

---

**From:** Terri Nataline  
**Sent:** Thursday, July 09, 2009 12:45 PM  
**To:** Nathalie Leitch; Terrence Fullem; Bill Ostrowski  
**Subject:** FW: Q2 PainEDU Sponsorship Report from Inflexxion  
**Attachments:** PainEDU\_Q2\_2009A.ppt

Actavis Kadian LLC log in jpg or eps formats, at least 200 pix wide? Alternatively, do we have it for Actavis Inc. or Actavis Group? This is for the Kadian educational web site.

Thanks

**Terri Nataline**  
*Vice President, Regulatory and Medical Affairs*



Actavis  
200 Elmora Avenue t 908-659-2317 @ [TNataline@actavis.com](mailto:TNataline@actavis.com)  
Elizabeth , NJ 07202 United States w [www.actavis.com](http://www.actavis.com)  
Internal VoIP number t 1202317

Please note that this e-mail and its attachments are intended for the named addressee only and may contain information that is confidential and privileged. If you have by coincidence or mistake or without specific authorization received this e-mail and its attachments we request that you notify us immediately that you have received them in error, uphold strict confidentiality and neither read, copy, nor otherwise make use of their content in any way Please note that the sender of this e-mail and its attachments is solely responsible for its content if it does not concern the operations of Actavis Group or its subsidiaries.

---

**From:** Chris Twardowski [<mailto:ctwardowski@Inflexxion.com>]  
**Sent:** Thursday, July 09, 2009 8:47 AM  
**To:** Terri Nataline  
**Subject:** Q2 PainEDU Sponsorship Report from Inflexxion

Hi Terri,

Please see the attached Q2 PainEDU Prevention and Intervention Subscription Report – it’s an MS PowerPoint file. The report provides summary information about the website, its content, and it’s growth – please let me know if you have any questions as you review the file.

We’d like to add Actavis as a sponsor to the PainEDU website ASAP. We need three things from you:

- Actavis logo in .jpg, .gif or .eps formats, at least 200 pix wide
- A very short description of the company, which will be featured on the site (2-3 sentences). Something like this:

“Actavis is one of the world's leading players in the development, manufacture, and sale of first-class generic pharmaceuticals. Founded in 1956, the Group has more than 10,000 employees operating in over 40 countries around the globe.”

- Confirmation on how you want the name of the company to appear: "The Actavis Group" or something different?

Would you like to set up some time to review the first two quarterly sponsorship reports that you've now received? We could also include a review of the first NAVIPPRO report that we have sent – we'd like to answer any questions that you might have. Please advise – thanks.

Many thanks,

Chris

Chris Twardowski  
Project Manager  
Inflexion, Inc.  
T (617) 332 6028 x279  
D (617) 614 0379  
F (617) 332 1820  
[www.inflexion.com](http://www.inflexion.com)

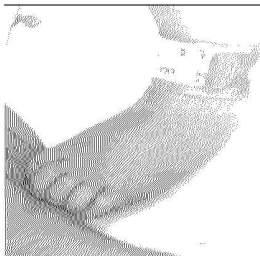


This message may contain information that is privileged, confidential and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, or an agent responsible for delivering it to the intended recipient, you are hereby notified that you have received this electronic message in error and that any review, dissemination, distribution or copying of this message is strictly prohibited. If you have received this electronic message in error, please notify us immediately by telephone in the United States at 617-332-6028, and delete the original message from your system. Thank you.

# **PainEDU.org Quarterly Report**

April 1- June 30, 2009

A NAVIDPRO SOLUTION



### IMPROVING PAIN CARE IN PEDIATRICS

Tracy Ann Pasek, RN, MSN, from the Children's Hospital of the University of Pittsburgh Medical Center, talks about the process improvement measures for pediatric pain care.

[GO](#)

### CLINICAL ROUNDTABLE

Learn how pain management experts handle critical pain issues with their patients.

### IN THE SPOTLIGHT

Read our monthly interviews with leaders in the pain management field.

### FEATURED RESOURCE

Review articles, tools, and other resources for clinicians.

