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**From:** Matthew Day </O=TEVA/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MDAY>  
**To:** Jeffrey Dierks  
**Sent:** 11/5/2015 4:26:56 PM  
**Subject:** Pain Matters Year End Recommendations  
**Attachments:** Pain\_Matters\_Q4\_Recommendations-11-4-15\_FINAL.PPTX

Jeff,

Attached is a slide deck that outlines how we would spend additional funds to support the Pain Matters campaign.

**Objectives:**

1. Increase traffic to website and qualified engagement with pain care professionals to expand CRM database
2. Reinforce Teva's commitment to providing solutions to support responsible pain management and maintain relevance among key stakeholders in Q4

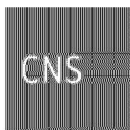
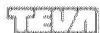
**Strategy:**

1. Amplify / update existing high value resources with high-impact paid media channels
2. Develop new video content to broaden awareness and reach of the campaign

Each recommendation is backed by ROI and is measurable. Total additional funds needed \$1M. All work would be completed by year end.

Thanks,

Matt



**Matt Day**

Associate Brand Director – CNS Marketing  
Tel: 610-727-6573 / matthew.day@tevapharm.com

PLAINTIFFS TRIAL  
EXHIBIT  
**P-29478\_00001**

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