sup>7</sup>

**Postherpetic neuralgia (PHN)** is responsible for an estimated 41,700 GP consults per year (in patients aged 50+) and places substantial burden on the Australian healthcare system.<sup>1</sup>

In people aged 60 and over, shingles and PHN accounts for approximately:



3,600 hospitalisations per year, costing **\$16.7 million**.<sup>1</sup>

105,000 GP consultations per year, totalling **\$3.3 million**.<sup>1</sup>



PHN can also interfere with a person's **work**<sup>2,3</sup> and place a strain on carers, both emotionally and financially.<sup>2,3,4</sup>