

Otigo®

(phenazone/lidocaine hydrochloride)
40 mg/10 mg/g ear drops, solution

The UK's only available
anaesthetic analgesic ear drops¹

**Recommended by NICE
for children with acute otitis media (AOM)**

when there is no eardrum perforation or otorrhoea and
an immediate oral antibiotic prescription is not given²



AOM in children aged 1–17 years can be treated through the England Pharmacy
First service, supported by a national Patient Group Direction (PGD) for Otigo³

Indicated for local symptomatic treatment and relief of pain in the following diseases
of the middle ear without tympanic perforation; acute, congestive otitis media; otitis in
influenza, the so called viral bullous otitis and barotraumatic otitis.⁴

FOR UK HEALTHCARE PROFESSIONALS ONLY

Adverse events should be reported. Reporting forms and information can be found at
<https://yellowcard.mhra.gov.uk> or search for MHRA Yellow Card in the Google Play or
Apple App store. Adverse events should also be reported to Lupin Healthcare Limited on
+44 (0)1565 751 378 or email us at EU-PV@lupin.com

Please scan
or click for
prescribing
information



Key features supporting an AOM diagnosis

AOM: Rapid onset of signs and symptoms of inflammation in the middle ear⁵

Core symptoms⁵

Complaints of ear pain in older children

Signs of ear discomfort in younger children (holding, tugging, rubbing the ear)

Other non-specific symptoms may include: fever, crying, poor feeding, restlessness, behavioural changes, cough, or rhinorrhoea

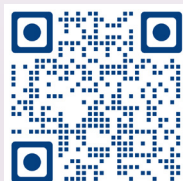


Otoscopic findings⁵

Moderate to severe bulging of the eardrum

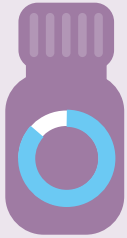
Distinctly red, yellow or cloudy eardrum

Perforation of the eardrum and/or discharge in the external auditory canal



Build your confidence in assessing and managing ear-related symptoms with our free **1-hour CPD training module** developed in collaboration with our educational partner ECG (Emergency Care Gateway Limited)
Scan or click the QR code to enrol

AOM is a leading cause of antibiotic prescribing in children⁶



More than 80% of children

may be prescribed antibiotics – more than for any other childhood infection – even though most AOM cases would resolve without them^{2,6–9}



In about 1 in 10 children

antibiotics cause side effects such as diarrhoea, vomiting, and rashes – they also contribute to the risk of antimicrobial resistance^{10,11}

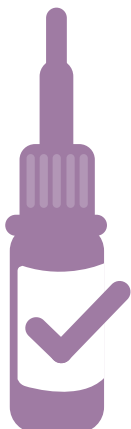


In its first two years alone, Pharmacy First delivered over 500,000 consultations for AOM¹²

“Pharmacists are well placed to lead the reduction of unnecessary antibiotic prescribing for children with middle ear infection”

Akhtar W *et al.* The Pharmaceutical Journal 2021¹³

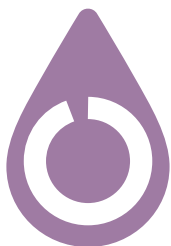
Take a pain first, topical approach with Otigo ear drops



Directly target ear pain⁴

Have a local analgesic/anaesthetic action, which has potential to reduce antibiotic use in children presenting with AOM in general practice^{4,6†}

Are recommended by NICE for children with AOM when there is no eardrum perforation or otorrhoea and immediate oral antibiotics are not prescribed²



In a randomised controlled trial, analgesic/anaesthetic drops (phenazone/benzocaine drops, not available in the UK) were highly rated by parents:⁶

Over 90% of parents reported satisfaction with treatment

92% (36/39) satisfaction rating for phenazone/benzocaine drops vs 57% (4/7) for placebo drops[†]

[†]study used phenazone/benzocaine, not available in the UK

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Supporting your Pharmacy First Service

By managing appropriate AOM cases in pharmacy, you can:

Optimise care for children and families

Support antimicrobial stewardship

Strengthen your clinical role within the community

Increase service income
(£17 per consultation + medicine reimbursement)

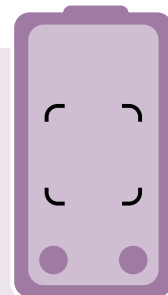


AOM Pharmacy First pathway

The AOM Pharmacy First pathway allows individuals aged 1-17 years to be treated. If you are providing AOM privately, you can use a private PGD to supply Otigo as indicated^{3,14}



To view the current AOM Pharmacy First Pathway please scan or click here.



Otigo[®]

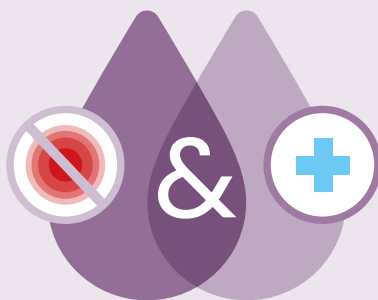
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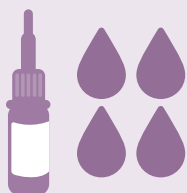
A non-antibiotic option for symptomatic AOM treatment⁴

Working **together** for local pain relief:⁴

**Phenazone
40 mg/g:**
analgesic
+ anti-inflammatory



**Lidocaine
10 mg/g:**
local anaesthetic



For adults and children with AOM pain without eardrum perforation:⁴

Use 4 drops, 2 or 3 times a day

References:

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Abbreviations:

AOM: acute otitis media
CPD: Continuing Professional Development
NICE: National Institute for Health and Care Excellence
PGD: Patient Group Direction