

Opioid Crisis Solution From Disruptive Startup Wins “Industry Leader in Pain Relief”

At the Frost & Sullivan Annual Awards Gala last night, Pain Care Labs CEO Amy Baxter MD collected the Technology Leadership Award for Localized Pain Relief.

SAN DIEGO, CA, USA, October 3, 2018 /EINPresswire.com/ -- While the US struggles with treating opioid addiction, a Georgia start-up has won the industry's highest award focusing on prevention through pain relief. [Pain Care Labs](#) has been named the Industry Leader for Localized Pain Relief by Frost & Sullivan, the most prestigious medical device consulting firm. In San Diego last night, Dr. Amy Baxter proudly accepted the award at a black-tie gala featuring companies demonstrating outstanding achievement in a variety of global markets.

"Multi-billion dollar health tech companies were taking too long to solve the pain problem. Our [DuoTherm](#) and [VibraCool Flex](#) adapt our proven [Buzzy](#) technology to give patients affordable power over pain. Being named the Industry leader in Non-Invasive Pain Relief and a thought leader in the medical device space is extremely gratifying," said Dr. Baxter on receiving the award.

Pain Care Labs' FDA cleared Cool Pulse technology has been used to block pain for over 31 million needle procedures. After a colleague used their Buzzy needle pain relief device to avoid opioids after surgery, the company pivoted to post-op, injury, and chronic pain. VibraCool's ice and vibration compression strap is an alternative pain therapy for injuries, carpal tunnel, and plantar fasciitis. The company's new product, DuoTherm, combines heat, cold, acupuncture, and vibration for low back pain.

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Amy Baxter MD, Chief Pain Care Officer, Pain Care Labs

“There hasn't been innovation in local pain relief since Medicaid stopped reimbursing TENS,” notes Baxter. “If insurance doesn't pay, big companies aren't interested. But as a physician, I care about making a difference. Research shows high-frequency vibration outperforms TENS. The concept of adding anti-inflammatory ice or spasm-reducing heat is disruptive but very logical for pain relief. It's satisfying that the analysts at Frost & Sullivan recognized our breakthrough.”

People with pain need a full range of treatment options. “This means using traditional interventions while

developing new tools that are safer and more effective,” observes Bob Twillman, Ph.D., FACLP, Executive Director, Academy of Integrative Pain Management. “In our current opioid crisis, new



Dr. Baxter San Diego 2 October 2018

approaches are even more important, so we are always interested in new modalities that are proven effective and cleared as safe by the FDA. Products like Buzzy and VibraCool reduce the need for opioids, improving patient outcomes. It is exciting to see these developments recognized and to know that there may be still more solutions in the pipeline."

Pain Care Labs launched a crowdfunding campaign for DuoTherm Vibrating Back Pain Relief during September's Pain Awareness Month. Their breakthrough new VibraCool Flex for neck, shoulder, and back pain relief is available now at the DuoTherm campaign site.

About Pain Care Labs

Founded in 2006 by pediatric emergency doctor and pain researcher Amy Baxter MD FAAP FACEP, Pain Care Labs is on a mission to eliminate unnecessary pain. Using the physiologic technique of "gate control", the devices block pain by stimulating the motion nerves (like TENS units) and cold nerve feedback system. Instead of electric shocks, Pain Care Labs determined the frequency that naturally stimulates the motion nerves with comfortable vibration. Unique intense ice packs reduce inflammation and add a powerful inhibitory pain relief called Descending Noxious Inhibitory Control. The company's award-winning first device, Buzzy for Shots, created a new category of pain reliever. In 2017 they were awarded the "Industry Leader in Local Pain Relief" from Frost & Sullivan. Buzzy is used worldwide and has blocked pain from over 31 million needles. As patients began using Buzzy at home to avoid opioids after surgery, in 2016 Dr. Baxter became a CEO full time to develop VibraCool technology, wearable thermal therapy for pain. See other projects and company information at <http://www.paincarelabs.com>.

About Academy of Integrative Pain Management

Since 1988, the mission of the Academy of Integrative Pain Management has been to unite clinicians in the fight against chronic pain. The Academy advances a person-centered, integrative model of pain care. The Academy represents more than 30 distinct disciplines, dedicated to using all appropriate therapeutic approaches to reduce pain and achieve optimal health. <https://www.integrativepainmanagement.org/>



Pain Care Labs Best Practices Award

Frost & Sullivan Awards Event

About Frost & Sullivan

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