

PLAINTIFFS TRIAL
EXHIBIT

P-08058_00001

Dear Colleague,

In this issue of *Emerging Solutions in Pain*, we will explore the topic of chronic low back pain, and address the complex integration of available treatment modalities for therapeutic management. This module, entitled *Assessing and Managing Low Back Pain: The Option for Opioids*, addresses the diagnosis and management of low back pain, and explores both pharmacological and nonpharmacological regimens as treatment options for managing this complex and challenging condition.

To earn one hour of CME, CNE or CPE credit, participants in this CD-based educational activity will view both the slide-audio presentation in Module One, and read all three case studies in Module Two, answering the self-assessment questions following each module. A unique Activity Code will be located at the completion of Module One, and following each of the three case studies; to receive CME, CNE or CPE credit, participants must complete the enclosed activity evaluation and record all four Activity Codes in the designated area.

The enclosed evaluation form also appears on the CD in a PDF format as a printable document, and may be returned to MediCom via mail or fax at **(800) 679-0959**. Participants also have the option of completing the activity evaluation form and printing out their own CE certificate online at **www.EmergingSolutionsinPain.com/LBP**

Thank you for your participation in this activity. Please visit **www.EmergingSolutionsinPain.com** for additional continuing education activities.

Sincerely,



Clarence M. Benage, MD
Medical Advisor
MediCom Worldwide, Inc.

Activity Length:

60 minutes

Activity Release Date:

September 1, 2003

Activity Expiration Date:

September 1, 2005

Supported by an educational grant from Cephalon Inc.



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ASSESSING AND MANAGING LOW BACK PAIN THE OPTION FOR OPIOIDS

www.EmergingSolutionsinPain.com

*Emerging Solutions
in Pain*

Provided by:



**MediCom
Worldwide, Inc.**

Summer 2008

Assessing and Managing Low Back Pain: The Option for Opioids Request for CE Credit

To receive Continuing Education Credit, all questions and selections must be fully completed. Returned forms with missing answers or entries will be ineligible for credit. Fax this completed form to **(800) 679-0959** or mail this completed form.

Participant Information

Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Medical Education Number
or License Number/State
or Social Security Number: _____

Professional Degree:

☐ MD ☐ DO ☐ PharmD ☐ RPh ☐ RN ☐ LPN

☐ NP ☐ PsyD/PhD ☐ MSW ☐ Other: _____

☐ Technician: _____

Date of Completion: _____ ☐ Specialty: _____

Activity Evaluation

(A) Excellent (B) Good (C) Fair (D) Poor

1. Overall content ☐ A ☐ B ☐ C ☐ D
2. Format ☐ A ☐ B ☐ C ☐ D

How well did this activity achieve its educational objectives?

3. Identify the incidence and prevalence of low back pain ☐ A ☐ B ☐ C ☐ D
4. Cite risk factors proven to be related to the development of low back pain ☐ A ☐ B ☐ C ☐ D
5. Describe the role of tricyclic antidepressants and/or anticonvulsants as adjuvant therapy in managing chronic pain ☐ A ☐ B ☐ C ☐ D

6. Develop a treatment strategy that provides the greatest benefit for effective breakthrough pain management in patients with low back pain ☐ A ☐ B ☐ C ☐ D

7. Do you feel the activity was useful to you in your practice setting? Yes ☐ No ☐

8. Do you feel that fair-balance was maintained for all therapeutic options? Yes ☐ No ☐

9. Would you participate in future self-study activities? Yes ☐ No ☐

10. How long did it take you to complete this activity as designed? ☐ 50 - 60 minutes ☐ 61 - 70 minutes ☐ Over 70 minutes

Comments Please provide detailed comments and suggestions for future activities.

Proof of Activity Completion Please enter the sequence of Activity Codes following Module One and each case study in Module Two.

Please fax the completed form to MediCom at **(800) 679-0959** or mail the completed form to: MediCom Worldwide, Inc., 101 Washington St., Morrisville, PA 19067.

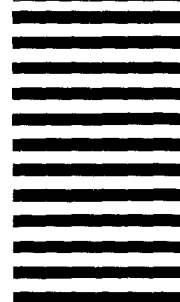
I certify that I have completed this educational activity as designed.

Signature _____

Continuing Education
for the Health Care Community



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ASSESSING AND MANAGING LOW BACK PAIN: THE OPTION FOR OPIOIDS

SUMMER 2003

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Accreditation



CME Credit

Accreditation Statement: MediCom Worldwide, Inc. is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Designation Statement: MediCom Worldwide, Inc. designates this educational activity for a maximum of one category 1 credit toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.



CPE Credit

MediCom Worldwide, Inc. is approved by the American Council on Pharmaceutical Education (ACPE) as a provider of continuing pharmaceutical education. Its CE programs are developed in accordance with the "Criteria for Quality and Interpretive Guidelines" of the ACPE. This program is acceptable for 1.0 hour of Continuing Education Credit (0.1 CEU). ACPE Program Number: 827-999-03-021-H01



Nursing Credit

Accreditation Statement: MediCom Worldwide, Inc., 101 Washington Street, Morrisville, PA 19067 is approved by the California Board of Registered Nursing, Provider Number CEP11380. MediCom designates this CNE activity for one hour (0.1 CEU).
Program Number: 03-021-117

Disclosure Policy

It is the policy of MediCom Worldwide, Inc. to ensure balance, independence, objectivity and scientific rigor in all its sponsored educational activities. All faculty participating in the sponsored activity are expected to disclose to the audiences any real or apparent conflict(s) of interest related to the content of their presentation(s).