### NEW ON PAINEDU.ORG

[Utah's Plan for Pain Medication Safety](#)

[Risk Evaluation and Mitigation Strategy \(REMS\)](#)

[Effectively Communicating Medication Benefits and Risks](#)

### PAIN EDU COURSE



### Online Interactive Course

This interactive, [online](#) pain management course is designed for:

Physicians      Nurses  
Pharmacists      Psychologists

Earn **NO COST** continuing education credits right now!

### OPIOID RISK MANAGEMENT



Concerned about prescribing opioids for chronic pain?

### Screener and Opioid Assessment for Patients in Pain (SOAPP®)

The Screener and Opioid Assessment for Patients in Pain (SOAPP) is a brief paper and pencil tool to facilitate assessment and planning for chronic pain patients being considered for long-term opioid treatment.

### Current Opioid Misuse Measure (COMM)®

The Current Opioid Misuse Measure (COMM) will help clinicians identify whether a patient, currently on long-term opioid therapy, may be exhibiting aberrant behaviors associated with misuse of opioid medications.

[Click for more](#)

### PUBLICATIONS



Request your copy of the Inflexxion Health Series publications.

### The PainEDU.org Manual: A Pocket Guide to Pain Management, 3rd Ed. Updated Online Quarterly

Enhance care for patients with acute and chronic pain with this no-cost comprehensive pain management resource. The manual, often used as a teaching tool, is based on the latest pain management research and includes medication information and detailed treatment options.

### Managing Chronic Pain with Opioids in Primary Care

Use this "how-to" guide to evaluate and treat patients who might benefit from opioid analgesia. This logically-organized guide addresses concerns about prescribing opioids in primary care and contains examples of commonly used forms and tools for use in your practice.

[Click here to order, download or view updates:  
It's FREE!](#)

Last Update  
4/7/2009



[Newsletter](#) [Tell a Colleague](#) [Rate This Site](#) [Terms of Use](#) [About Us](#) [Contact Us](#) [Site Map](#)

©2003 - 2008 Inflexxion®, Inc. All rights reserved.

PainEDU.org is supported by Endo Pharmaceuticals, Inc. and King Pharmaceuticals, Inc.

A DAVIDPRO SOLUTION

2

## Overview

PainEDU.org is an online educational resource of clinically relevant information about pain assessment and management.

### Offerings include:

- Interactive tools
- The Inflexxion Health Series
- Free CME and CEU credits
- Current news and literature in pain management
- Interviews with leading pain practitioners
- Live Online Manual Updates
- Coordinated content with painACTION.com
- Opioid risk minimization tools

## PainEDU.org Updates

- The US Army contracts with PainEDU to use COMM<sup>®</sup> in a large scale study to help determine the incidence of aberrant drug behavior in soldiers
- Cross-Validation of a Screener to Predict Opioid Misuse in Chronic Pain Patients (SOAPP-R) is published by Butler, et. al. in the *Journal of Addiction Medicine*<sup>1</sup>

<sup>1</sup>Butler SF, Budman SH, Fernandez KC, Fanciullo GJ, Jamison RN. Cross-validation of a Screener to Predict Opioid Misuse in Chronic Pain Patients (SOAPP-R). *Journal of Addiction Medicine* 2009;3(2).

## PainEDU.org Updates

- Roll out of a monthly series that focuses on the *APS/AAPM Clinical Guidelines for the Use of Chronic Opioid Therapy in Noncancer Pain*<sup>2</sup>.
- Dr. Howard Heit is interviewed and allows PainEDU to post his opioid treatment agreement<sup>3</sup> for download to registrants

<sup>2</sup>Chou R, Fanciullo GJ, Fine PG et al. Clinical guidelines for the use of chronic opioid therapy in chronic noncancer pain. *The Journal Of Pain*: 2009;10(2):113-130

<sup>3</sup>Gourlay DL, Heit HA, Almahrezi A. Universal precautions in pain medicine: a rational approach to the treatment of chronic pain. *Pain Med*. 2005 Mar-Apr;6(2):107-12

## **Pain in the News**

New pain management guidelines issued by the American Geriatrics Society<sup>1</sup> cautions against NSAIDs. AGS states that for those who are unable to get relief from Acetaminophen, opioids are the next choice. The Guidelines also state that those, even over age 75, should be screened for substance abuse prior to being prescribed opioids.

