

EDUCATIONAL GRANT DRAFT REQUEST


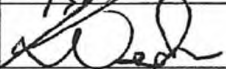
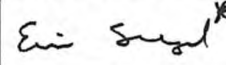
The attached material has been reviewed and is approved:

Payee: American Chronic Pain Association

Amount: \$ 33,800.

Type of Program: PR: Patient brochure and radio media tour on BTP during September Pain Awareness Month to be developed/ sponsored by a patient advocacy group.

Submitted for Review:
(The date the grant is being submitted to the committee)

DEPARTMENT	NAME	SIGNATURE	DATE
Scientific Communications	Rod Hughes		9.12.06
Medical Affairs	Kiumars Vadieli		9/13/06
Legal & Government	Eric Siegel		9/11/2006

Program Date: September 2006

URGENT

Return to: Denise Madden

*

Redaction – Privilege

Teva-Beckhardt
EXHIBIT 026
Date: 02/01/19
VanderPol, CSR#3032

PLAINTIFFS TRIAL
EXHIBIT
P-03714_00001

Highly Confidential

TEVA_MDL_A_01089593

P-03714_00001

EDUCATIONAL GRANT DRAFT REQUEST
(Scientific Communications)

Submission to Committee Date: 9/11/06 Grant Tracking # _____ Amount: \$33,800

NOTE: •Submission must be 30 days prior to program date

•Grant Tracking # if applicable

•Grant request must be submitted on provider letterhead

Educational Provider Name: American Chronic Pain Association

Accredited (CME/CE) Yes No

Street Address: P.O. Box 850

City: Rocklin State: CA Zip: 95677

Program Date: September 2006, Title: N/A, & Location: N/A

Is Cephalon the only sponsor of program: Yes No Unknown

Type of Program (choose all that apply): Nat'l Symposia Teleconference Print

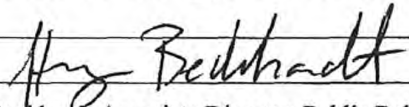
Grand Rounds Website DVD/CD-ROM

Regional or Local Meeting Other Radio Media Tour

Will Grant Support Enduring Materials: Yes No

Was Cephalon Involved in the Grant Request to Date? Yes No If Yes, describe _____

Will Cephalon have future Involvement? Yes No If Yes, describe _____

Manager Signature: 

Print Name: Stacey Beckhardt Associate Director, Public Relations

Medical Education Director/Sr. Director Signature: _____

Print Name: _____

GRANT COMMITTEE APPROVAL Yes No Date: _____

If no, state reason: _____

For Budgetary Purposes Only - Product: (Check One)

Actiq Gabitril Provigil Trisenox Vivitrol Other: FENTORA

May 2006

Highly Confidential

TEVA_MDL_A_01089594

P-03714 _ 00002



American Chronic Pain Association

Post Office Box 850
Rocklin, CA 95677
916.632.0922 916.632.3208

Web page: www.theacpa.org
Email: ACPA@pacbell.net
Toll Free: 800.533.3231

BOARD OF DIRECTORS

Penney Cowan
Founder

Diana Adams, Ed.D.
Stanford University Medical School

Mary Jane Bent
Photographer

Hildegard Berdine, PharmD.
*Duquesne University
School of Pharmacy*

Bridget Calhoun, MPH
Duquesne University

Jennifer Christian, M.D., MPH
Webility Corporation

Edward Covington, M.D
Cleveland Clinic Foundation

John Encandela, Ph.D.
Macro, International

Steve Feinberg, M.D.
Stanford University School of Medicine

Daniel Galia
Oracle

Tomio Inomata
Live Wire Media

Nicole Kelly
Consultant

Jennifer May
H.J. Heinz

Christine Pasero, RN, BSN
Pain Management Educator and Consultant

Claire Patterson
Retired Trigeminal Neuralgia Association

Joanne Schneider, MSN, CNS, CNP
Cleveland Clinic Foundation

Joan Tesla, MBA
Haley Systems, Inc

Knox Todd, MD, MPH
Beth Israel Health Center

John Williamson, J.D.
*Kinpatrick & Lockhart Nicholson
 LLP*

August 25, 2006

Stacey Beckhardt
Senior Manager, Public Relations
Cephalon, Inc.
145 Brandywine Parkway
West Chester, PA 19380 USA

Dear Ms. Beckhardt:

The American Chronic Pain Association is requesting a corporate contribution to support a Breakthrough pain educational project for \$33,800. Below I've sketched out some ideas for an early fall campaign to raise awareness about this significant issue.

Because the time is short, the program we are proposing is modest. But we believe that it will capitalize on the attention generated by the September Pain Awareness Month activities.

Background

For more than a quarter century, the ACPA has worked to provide direct education in pain management skills and peer support to people living with chronic pain. Our goal has always been to change the face of pain—to help those with pain and the public at large understand that pain can affect anyone and that, with appropriate treatment, it is possible to live a good quality of life with pain.

Reducing the crippling fear that can accompany pain is an important element of changing how we think about this condition. Because breakthrough pain is a key driver of fear and stands in the way of many, we propose addressing BTP in a campaign this September.

Addressing Breakthrough Pain

The goal of our activities will be to allay fear and enhance coping skills by providing information about pain flares and how to better manage them to those who experience them.

Our key message will be that breakthrough pain can be managed and its impact on function and life satisfaction minimized through a combination of medications and behavioral approaches. Informational elements will include:

- What is breakthrough pain;
- What causes it;

- Impact it has on quality of life;
- Techniques for managing pain flares; and
- Communicating with your doctor about them.

Tactics

We propose to employ these elements in our campaign.

- **Consumer Brochure:** This consumer education/resource brochure will address breakthrough pain specifically as well as conveying our key messages. It will explain what breakthrough pain is, how to identify the triggers for BTP, the use of medications to combat BTP, and other techniques individuals can use to reduce its impact. The brochure will be available directly through ACPA. We will post it on the home page our web page as a “news item” in a PDF format. The BTP pamphlet will also be included it in every letter/information pack that we send out.
- **Radio Media Tour:** This nationwide media initiative would partner an expert from ACPA and a medical expert to speak of the challenges of breakthrough pain, how to overcome those challenges, and the resources available to people with pain.

Timing

Time is short. We propose to begin work as soon as possible, with the goal of conducting the Radio Media Tour the fourth week of September. The brochure would be available by the end of the month to coincide with the radio media tour.

Budget

Here are projected costs for each element we have proposed.

Consumer brochure

Development and Writing: \$5,000
Design and layout: \$5,000
Printing: Printing of 10,000 4-color tri-folds: \$3,800

Radio Media Tour:

Radio Media Tour - \$20,000
Travel and miscellaneous costs: TBD

Total estimated costs: \$33,800 plus travel and miscellaneous costs.

We hope this short-term project will lay a foundation for greater understanding of pain flairs among both people with pain and their health care providers. Please feel free to call me with any questions you might have. We'll look forward to talking with you about this exciting opportunity.

Yours truly,
Penney Cowan
Executive Director
American Chronic Pain Association