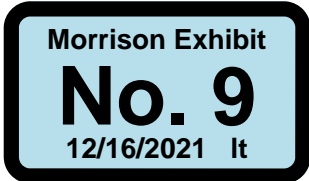




Internal Use Only

**Emerging Solutions in Pain™
A Multi-Faceted, Educational Initiative
Supported by Cephalon, Inc.**



To: Cephalon, Inc. Pharmaceuticals Sales Force
From: ROI Media Group, Inc., in conjunction with Cephalon, Inc.
Date: March 17, 2005
Re: Emerging Solutions in Pain (ESP) Program

Emerging Solutions in Pain (ESP) is a comprehensive educational program that has been developed by some of the Nation's leading pain and addiction medicine experts to assist clinicians who treat patients with chronic pain. This initiative will enable clinicians to provide the most appropriate therapy for these patients while accurately documenting the treatment plan, particularly when opioids are part of the treatment plan; it also guides them through the regulations surrounding the prescribing of schedule II medications.

The core educational component of this initiative is the **ESP Tool Kit**, a copy of which is enclosed for your edification. The Tool Kit is comprised of a collection of practical, educational tools and resources that can be adapted into clinical practice. These tools focus on:

- Patient assessment and the importance of establishing a therapeutic alliance between the physician and patient;
- Patient monitoring tools to evaluate a patient's progress throughout the treatment plan; and
- Best practices that help clinicians optimize the quality of patient care

At the National Sales Meeting, you learned about the **Emerging Solutions in Pain** initiatives: the **ESP Tool Kit** and the **ESP Mini-Disk Slim Jim**. This slim jim will assist you in covering the main components of this educational program with your physicians; it houses an interactive mini-CD that directs clinicians to the **ESP** website, www.emergingsolutionsinpain.com. Currently, clinicians can access the **ESP Tool Kit** in its entirety, read Clinical Expert Commentary on a variety of relevant pain management topics and view a calendar listing meetings and events where the **ESP** booth will be displayed. Additional features including case studies, a slide library, and resource library will be added during this year.

To ensure the success of the **Emerging Solutions in Pain** educational program, we need your support in the field to build awareness and generate interest among the clinicians you call upon. Your support is critical to the success of this educational initiative.

To order your supply of the **ESP Mini-Disk Slim Jim** to use as a detail aid and leave-behind for your clinicians, please order online as part of your usual monthly order at www.cephalon.promotechdirect.com and reference Inventory Code MED 015.

If you have any questions regarding the **Emerging Solutions in Pain** program, please contact us at 800-397-9774 or at ESP@ROIimg.com.

Thank you for your time and consideration. Your dissemination of this educational program is greatly appreciated.

Sheri Gavinski
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