Former NBA Star Allan Houston Joins "Apply Yourself!" Campaign to Raise Awareness of Osteoarthritis Hand and Knee Pain

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CHADDS FORD, Pa., May 9, 2011 /PRNewswire/ -- Endo Pharmaceuticals, a leading healthcare solutions company, today announced the launch of the "Apply Yourself!" Campaign, created to encourage people suffering from osteoarthritis (OA) hand and knee pain to make pain relief a top personal priority. Former professional basketball player Allan Houston has joined the campaign to share his personal journey of how he approached his OA knee pain and developed a strategy in partnership with his physician, to help manage his condition. OA is the most common type of arthritis, affecting nearly 27 million Americans. Of these, more than 10 million have OA in their knees and nearly three million have symptomatic OA in their hands.

The "Apply Yourself!" Campaign serves as a call to action for the millions of OA hand and knee pain sufferers who have not made their health a personal priority. Allan Houston knows this struggle with procrastination and personal health all too well. The athlete, who was accustomed to regular physical activity, began to experience pain in his knees after games and intense workouts. He reasoned this was a temporary setback and decided to ignore his pain rather than to address it head on. The pain eventually became too much, which caused Allan to retire.

"As you age, OA can begin to break down your joints' protective cartilage, causing pain," said Dr. Christopher Gharibo, Medical Director of Pain Medicine, Department of Anesthesiology at New York University Hospital for Joint Diseases. "OA can start off with mild aches and pain, which can become more persistent and pronounced over time, which is why it's important to talk to a physician early to identify an appropriate treatment plan."

"While I knew I had an issue with pain in my knees, I didn't believe it required my immediate attention," said Allan. "Thankfully, my wife disagreed and encouraged me to make my health an urgent matter instead of an afterthought."

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Links:
[1] http://www.bio-medicine.org/medicine-technology-1/Former-NBA-Star-Allan-Houston-Joins--26quot-3BApply-Yourself-21-26quot-3B-Campaign-to-Raise-Awareness-of-Osteoarthritis-Hand-and-Knee-Pain-17089-1/