



September 2000

Dear Pharmacist:

Welcome to **A.C.T. Against Acid**...a new program designed to help you help your patients manage heartburn, a classic symptom of gastroesophageal reflux. This program has been developed under the guidance of an advisory group of pharmacists with expertise in gastroenterology and OTC medication use and comes to you compliments of Procter & Gamble Health Care.

Twenty-five million people suffer from heartburn on a daily basis, and more than \$1 billion is spent annually on over-the-counter heartburn remedies.* The **A.C.T.** program will enhance your ability to recommend individualized management plans for the heartburn sufferers *you* see each day. In addition, it will enable you to build your relationship with these patients by partnering with them in the decision-making process.

Part 1: Pathophysiology

This segment of the **A.C.T.** program details the underlying mechanisms for acid reflux, the leading cause of heartburn. Enclosed in this package, you will find:

- A patient-education flip chart that will allow you to discuss acid reflux in a simple, easy-to-understand way, and
- A Pharmacist's Guide to aid your educational efforts.

Over the coming months, you will receive additional segments that will help you explain simple lifestyle modifications your patients can make and allow you to review the array of available medications for heartburn resolution you have to offer. We have also enclosed a handy container so that you may keep this complete patient-education program in one convenient location in your pharmacy.

We hope you find the **A.C.T. Against Acid** program informative and helpful when caring for your patients.

Sincerely,

A handwritten signature in black ink that reads 'Jenelle Sobotka'. The signature is fluid and cursive, with the first name 'Jenelle' being more prominent than the last name 'Sobotka'.

Jenelle Sobotka, PharmD
Manager, Pharmacy Relations
Procter & Gamble Health Care

*Oliveria SA, Christos PJ, Talley NJ, et al. Heartburn risk factors, knowledge, and prevention strategies: a population-based survey of individuals with heartburn. *Arch Intern Med.* 1999;159:1592-1598.

