

Exploring Emerging Marketing Opportunities in Osteoporosis and Arthritis

International Conference on Osteoporosis, Arthritis and Musculoskeletal Disorders

LONDON, UNITED KINGDOM, February 7, 2017 /EINPresswire.com/ -- Medical doctors, patients and health care providers consider the prevention of orthopedic diseases as an essential tool to improve the general health status of the population. Worldwide, [osteoporosis](#) causes more than 8.9 million fractures annually, resulting in an osteoporotic fracture every 3 seconds. Osteoporosis is estimated to affect 200 million women worldwide. Increase in osteoporosis cases results in a decline in economy with respect to health. Hence it is necessary to start a global initiative for awareness, prevention and effective treatment of osteoporosis.

Present and future scenario:



Vertebral compression fracture

There were an estimated 9.0 million osteoporotic fractures in the year 2000 of which 1.6 million were hip fractures, 1.7 million forearm fractures and 1.4 million were clinical vertebral fractures. High number of osteoporotic fractures occurred in Europe (34.8%). Present survey depicts that

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Osteoporosis and Musculoskeletal Disorders as primary health concern”

Dwane Harrison

Osteoporosis is estimated to affect 200 million women worldwide. About 1/10 of women aged 60, 1/5 of women aged 70, 2/5 of women aged 80 and 2/3 of women aged 90. Approximately twenty two million women and five and a half million men in the European Union had osteoporosis in 2010. In the United States about 8 million women and one to 2 million men had osteoporosis in 2010. This causes a large economic burden on the healthcare system due to costs of

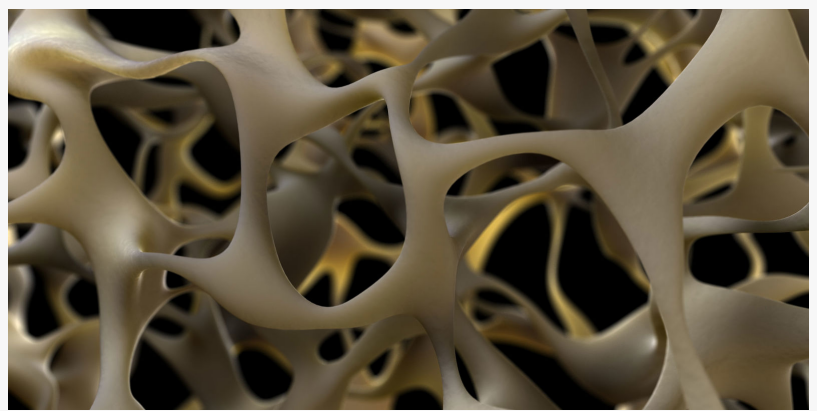
treatment, long-term disability, and loss of productivity in the working population. The European Union spends thirty seven billion euros per year in healthcare costs related to osteoporosis, and the USA spends an estimated nineteen billion US dollars annually for related healthcare costs. The prevalence of osteoporosis and osteoarthritis is continuing to escalate with the increasingly elderly population. The major complication of osteoporosis is an increase in fragility fractures leading to morbidity, mortality, and decreased quality of life. In the European Union, the number of osteoporotic fractures was estimated at 3.79 million in 2000. A baseline fracture is a very strong predictor of further fractures with twenty percent of patients experiencing a second fracture within the first year. Osteoporosis

Drugs Market might reach 8.9 billion US dollars in 2020 due to High Incidence of Osteoporosis. The costs to health care services are already considerable and, on current trends, are predicted to double by 2050. The burden of rheumatoid [arthritis](#) which is incurable autoimmune disorder increases with age and progression of disease. It's estimated to have an effect on about 4.9 million people across the key markets. It is expensive to health care services and results in substantial economic and quality of life impairments for patients, at least 500th of who are unable to keep up full-time employment inside ten years of onset. Rheumatoid arthritis drug market will experience slight growth over 10 years as sales increase from \$11.1 billion in 2011 to \$15.2 billion in 2021 in the United States, France, Germany, Italy, Spain, the United Kingdom and Japan. It is predicted that the global osteoarthritis pain drugs market to grow at a CAGR of more than 8% by 2020. There are significant unmet medical needs in this market due to the chronic nature of osteoarthritis and the absence of effective curative therapies.

International Conference on Osteoporosis, Arthritis and [Musculoskeletal Disorders](#): September 21-22, 2017 Madrid, Spain aims at gathering physicians, rheumatologists, young researchers, students, physiatrists, orthopedists, and geriatricians at global platform to present their respective views and research regarding osteoporosis and share knowledge about osteoporosis for betterment of both academia and business.

<http://osteoporosis.cmesociety.com/>

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Microscopic Bone Structure



Back Pain

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