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***The Reward Factor for Preventative Treatment***

Often following extended treatments that offer no substantial pain relief, patients are left frustrated, depressed, and narcotic addicted (Fordyce et al.,1967; Wargo 2016). T.E.N.S. therapy functions in a similar fashion to opioid prescription medications and Tylenol by blocking pain receptors from getting to the brain and inducing the release of opiates in the body (Basbaum & Fields 1978). The objective of this study was to identify the appeal of a mobile based form of T.E.N.S. therapy and E.M.S. A survey was created utilizing the tools from the website Survey Monkey and then dispersed through the social media outlets Facebook , Twitter, and Instagram. The goal was to measure the knowledge of electrical frequency as a pain relief option and the appeal of use and reuse if made available through a mobile phone app. Prior to the continuation of the rest survey participants were introduced to brief description of the what T.E.N.S. therapy and EMS are and how they benefit the individual. Then participants were asked a to answer a series of Likert scale statements and demographic questions. Each possible answer was given a corresponding number. Each answer given by participants was then averaged out to measure positive and negative appeal. The closer the number was to five the higher the positive appeal. The lower the average score the lower the appeal rating would be. Results validated a strong interest in an instant pain relief option brought about through mobile interface . This appeal was prevalent amongst various ages, regions , and education bases. Findings also brought to light the lack of knowledge that participants had regarding T.E.N.S. therapy or E.M.S. Confirming the appeal that a niche treatment option like T.E.N.S. therapy can enter into the medical market.