

Potential Cost Savings for Headache Treatment using the Stressaway Acupressure Program

Our research results (1994) would of been even better for headaches if we had known the points for headaches on the ear which we now know. Headaches was the area with the largest percentage of people who had 100% pain relief. One of the data items collected on the form from each person was the estimated cost of treatment for the condition during the previous month. Ninety four people (who completed this section) reported an average cost of \$108/month or \$1296/year for headache treatment. Of the **3500 people with headaches** that we worked with there are 520 people that we measured their results. If a minimal of **85% effectiveness** (results we measured) were gained using this system (and we would expect it to be higher because our last survey found a 100% pain reduction for headaches) there would be a yearly savings of over \$573,000 for this group of 520 people. Over a ten year period **each person would save over \$11,000** and there are a lot of other quality of life factors that would improve without the presence of the headaches. And this would extend out year after year at no additional cost to that person. Their initial investment of \$97 for our Deluxe StressawayAcupressure Program would pay for itself in the first month of pain relief.

Lets just look at another number to see potential cost savings for Americans. More patients who visit the doctor complain of headaches than any other single disorder. In fact, the World Health Organization now lists migraine among the world's top 20 of all recognized disorders, with an impact that extends far past the suffering individual, to the family and community It is estimated that migraine costs alone in the US is more than \$20 billion per year. **An estimated savings of over \$17 billion would be expected** if these methods could be adopted for this one symptom. Since there is no drug that is safe as well as effective for relieving headaches, **Stressaway Acupressure** should be considered the treatment of first choice.