
From: Paula C Williams
To: Denisa Hurtukova
Sent: 9/15/2016 5:24:02 PM
Subject: RE: 1 on 1

Hi Denisa:

1) PCP Chronic Pain Needs Assessment (NA) - results are in

Goal of NA: We commissioned a needs assessment to identify the decision-making and attitudes of PCPs treating chronic pain. This was a follow-up to our 2014 NA and we added a patient component in 2016. The PCP results were a poster presentation at PAINweek; the patient results are due end September.

My key takeaway from the NA: PCPs need education about opioids - to counterbalance REMS training - and to provide them with the tools they need to increase their confidence and mitigate risks, including ADT formulations. This is based on the needs assessment conclusions: PCPs are more concerned than in 2014 when prescribing opioids and ADT opioids are not easing their fears. Increasing PCP confidence in pain management will increase their likelihood to prescribe opioids, however, after REMS training their likelihood to prescribe opioids goes down.

We have not focused much of our Med Ed support toward PCPs, but I hope to increase that in 2017 after the launch.

Progress to date in Chronic Pain Education: Note that we have been educating in this space in anticipation of this launch since 2014, with much of our focus on specialists and some pain NP/PAs and we have seen an increase in knowledge of ADT opioids and a willingness to prescribe ADTs but there are barriers. Although education is still needed for the specialists, they are further along in their understanding and readiness versus the PCPs. Additionally we have supported education to managed care audiences to supplement our HEOR/MOL efforts. This audience does not believe the issues are theirs so they do not believe the extra cost for ADTs should be theirs. Definitely an area of opportunity for education from various GMA/NAMA functions.

Thanks.
Regards,



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OUR PURPOSE & VALUES

From: Denisa Hurtukova
Sent: Thursday, September 15, 2016 9:07 AM
To: Paula C Williams
Subject: 1 on 1

Hi Paula,

Any key updates I may share with Richard at tomorrows 1 on 1?
Thanks

PLAINTIFFS TRIAL
EXHIBIT

P-18561_00001



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