<sup>1</sup>[http://www.americangeriatrics.org/education/pharm\\_management.shtml](http://www.americangeriatrics.org/education/pharm_management.shtml)



## PainEDU Statistics

As of 6/30/2009

The screenshot shows the PainEDU.org website interface. At the top, there is a search bar with fields for 'E-MAIL ADDRESS' and 'PASSWORD'. Below the search bar are navigation links: 'CEU', 'SPOTLIGHT', 'ROUNDTABLE', 'ARTICLES', 'TOOLS', 'PUBLICATIONS', 'OPIOID RISK MANAGEMENT', and 'RESOURCES'. The main content area is divided into several sections:

- CLINICIAN TOOLS:** Explore interactive and downloadable pain management and assessment tools.
- SOAPP:** Access the Screener and Opioid Assessment for Patients with Pain (SOAPP), an important tool that helps predict patient response to opioid medications.
- PAINEDU MANUAL:** Order the free PainEDU Manual, a comprehensive pain management resource to enhance your patient care.
- INTERACTIVE TOOLS:**
  - Drug-Drug Interactions: Examine potential interactions of pain medications.
  - Migraine and the Menstrual Cycle: Follow hormone changes and associated prevention and treatment measures.
  - Analgesics Side Effects Matrix: View and compare side effects of common pain medications.
  - Adjuvant Analgesics Side Effects Matrix: View and compare side effects of medications used for pain.
  - Pathophysiology of Pain: Review the transmission of pain in the body.
  - Herbal Therapies for Pain: A scientific review of efficacy and adverse effects.
- NON-INVASIVE TOOL:**
  - PainEDU Course-in-a-Box: Opioid Risk Management: The Screener and Opioid Assessment for Patients with Pain (SOAPP) in Clinical Practice. A downloadable and print-ready PowerPoint presentation that comes complete with speaker notes. This tool is designed to be a resource for clinicians and educators to use in classrooms, grand rounds, conferences, and for in-service education.
  - PainEDU Course-in-a-Box: The Logic of Successful Pain Management. A downloadable and print-ready PowerPoint presentation that comes complete with speaker notes. This tool was designed to be a resource for clinicians and educators to use in classrooms, grand rounds, conferences, and in-service education.
  - PainEDU Course-in-a-Box: Pathophysiology of Pain. A downloadable and print-ready PowerPoint presentation that comes complete with speaker notes. This tool was designed to be a resource for clinicians and educators to use in classrooms, grand rounds, conferences, and in-service education.
  - Brief Pain Inventory (long pdf). This measure was created by the University of Texas MD Anderson Cancer Center. It is a single page, nine question survey. The tool asks patients to rate their pain and also assesses the patient's ability to complete daily living activities.
  - PainEDU Sample Pain Assessment. This sample pain assessment employs commonly used pain scales and questions. Basic assessment is a critical part of total pain management. This sample pain assessment demonstrates the questions that can aid healthcare practitioners in completing a thorough pain assessment.
  - Brief Pain Inventory (short pdf). This measure was created by the University of Texas MD Anderson Cancer Center. It is a single page, nine question survey. The tool asks patients to rate their pain and also assesses the patient's ability to complete daily living activities.
  - Brief Pain Inventory (short pdf).
  - Neuropathic Pain Scale. This measure was created by Drs. Galer and Jensen. It is a ten question survey assessing the patient's experience of their pain. It measures pain qualities such as intensity, sharpness, and sensitivity.
  - Glossary.
- FAST FACT TOOLS:**
  - Pain Notebook.
  - Patient Medication Management Agreement.

At the bottom of the page, there are links for 'Newsletter', 'Tell a Colleague', 'Ref: This Site', 'Terms of Use', 'About Us', 'Contact Us', and 'Site Map'. The footer includes the text: '©2002 - 2009 Intexion, Inc. All rights reserved. PainEDU.org is supported by Endo Pharmaceuticals, Inc. and King Pharmaceuticals, Inc.'