During the course of their presentations, the faculty may mention uses of products that have not been approved in the United States for the indication being discussed. Faculty have been instructed to notify participants when they are discussing unapproved uses. Views presented during this activity related to unapproved uses of products are solely those of the presenter and are not endorsed by MediCom or Cephalon, Inc.

Dr. Steven Simon has received honoraria related to formal advisory activities from Endo Pharmaceuticals, Pfizer Inc., Elan Pharmaceuticals, and Allergan Inc. and honoraria related to the development of educational materials from Pfizer, Pharmacia Corporation, Merck & Co., Inc., Cephalon, Inc., and Elan.

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At the time of printing, Dr. Simon indicated that his presentation will include a discussion of off-label adjuvant therapies, including the use of NSAIDs, COX-2 inhibitors, and short-acting opioids (ie, OTFC) for use in chronic low back pain. Dr. Simon has indicated that his presentation will not include the discussion of investigational products that have not been approved by the FDA for any use.

There are no fees for participating in this activity. All participants must complete the enclosed activity evaluation form and record all four activity codes in the designated area. The completed evaluation form may be returned to MediCom via mail or fax to (800) 679-0959.

The evaluation form is also included on this CD as a printable document. Participants may also complete the activity evaluation form and print out their own CE certificate online at www.EmergingSolutionsinPain.com/LBP.

MediCom gratefully acknowledges the receipt of an educational grant in support of this publication from Cephalon, Inc.



For additional continuing education opportunities, please visit us at:

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Intended Audience

This activity is designed for Physicians, Pharmacists, Nurses and Allied Health Care Professionals who have an interest in enhancing their knowledge and understanding of chronic low back pain.

Summary of Objectives

Low back pain (LBP) is one of the most common health problems in the U.S. today. Estimates indicate that up to 20% of the population report back pain each year, and that at some point in their lives 80% will have LBP severe enough to result in absence from work. Because the origins of LBP are not always easy to determine, identifying the right combination of analgesics and other measures can be frustrating for both patient and physician. With advances in the understanding of the underlying causes, effective control of chronic pain involves a careful orchestration of analgesics and adjunctive therapy. Opioids, as an instrumental part of the analgesic armamentarium, are a viable therapeutic option for the treatment of chronic low back pain. This activity will present treatment regimen options and address the appropriate role of opioids in the management of low back pain.

Learning Objectives

At the conclusion of this one hour self-study educational activity, participants should be able to:

- Identify the incidence and prevalence of low back pain
- Cite risk factors proven to be related to the development of low back pain
- Describe the role of tricyclic antidepressants and/or anticonvulsants as adjuvant therapy in managing chronic pain
- Develop a treatment strategy that provides the greatest benefit for effective breakthrough pain management in patients with low back pain



Faculty

Steven Simon, MD, RPh

Co-Medical Director, Rehabilitation Services
Shawnee Mission Medical Center
Mission, Kansas
Director, Pain Management Institute
Overland Park, Kansas

Dr. Steven Simon received his Bachelor of Science degree in pharmacy from the University of Missouri in Kansas City and went on to obtain his Medical Degree from Ross University School of Medicine in Roseau, Commonwealth Dominica. After a residency in physical medicine and rehabilitation at the University of Kansas, Dr. Simon's post-graduate education was in skin care and wound management at the University of Minnesota. He is currently the Co-Medical Director of Rehabilitation Services at Shawnee Mission Medical Center in Mission, Kansas. In addition, Dr. Simon is a Clinical Assistant Professor with the University of Kansas' Department of Physical Medicine & Rehabilitation, and Director of the Pain Management Institute in Overland Park, Kansas.

Dr. Simon is an active member of several professional societies, including the American Academy of Physical Medicine and Rehabilitation, the Metropolitan Physiatric Society and the American Academy of Pain Management, among others. He has lectured both nationally and internationally and has authored book chapters on the topics of pain and pain management.



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Activity Description

Please note that all software required to view this slide/audio activity is included in this CD presentation, and does not require any software installation to the hard drive of your computer.

Module One

This synchronized slide/audio activity by Dr. Steven Simon presents a comprehensive review of the management of chronic pain, focusing on the most current therapeutic options for patients suffering from chronic low back pain.

To view the entire slide/audio activity, simply click the **Begin Presentation** button.

Once within the slide/audio activity, you may view the **next slide** or the **previous slide** using the buttons above the slide window. After viewing the last slide in the slide/audio activity, record the unique activity code provided, and proceed to Module Two.

Module Two

This section contains three patient case studies prepared by Dr. Steven Simon. Simply click on the name of the case study to begin. You may choose the order in which you complete the case studies, but all three case studies in Module Two must be completed.

