

From: Kitlinski, Linda
To: GerritsenvanderHoop,Roland; Gossett, Mark; Galer, Bradley; Gammaitoni, Arnold; Pinizzotto,Marie
CC: Stevenson,George; Stanton,Mark
Sent: 9/21/2005 1:28:35 PM
Subject: RE: Patient Information on Pain Management at Pharmacy Level

Roland, Mark, et al....

I thought it might be a good idea for us to all get on the same page here since we've had numerous conversations/email communications on this subject, but often those conversations were just between 2 or 3 of us, rather than everyone being in the room at the same time.

When George & Mark S. asked for a listing of our educational resources on pain/opioid analgesics, and explained how they would be used, CD&E immediately began the process of pulling this "resource menu" together. (The materials are already available via the Sir Speedy order system, but I totally understand why it is not feasible from either a budget or logistical perspective to provide hard copies in the quantities needed.)

I have already obtained several pdf files for the materials that Endo has developed and therefore owns the rights to. (e.g. "Understanding Your Pain: Using a Pain Rating Scale" patient brochure, "Understanding Your Pain: Using Opioid Analgesics" patient brochure, "Brief Pain Inventory and Patient Counseling" tearpads, etc.)

In addition, I've also contacted Bill Newbould to obtain the necessary approvals from the corporate website committee to have these materials posted on the www.Endo.com website... The first piece ("Understanding Your Pain" brochure) has already been posted, and Bill will be circulating the remaining items so they can be posted ASAP. He understands the time-sensitive nature of this, and I will give you a heads up when that occurs.

In addition to the Endo-proprietary materials, there are also several CME or ACPE-Accredited educational offerings (e.g. monographs, case-based websites like painEdu, patient management resources, etc.) Because these materials are not Endo-owned, and because the CME guidelines prohibit the grantor from disseminating the materials, we have to complete one additional step to provide these materials.

I have already contacted all of the CME/ACPE providers and am in the process of obtaining their written approvals to provide the title and website address of these independent educational resources. I've obtained 3 approvals to date and have reminder calls in to the other providers. (Because of the CME/ACPE guidelines, it is essential to have these permissions in hand before proceeding.) By next week, we should have these approvals in hand and can complete the requested "menu" card for submission to PMRB.

Finally, George, Doug, Lance and I spoke yesterday about also providing pdf copies of the Endo proprietary materials on CDROM to select customers of George's choosing. I am providing the pdf files to George, and he will coordinate the direct distribution through his team as he sees fit. (These will be the non-CME materials.)

George/Mark -- I'd also like to volunteer to come and explain the available resources to your teams, so that they can be familiar with the excellent tools they can offer their customers. I know their schedules are undoubtedly jam-packed, but if we could meet for an hour (or even a half hour), I could walk them through the materials and how they might be used. Please let me know if you think this would be doable.

If anyone has further questions, PLEASE DON'T HESITATE TO CONTACT ME, so I can reply to you ASAP. I am in the midst of a family medical emergency right now, so I am not in CF this week, but I am always accessible via cell phone 215-385-1775.

THANK YOU ALL!
Linda

-----Original Message-----

From: GerritsenvanderHoop,Roland
Sent: Monday, September 19, 2005 9:32 PM
To: Kitlinski, Linda; Gammaitoni, Arnold
Cc: Galer, Bradley
Subject: FW: Patient Information on Pain Management at Pharmacy Level



Linda, Arnold,

Can we provide George with this?

Kind regards,

Roland

-----Original Message-----

From: Stevenson, George

Sent: Monday, September 12, 2005 2:55 PM

To: Gossett, Mark

Subject: Patient Information on Pain Management at Pharmacy Level

Mark,

At the recently held NACDS meeting Walgreens asked if we could provide information for patients on pain management at the pharmacy level (point of dispensing). Endo through an unrestricted grant supported development of a brochure that answers frequently asked questions about pain. I have asked that rather than make copies at our expense we supply in PDF file that the pharmacist can print and provide when asked by the patient. As yet I have been unable to obtain an answer. I have also asked for a menu of Endo approved materials that we could provide, and how the retailer and wholesaler can obtain. I have yet to obtain although I have been promised a draft shortly.

I feel we should be able to provide this type of menu for retailers and wholesalers. I also believe something similar for MHC would also be a positive development.

George R. Stevenson

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