From:	Beckhardt, Stacey
To:	Castagno, Paula
CC:	'Lisa Weiss'; 'Catherine Collier'
Sent:	12/13/2006 10:41:35 PM
Subject:	Do You Still Have Pain
Attachments:	Final printed patient brochure.pdf

Paula --

Pretty sure this is the final version of the brochure. I left you a detailed message about the ACPA brochure. To recap -- I would be happy to facilitate but would first like to know if you have had an opportunity to talk to PDRC about the concept. I do not want to get their hopes up (assuming they receive this idea positively) if we cannot move forward. I would also encourage us to consider other nonbranded resources available from third party groups (e.g., the APF TARGET Notebook). In addition, I wanted to remind you that we have other PR pieces that could possibly be repurposed (e.g., a glossary that needs a couple of minor updates and a BTP fact sheet prepared for the media and that have already received PDRC approval).

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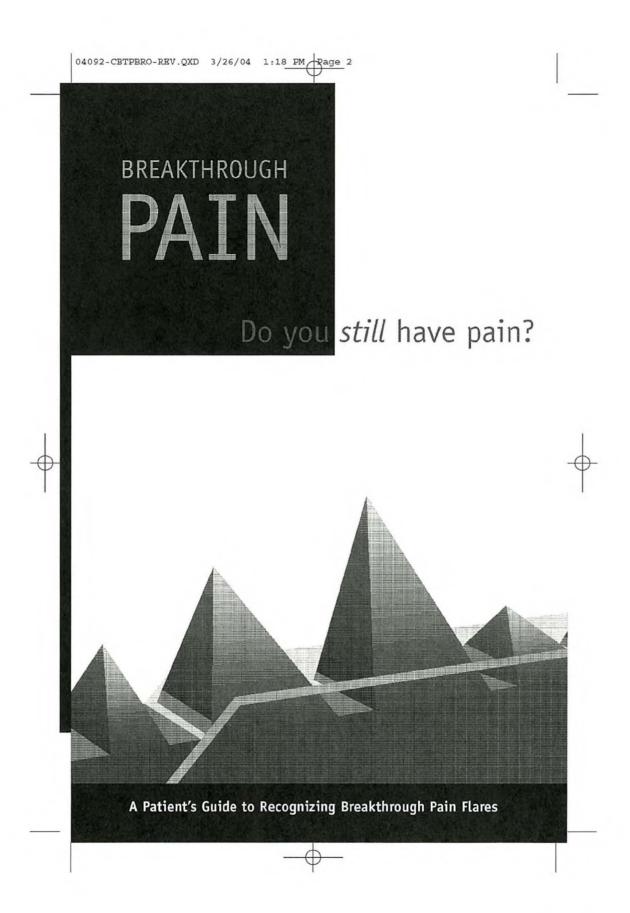
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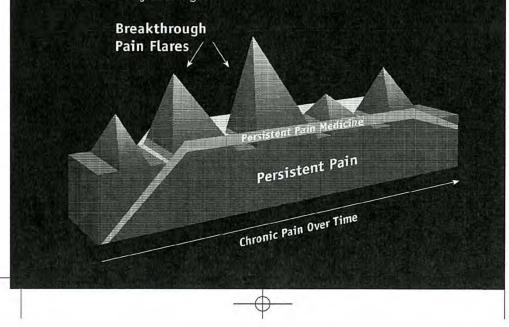




f you are taking strong prescription pain medicine and have fairly good control over the pain you feel all day, then why do you still experience intense pain flares that sometimes seem to come out of nowhere?

Like many chronic pain patients, you may be experiencing breakthrough pain (BTP): *a sudden flare of pain that "breaks through" the medicine you take for the pain that's there all day.*

The good news is that with proper evaluation, breakthrough pain — like most pain — can be successfully managed.



What is Breakthrough Pain?

People who have pain that lasts for at least three months — chronic pain — usually describe their pain in two parts:

- Persistent pain pain that lasts all day
- Breakthrough pain (BTP) pain flares that occur suddenly throughout the day

If you are like most people who take medicine to treat persistent pain, you probably experience several breakthrough pain flares each day.