- 20,205 registered users
- 226,239 cumulative site visits
- 1,269 unique site visits/week
- 130 new registrants/week
- 10,930 SOAPP downloads
- 2,879 COMM downloads
- 25,405 PainEDU.org Manual, 3<sup>rd</sup> Edition distributed; About 350 Manuals disseminated each week
- 15,429 Managing Chronic Pain with Opioids guides distributed

## PainEDU Comparative Trends

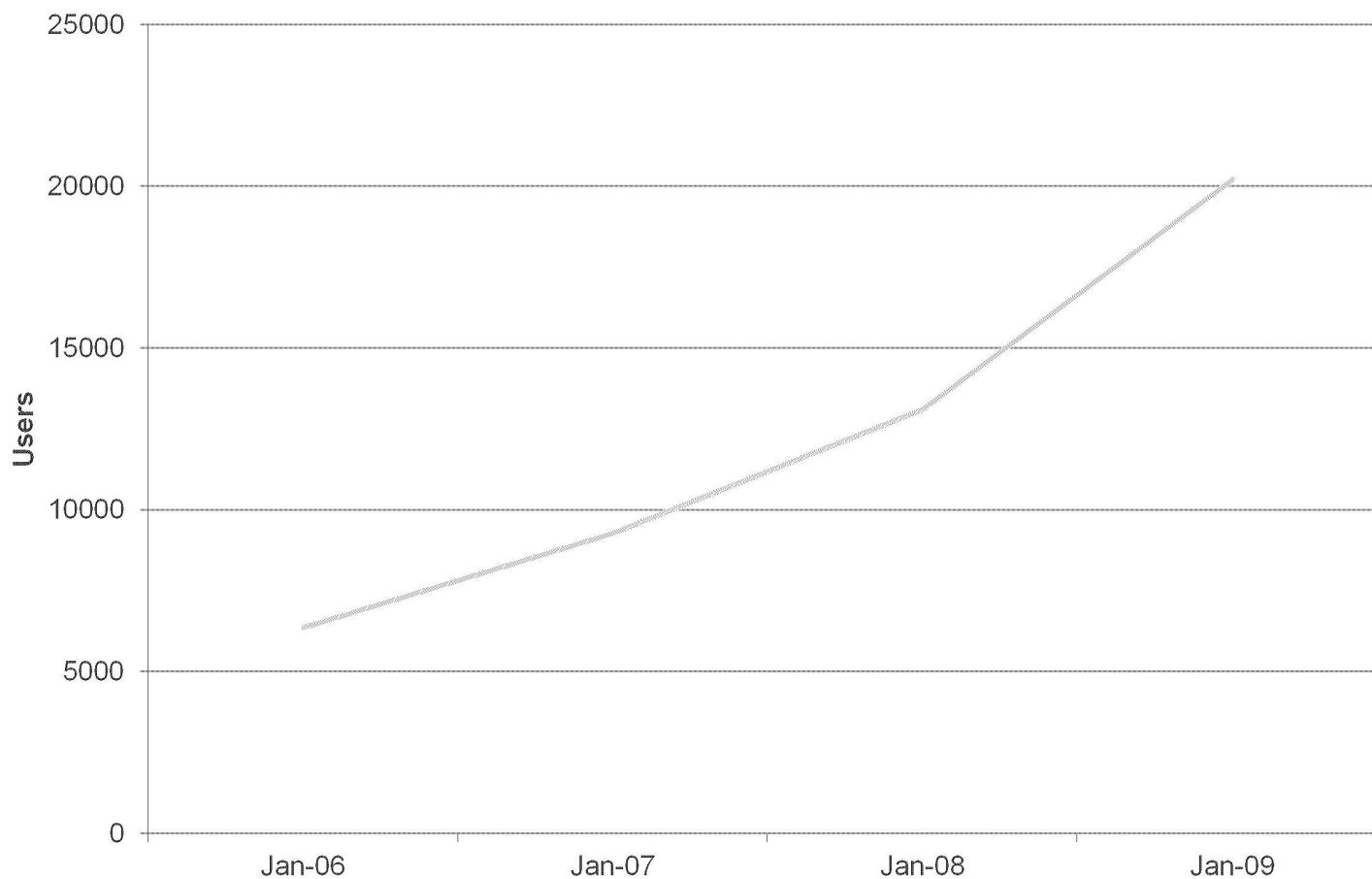
### Trends Q1 2009

- **18,584** registered users
- **210,983** cumulative site visits
- Over **1,312** unique site visits/week
- **161** new registrants/week
