

EAR DROPS TO TEAR DROPS

Struggles of Administering Ear Drops to Children following Ear Tube Surgery



Ear tube surgery is one of the most common pediatric surgical procedures in the United States.¹

By age 3, approximately

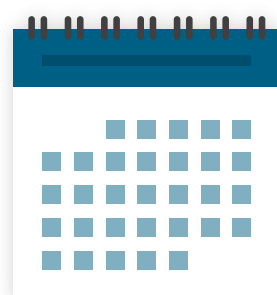
1 in 15 children

will have had ear tubes.¹



Following ear tube surgery, doctors often prescribe antibiotic ear drops, which parents give their child

multiple times a day over many days.¹

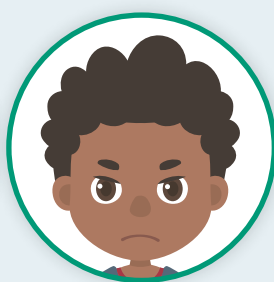


Following ear tube surgery, parents are eager to get their child back to their regular selves...

But administering ear drops many times is often the last thing they want to do. This can be another

emotional, stressful and exhausting process,

and a lot can be left to chance.



A recent survey of 71 caregivers showed:²



Two out of three caregivers

were not “very confident” that the correct amount of drops entered the ear



More than half of caregivers

missed or forgot to administer drops



Three out of four caregivers

reported their child was upset when drops were administered



But there is another option...

OTIPRIO® (ciprofloxacin otic suspension) 6% is the **only single-dose antibiotic that is administered in each ear** by a doctor at the time of ear tube surgery.



It can be used in **children 6 months and older** with a condition called otitis media with effusion (fluid build-up in the middle ear) in both ears and need ear tubes.



OTIPRIO delivers a prescription antibiotic that **changes from a liquid to a gel** when warmed in the ear.

Important Safety Information

OTIPRIO may not be for all children. It is not known if OTIPRIO is safe and effective in children under 6 months of age.

OTIPRIO should not be used in a child who is allergic to ciprofloxacin, the quinolone family of antibiotics, or any of the ingredients in OTIPRIO.

Using OTIPRIO may lead to growth of bacteria and fungi that are resistant to antibiotics. If this were to happen, the doctor should treat the infection with a different medication. The most common side effects that occurred in clinical trials with OTIPRIO were swelling of the nasal passages, irritability and runny nose.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088 or you may contact Otonomy at 1-800-826-6411.

Please see full [Prescribing Information](#) for OTIPRIO.

OTIPRIO gives parents confidence that the **entire treatment is delivered to the right place during ear tube surgery**, helping parents focus on their child's recovery and worry less about the struggle of administering ear drops.

“ I was surprised at how difficult it was to give ear drops. He would squirm out of my arms... It got to the point that when I brought out the bottle, he would run away. ”

Mother of 7-year-old son



1. Rosenfeld RM, Schwartz SR, Pynnonen MA, et al. Clinical practice guideline: tympanostomy tubes in children. Otolaryngol Head Neck Surg. 2013;149(1):8-16.
2. Data on file, Otonomy, Inc.



OTIPRIO®
ciprofloxacin otic suspension 6%



© 2017 Otonomy, Inc. All rights reserved.
OTIPRIO is a registered trademark of Otonomy, Inc.
OTI0024.0417