

## Joe Namath Joins New Team to Fight Osteoarthritis

(NAPSA)—A new health awareness initiative championed by a team of renowned doctors, health and wellness professionals, premier research institutions, advocacy groups and Hall-of-Fame quarterback and Super Bowl MVP Joe Namath is helping equip millions of Americans with the tools they need to tackle osteoarthritis (OA).

The *Arthritis Huddle*™ is designed to improve communication between doctor and patient, involve other essential members of the healthcare team and ultimately help patients, along with their doctors, design and execute their own personalized game plan to improve their OA care.

Approximately 40 million Americans suffer from arthritis, and more than half have OA, which is characterized by joint pain, swelling and stiffness, as well as a reduction in mobility. While there is no cure, well-informed, proactive patients can have a powerful impact on improving their OA care, outcomes and overall health.

The *Arthritis Huddle* is sponsored by Boehringer Ingelheim Pharmaceuticals, Inc., makers of MOBIC® (meloxicam), and Abbott Laboratories. MOBIC is a prescription nonsteroidal anti-inflammatory drug used for the relief of the signs and symptoms of OA.

“By working with my osteoarthritis team of professionals, I’ve formulated a game plan that includes regular exercise, a healthy diet, relaxation and treatment with MOBIC,” says Joe Namath, who has lived with OA for more than 30 years. “No one medication or treatment plan is right for everyone, but the *Arthritis Huddle* can provide the latest strategies and resources to all osteoarthritis patients so they too can develop a winning game plan that’s right for them.”



**Hall of Fame quarterback Joe Namath is part of a new team—one dedicated to providing essential resources to osteoarthritis patients through [www.arthritis-huddle.com](http://www.arthritis-huddle.com).**

A key part of the *Arthritis Huddle* is enrollment in CARES, a program developed by the University of Arizona and the Arizona Arthritis Center that partners OA patients with their physicians to foster personalized and proactive self-management of their osteoarthritis.

“As quarterback of the *Arthritis Huddle*, I hope to get everybody off the sidelines and motivate patients and doctors to team up and take a proactive approach to treating their osteoarthritis,” added Namath. “We may have a lot to overcome, but I know from experience that the keys to victory are determination and teamwork.”

Doctors, patients and others interested in the management of OA can access the *Arthritis Huddle* by visiting [www.arthritis-huddle.com](http://www.arthritis-huddle.com), or call 1-866-OA-HUDDLE.

### Fair Balance Statement

*Note to Editor: As with other NSAIDs, patients taking MOBIC should be informed about the signs and/or symptoms of serious gastrointestinal (GI) toxicity and the steps to take if they occur. GI bleeding can occur without warning. To learn more about MOBIC, including full Prescribing Information, please visit [www.mobictablet.com](http://www.mobictablet.com).*