Following each case study presentation, you will be asked to complete a series of self-assessment questions pertaining to issues raised in that case. After selecting the most appropriate answer, you will be provided with additional information relevant to the answer selected. In order to continue to the next question, the most appropriate answer must be chosen; then click **Continue**. At the end of the case study, record the unique activity code number provided.

Activity Evaluation

This section contains the Activity Evaluation Form available as a printable document. Viewing and printing this document requires Adobe Acrobat Reader™ 4.0 or higher, which may be downloaded, at no charge, from the link included in this section. To utilize this option, simply click the **Evaluation Form** button at the bottom of the screen. A copy of the form is also included in the newsletter package. Completion of all sections, including the four activity codes, is required for Continuing Education Credit.

Main Menu

This page is your site map for the CD, with direct links to all activity sections. Return to this page to switch between sections, or to exit the activity.

Quit

To exit the CD, simply click the **Quit** button on the Main Menu.

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Minimum System Requirements:

PC: 12 MB RAM; 486/66 or faster, including Pentium, processor; 12x CD-ROM drive; 80 MB of free hard drive space; monitor able to support High Color (16 bit) at 800x600 or higher (800x600 recommended); Windows 95 CS or later; sound card and speakers.

MAC: This CD is programmed for PCs only. If you are utilizing a MAC, and wish to participate in this activity, please e-mail us at **ESP@MedicalEd.com**

Activity Instruction

Credit will be awarded on the successful completion of Modules One and Two.

To complete *Module One:*

1. View the slide/audio presentation, and answer the self-assessment questions following the module
2. Note the unique activity code that appears following the slide/audio presentation
3. Record this activity code in the designated area on the enclosed activity evaluation form

To complete *Module Two:*

1. View the three case studies presented in Module Two, and answer the self-assessment questions following each case
2. Note the unique activity code that appears following completion of each case study
3. Record each activity code for each case study (3 total) in Module Two in the designated area on the enclosed activity evaluation form

To earn CE credit, participants must provide all four activity codes in the designated area of the evaluation form.

The evaluation form is also available on the CD in a PDF format as a printable document, and may be returned to MediCom via mail or fax at (800) 679-0959. Participants can also complete the activity evaluation form and print out their own CE certificate online at

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In this issue...

The Clinical Experience

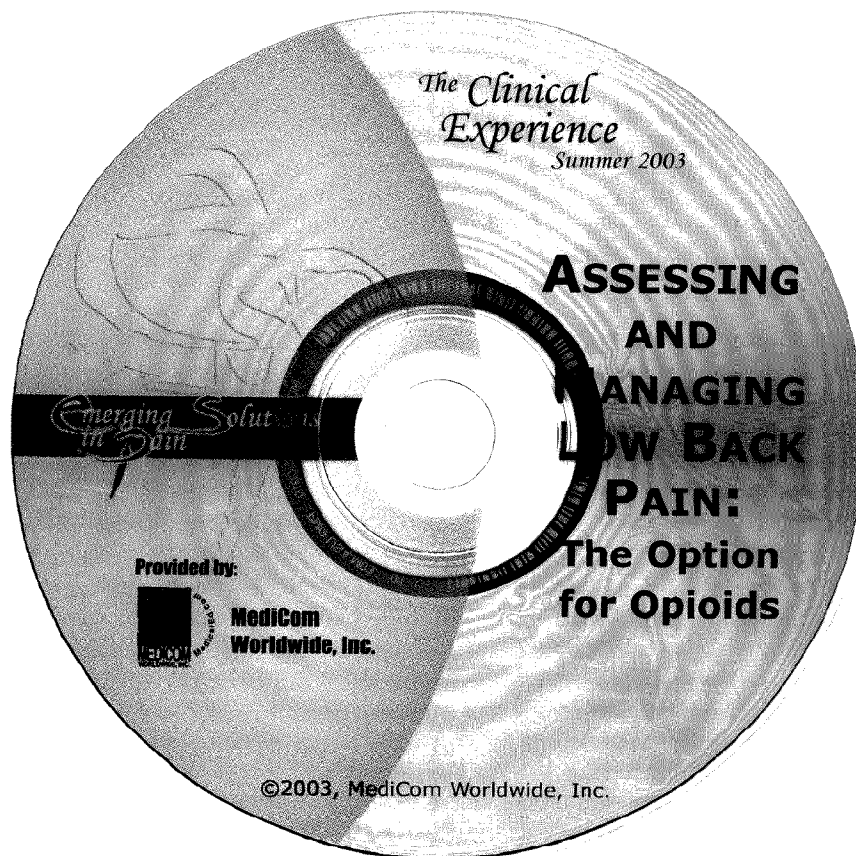
An independent study CD-ROM based activity
focusing on assessment and treatment
of low back pain.

Module One

This synchronized slide/audio activity presents a
comprehensive review of the management of chronic pain,
focusing on the most current therapeutic options for
patients suffering from chronic low back pain.

Module Two

This section contains three patient case studies.





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A CONTINUING
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IN PAIN MANAGEMENT