



HEALTHIER, LONGER,
BETTER LIVES



Shared Value Collaboration of the Year - Supporting Material



Pain is always
about protection.

Pain Education

Helping Australian's understand and better manage chronic pain

Pain is a huge problem affecting 20% of the population and cost Australia \$73.2bn in 2018.



Pain Revolution - Rethink. Re-engage. Recover.



53%

of claims are for
chronic pain

1 in 5 Australians live with chronic pain and less than 10% get the help they need to recover. We also know that chronic pain affects many people in rural communities.

Current Pain Science = Pain is the brain overprotecting the body.

The ride is in its fourth year, and in Victoria alone the Pain Revolution tour educated over **1,000** individuals (many of these medical professionals) on chronic pain and how to manage it better. It's estimated Pain Revolution has touched over **410,000** individuals. **\$125,000** was raised to support the Local Pain Educator network which has grown to incorporate local health care professionals in rural towns of New South Wales, Victoria, South Australia and Tasmania.



Pain research with claimants

AIA partnered with UniSA to conduct research to determine if pain coaching is effective in a claims management setting.



Results

17.9% improvement in general activity

17.3% improvement in enjoyment of life, and

16.6% improvement in mood.

Improvement was also noted for pain self-efficacy: the overall score increased by 25% with:

44.4% improvement in accomplishing goals

40.0% improvement in enjoying activities/hobbies

40.0% improvement in 'living a normal life'

44.0% improvement in doing some form of work, and

44.4% improvement in socialising with family and friends.

Read the full report here: www.aia.com.au/content/dam/au/en/docs/pain-research.pdf

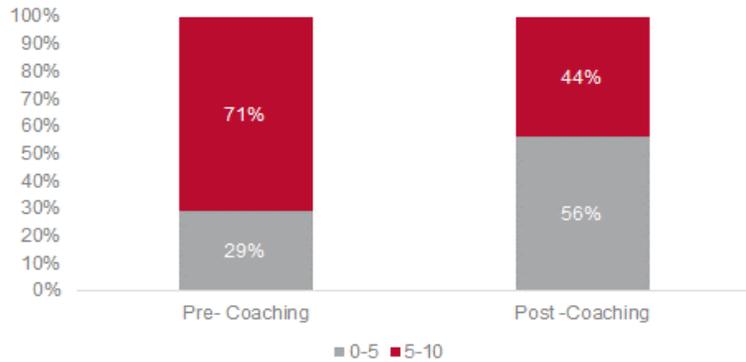


Pain coaching outcomes

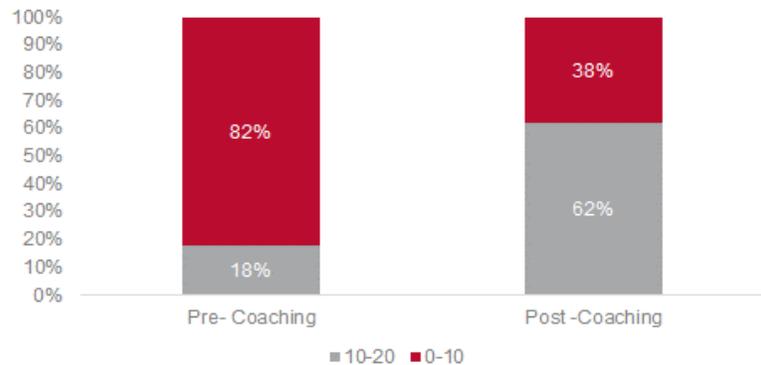


What we measure

- We use the 'Visual Analogue Pain Scale' where the customer rates their pain on a scale of 0 being no pain and 10 being the worst pain possible. We assess this pre and post program.



- We also measure on a scale of 0 to 20 how the customer rates their ability to undertake 'functional daily tasks'. We assess this pre and post program.



Media

 **AIA Australia**
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In 2018, chronic pain cost Australia \$73.2bn*, not to mention the devastating effect it had on the quality of life of those it touched. We are incredibly proud to support **Pain Revolution** and their rural outreach bike ride tour which is tackling ...see more



Pain Revolution 2019 – Trevor, ex-chronic pain sufferer talks about hi...
youtube.com

Visit: <https://www.youtube.com/watch?v=1xG9VJqHWgo>

Pain Revolution Vision



Goals of Pain Revolution

"Pain Revolution is a movement charged with **changing how people understand pain** in rural and regional communities in Australia.

Visit: <https://youtu.be/bChE9-vLrXE>





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Thank you

September 2020