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**From:** Jeffrey Dierks  
**Sent:** Wednesday, March 18, 2015 8:37 AM  
**To:** Amanda Welsh; Ann Lambertz; Bev Mitchell; DeAnne Coffelt; Eric Meyer; Janelle Kvasnicka; Jeff Janofsky; Jeffrey Riggs; Jenny Burgess; Karen Hill; Karen Newmark; Lauren Campbell; Lisa Breshears; Marcy Tarrants; Mendy McGuire; Mike Sheehy; Phil Hazel; Scott Bischoff; Sheila Meagher; Sherri Lemos; Tom Gawlick; Jennifer Ogorzalek; Patrick Bulger; Matthew Day; Chinedu Momah; Heather Schoenly; Shannen Kelly; Nathan Ross; Teri Leitner; John Hassler; Wendy J Miller; Adrienne Higgins; Deborah Lafferty; Mary Lou McGurk; Yousseff Khan; Deborah Bearer; Joseph Smith; Robert Krutsick; Chris Meyer; Ronald Pitchford; Jim Reilly; Randy Spokane; Troy Stribling; Jim Genatone; Jennifer Moore; Marc Oseroff; Rob Falb; Doris Saltkill; Meredith Taylor; Alexander Nikas; James G King Jr; James Ciciello; Audrey Baker; Jeffrey Martini; Matthew Wieman; Nathan Capone; Chirag Shah; Andy Cheadle; Jessica Mclin; Paula C Williams; Kathy Sapp; Christopher Doerr; Jason M Nagel; Jason Jones; Richard Malamut; Douglas Harnish; Lori Baldo; Colleen L Faccioli; Alexis DeAngelo; Julie Pan; Sanjay Gandhi; Kavita Gajria; Robert Kincaid; Derek Moe; Elaine Grotbeck; Jorge Vasquez; Charles DeWildt; Kishore Gopu; Shawn Ferry; Martijn Negen; Dalton Tomlinson  
**Cc:** Schwarz, Samantha (CHI-GHI); Reggio, Jaimee (CHI-GHI); Jeffrey Dierks; Caraballo, Kristy (MTN-ETL); Neil Gardiner (External); Renata Reis (rreis@naviencesolutions.com); Chu, Max (NYC-IDM); Santosh Naik (External); Gregory, Greg  
**Subject:** Teva Pain Care Marketing Launches Pain Matters Educational Initiative

Dear Colleagues,

To further our leadership in support of current and future Teva Pain Care assets, today marks an exciting day for the Teva Pain Care Franchise as we launch **Pain Matters**. **Pain Matters** is an unbranded initiative designed to offer practical information and resources for healthcare professionals and people affected by chronic pain as they navigate the evolving and complex pain care landscape. Teva understands that chronic pain affects more than 100 million people and can impact many aspects of everyday life. While prescription pain medications play a role in managing pain for some, the reality is they have the potential to be abused and misused.

Teva is equally committed to addressing the serious problems of chronic pain and prescription drug abuse. **Pain Matters** is an example of our ongoing commitment to supporting responsible pain management that meets the needs of patients, healthcare professionals and society alike.

**Because to all of us – Pain Matters.**

At the heart of this cross-functional initiative is [PainMatters.com](http://PainMatters.com). I invite you learn more about [PainMatters.com](http://PainMatters.com) and explore key features of the website including:

- The [Pain Matters documentary](#) produced by the Discovery Channel and supported by Teva
- [Pain Perspectives](#), a blog-like feature that provides ongoing insights from the pain community
- A first-of-its kind [video](#) on the evolving science of abuse-deterrence technology

**Pain Matters** is being introduced to the pain care medical community at this year's American Academy of Pain Medicine 31<sup>st</sup> Annual Meeting (March 19-22) with an impressive presence that includes:

- A sleek and interactive **Pain Matters** booth that allows visitors to engage with key features of the website



- A screening of the *Pain Matters* documentary produced by the Discovery Channel
- A program, *Putting Patients First: Developing Abuse-Deterrent Opioids*, featuring key opinion leaders in pain management

I want to recognize all the hard work and dedication of the teams supporting this initiative and recognize Matt Day, Heather Schoenly, and Chi Momah for their leadership on this innovative program that helps reinforce and elevate Teva as the responsible partner in pain care.

Sincerely,

Jeffrey Dierks  
Director, Pain Care Marketing

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