- **9,713** SOAPP downloads
- **2,446** COMM downloads
- **23,300** *PainEDU.org Manual, 3<sup>rd</sup> Edition* distributed
- **14,956** *Managing Chronic Pain with Opioids* distributed

### Trends Q2 2009

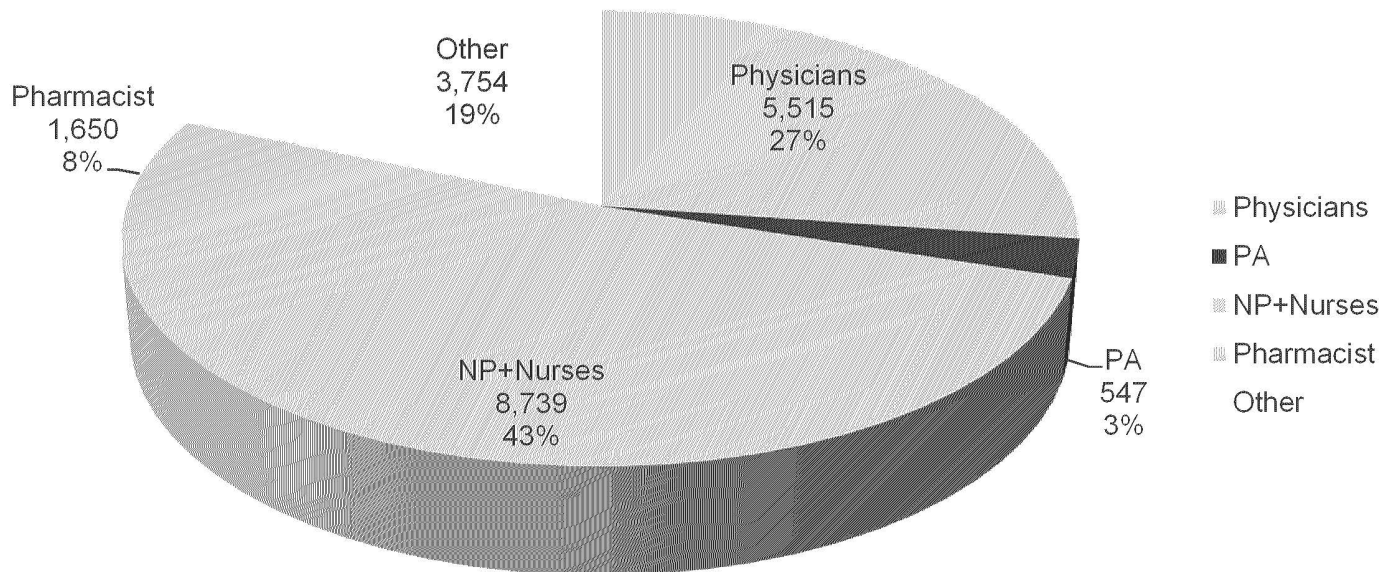
- **20,205** registered users
- **226,239** cumulative site visits
- Over **1,300** unique site visits/week
- **130** new registrants/week
- **10,930** SOAPP downloads
- **2,879** COMM downloads
- **25,405** *PainEDU.org Manual, 3<sup>rd</sup> Edition* distributed
- **15,429** *Managing Chronic Pain with Opioids* distributed

