

**From:** Castagno, Paula  
**To:** Catherine Collier; Beckhardt, Stacey; Castagno, Paula  
**CC:** Lisa Weiss; Jacqueline Davis; Sarah Handza; Priddle Fowler, Julie  
**Sent:** 1/16/2007 10:57:47 PM  
**Subject:** PR updates

Since we didn't get to have our PR update today – I looked over the agenda and made comments in red- that way at least things can keep moving:

(JPF: I am copying you for the BTP stuff )

## **Agenda**

### **Marketing Meeting 1.16.07**

#### **BTP Awareness Campaign Activities**

- **Web Audit**

Phase one of web audit has begun. Twelve sites have been identified for phase one of audit, and CWG has begun preliminary research.

1. Review attached questions excellent!
2. Set timelines for project (by phase and final report) - let me know your estimates for how long to complete each phase

- **BTP City Tour**

1. Review list of 8 potential cities for 2007 BTP activities (Need 3 cities total). Considerations include: Philadelphia, St. Louis, Kansas City, Seattle, Des Moines, LA, Cleveland, San Francisco
2. Would like to finalize cities by Thursday, February 1<sup>st</sup> to begin planning stage. That would be great – I was thinking May, June, & September? I assume summer isn't a great time. Could it/should it coincide with a convention? Also, I chose September since it's pain awareness month. Just my off the cuff ideas, I know there are other factors to consider...

- **Kiosk/Concept**

1. Discuss look and feel of campaign (e.g. should it match BTP DTP ad campaign color scheme/look or can it be a separate look (utilizing magnets but not as entire concept) It should match our BTP concept but certainly use the shareyourpain concept within
2. Who takes lead on design? (CWG and design partner or work with Palio)
3. Materials: Discuss preliminary ideas regarding type of materials (e.g. brochure, giveaways, etc) to determine other potential uses and help to establish quantity
4. Timing: Review approximate dates for city activities (first city to coincide with launch of BTP site ?)

We need to sit down with Palio to specifically map this out so we can efficiently use Palio time/money and CWG time/money. Palio has some money in their tactical plan to create a 'patient package' – which would include patient tools, posters, pamphlets, etc. and we can repurpose any/all those pieces for your BTP city tour. (plus post them online, plus use them for any other Pain Centers of Excellence initiatives...) We should plan to cover this at the next PR update – can you please include Julie?

- Stacey and Paula to meet with legal to determine usability of “Do You Still Have Pain?” on breakthroughpain.com site and procedure for website audit Legal was OK with this piece. I sent it to Wink & JPF so we could all review it and make any changes we think are needed based on our recent research findings. Then we can put it through PDRC.

#### **Sales Meeting**

- CWG coordinated four patient and one MD interview in Atlanta area for use at February Sales Meeting. MC3 will be using footage to create vignettes for Sales Meeting and, where possible, CWG will utilize footage for

potential PR or educational opportunities.

### Data Publicity

#### Low Back Pain:

- The radio media tour on the Chronic Low Back Pain Study (CMRO) was conducted on Tuesday, December 19<sup>th</sup> with Dr. John Peppin. It was a success reaching over 3.5 million listeners. Nice :)

### Third-Party Grants/Contributions for 2006-2007

- APF grant approved (2007 budget) for dissemination of Target Pain materials
- AACPI corporate contribution approved
- CancerCare grant not approved

### Health Care Professional Advisory Board

This year's Health Care Advisory Board Meeting is scheduled for March 30 through April 1 in San Francisco. This year's meeting will be 2 full days and will include media training for members.

1. Determine who will attend from Cephalon Marketing Team
2. Schedule February meeting to discuss goals and objectives of meeting and expansion of board

We can definitely use the HCPAB's input on our BTP plans for 2007. We can expose them to ShareYourPain and our BTP concept and website and have them brainstorm ways to get the word out about the websites. We can also walk them through our planned BTP tactics and get their feedback – especially the patient tools. Palio is aware of the timing of this meeting and will try to have mock-ups ready of whatever we'll need for the meeting. Please include JPF on the meeting where we will discuss the goals of the ad board – maybe we can tack it on to our next update (we may need more than an hour though)

Thanks,  
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**From:** Catherine Collier [mailto:CCollier@cooneywaters.com]  
**Sent:** Monday, January 15, 2007 6:08 PM  
**To:** Beckhardt, Stacey; Castagno, Paula  
**Cc:** Lisa Weiss; Jacqueline Davis; Sarah Handza  
**Subject:** Agenda for Tuesday Meeting at 4 pm

Hi Paula,

Below please find agenda for tomorrow's meeting and attached questions for web audit preliminary research.

Going forward, we would like to create a format that allows us to provide top line updates that you can forward to marketing team, as well as areas for discussion during our meeting. We welcome your feedback as we fine tune this process to best meet all of our needs.

I will be in Atlanta tomorrow and will not be able to participate in call; in my absence Lisa Weiss and/or Sarah Handza will participate.

Hope you had a nice holiday weekend. See you Thursday at FAST Meeting.

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## Marketing Meeting 1.16.07

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