Your breakthrough pain flares may be caused by disease, treatment, or other unrelated factors and often strike quickly. For example, in cancer patients, breakthrough pain flares can peak in as little as 3 to 5 minutes, and last about 30 minutes. Your breakthrough pain flares may feel different each time, varying in length, intensity, or cause.



So when do breakthrough pain flares happen? They can occur at any time. Breakthrough pain may be unpredictable, brought on by something as simple as coughing, or it may happen regularly when you do a specific activity like walking. You may also experience breakthrough pain flares as you reach the end of your dose of persistent pain medicine.



What is Breakthrough Pain Like?



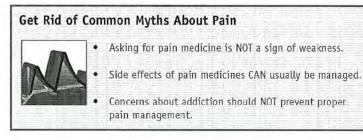
P.B., a cancer patient, describes these pain flares as "intense to the point that you lie on the floor and cry."

 J.S., a chronic back pain patient, says it's like having "a nail in your shoe when you walk."

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Breakthrough pain is not the same as acute pain, which is usually associated with injury or surgery and only lasts a short period of time during the natural healing process. Like acute pain, breakthrough pain may come on quickly and each flare lasts a short period of time. However, breakthrough pain flares occur on a background of persistent pain that lasts longer (three months or more).

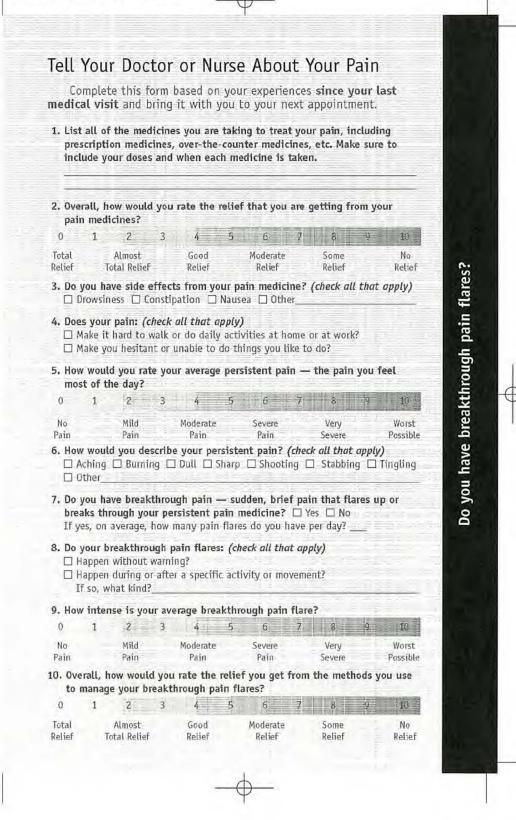
How to Take Charge of Your Pain

All people deserve to have their persistent and breakthrough pain properly managed. Taking care of pain before it gets too bad — not "toughing it out" — lets you take control of your life.

Talk openly with your doctor or nurse to make sure your concerns about your pain, including breakthrough pain, are understood.

Give details about breakthrough pain flares: how many occur each day; how bad the pain is; how fast they happen; and how long they last.

Track daily changes in your pain in a diary.



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Learn More About Pain

Many organizations provide information for patients and their caregivers about pain. The websites and phone numbers listed below are good places to start:

Abramson Cancer Center University of Pennsylvania www.oncolink.org

American Pain Foundation 1-888-615-PAIN (7246) www.painfoundation.org

breastcancer.org www.breastcancer.org

Cancer*Care*, Inc. 1-800-813-HOPE (4673) www.cancercare.org

Dannemiller Memorial Educational Foundation www.pain.com

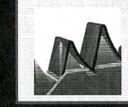
National Cancer Institute 1-800-4-CANCER (422-6237) www.cancer.gov

National Coalition for Cancer Survivorship 1-877-NCCS-YES (622-7937) www.canceradvocacy.org

National Pain Foundation 1-866-590-7246 www.nationalpainfoundation.org

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Take Control of Breakthrough Pain Flares



Talk to your doctor or nurse if you still have pain even though you are taking pain medicine.



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