## PainEDU Registration Increase 2006- Q2 2009



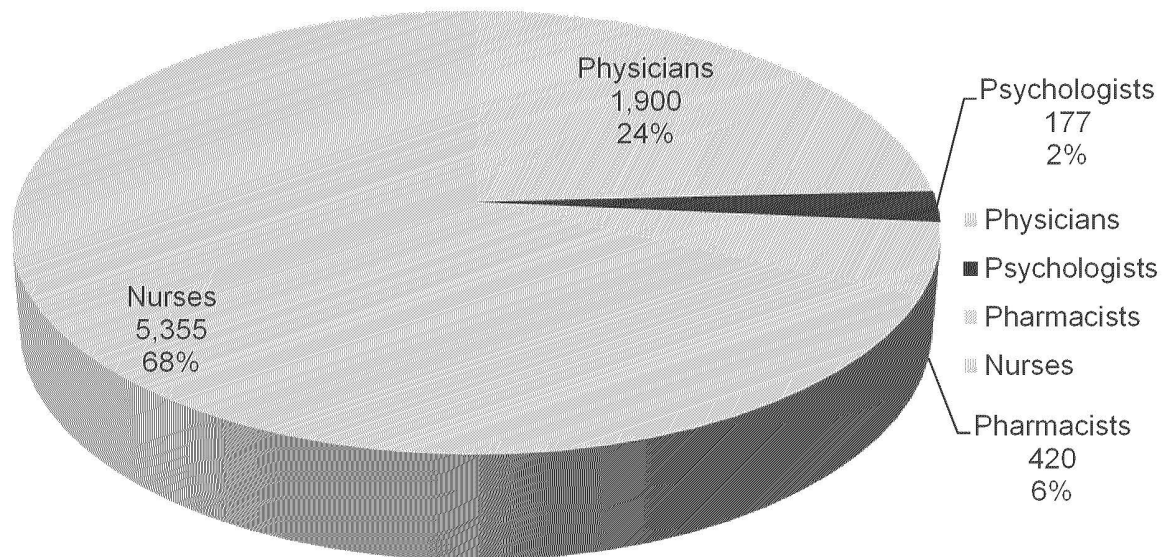
## PainEDU Registration

### PainEDU Registrants by Profession



## PainEDU Continuing Education

### Certificates of Course Completion Issued as of Q2 2009



Total = 7,673 Certificates

## PainEDU: What people are saying

- "I love your PainEDU.org Manual. It is wonderful and so informative. I am conducting a pain in-service for the nursing staff at Hospice of Washington County, MD and wonder if it is possible to get copies of this manual for the nurses. I know that it would provide them with so much valuable info." -RN
- "I am medical director at a community health center in Fall River, Massachusetts. I have found both of your pocket-book references useful and would appreciate it if I could have copies for my staff. If possible I would like to get 10 copies each of the PainEdu manual and the Managing Chronic Pain in Primary Care pocket references." -MD

## PainEDU: What people are saying

"In February, 2008 in Orlando at the AAPM Meeting, I received this wonderful handout entitled, "Managing Chronic Pain with Opioids in Primary Care," Nathaniel P. Katz, MD, MS, Bill H. McCarberg, MD, Lori Residner, PharmD, FCSHP. As former Director of Pain Management in Mount Sinai and Columbia Presbyterian in NYC and presently developing a department in a Pennsylvania Hospital, I have found it to be the perfect resource. Many of my colleagues have requested a copy. Can you please advise as to how I may obtain more copies of this great clinical tool? Thank you very much."

-MD

## Next Steps for PainEDU

- New weekly content including:
  - Newsletters
  - Articles
  - Spotlight interviews
  - Clinical Roundtables
  - Book reviews
- Quarterly online updates to the PainEDU.org Manual
- Addition of more “Course-in-a-Box” modules
- Beginning the revision of *Managing Chronic Pain with Opioids in Primary Care*



## Next Steps for PainEDU

- An article on the health literacy of opioid contracts and assessments
- Continuation of our monthly series on the *Clinical Guidelines*
- Promotion of PainEDU at professional meetings and conferences, , including American Pain Society, PainWeek, American Society for Pain Management Nursing and the Alliance of State Pain Initiatives.