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**From:** Matthew Day </O=TEVA/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MDAY>  
**To:** Santosh Naik (External)  
**Sent:** 3/4/2015 4:29:49 PM  
**Subject:** FW: Pain Matters Status Report (All Agency Partners) March 3rd  
**Attachments:** ATT00001.txt; Pain Matters Launch Tactical Map Updated 3.3.15.pptx; Pain Matters Mar April 2015 Calendar Updated 3.3.15.pptx; Pain Matters Status Report 3.3.15.xlsx

May want to include the tactical map in the Summit slides for Pain Matters.



**Matt Day**  
Associate Brand Director – CNS Marketing  
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**From:** Ward, Jennifer (MTN-ETL) [mailto:Jennifer.Ward@mccann.com]  
**Sent:** Tuesday, March 03, 2015 1:14 PM  
**To:** Jeffrey Dierks; Chinedu Momah; Matthew Day; Heather Schoenly; Reggio, Jaimee (CHI-GHI); Schwarz, Samantha (CHI-GHI); Chu, Max (NYC-IDM); Baliber, Michael (NYC-IDM); NGardiner@hlxusa.com; ALabombarda@hlxusa.com; Santosh Naik (External) (Santosh@herspiegel.com); Briddick, Heather (CHI-GHI); Fischer, Erica (CHI-GHI); Culbertson, Kallie (CHI-GHI)  
**Cc:** Cantelmo, Jennifer (MTN-ETL); Talley, Jennifer (MTN-ETL); Okeeffe, Leah (MTN-ETL); Fabrizio, Alisa (MTN-ETL)  
**Subject:** Pain Matters Status Report (All Agency Partners) March 3rd

Hi team,

Attached, please find the updated weekly status report for our call this afternoon. Additionally, the most recent version of the Pain Matters Launch Tactical Map and the March/April slides have been included for the team's reference as updates have been made to both PowerPoints.

Feel free to reach out should you have any questions or concerns regarding the attached files.

Thank you,  
Jeni

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# Pain Matters Launch Tactical Map

● AAPM

● APS

★ FDA Approval

● APS  
● PCPS

● AAPMgt  
● Pain Week  
★ Brand Launch

● Convention  
★ PI Launch = June  
★ Promo Launch = September

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>GOLIN</b>	Public Affairs Materials and Briefings  Patient Videos	About Pain Matters Videos  Patient Videos  ADT Video	WEBSITE LAUNCH  Stakeholder survey  Pain Matters Screening  Earned Media Launch	Pain Matters Local Screenings (2)	Pain Matters Screening		Pain Matters Local Screening	Phase II Pain Matters Social Integrations  Website Update	Advocacy and Media Relations  Pain Awareness Month			
	Opportunistic Media Relations											
<b>HEALTH LOGIX</b>	Evolving Roles Video Shoot		Evolving Roles Video Complete  AAPM Product Theater		APS Corporate Showcase  FDA Guidance Video		P2P Speaker Programs  APS PCPC Product Theater		Product Theaters  Pain Week AAPMgt	AAPM&R Product Theater  P2P Speaker Programs	P2P Speaker Programs	
	Pain Weekends (March-June)						Pain Weekends (Sept-Nov)					
<b>ID MEDIA</b>				Data Display Partners  Practical Pain Management Cover Tip  Contextual Digital Display Partners  JAMA Homepage Takeover  Paid Search	Pain Medicine News Cover 4  American Family Physician Print Ad  APS Geo-fencing  Google Retargeting		American Family Physician Print Ad	Practical Pain Management Print Ad  American Family Physician Print Ad	Practical Pain Management Print Ad			
	Ongoing Media Campaign Optimization (Full Year)											
<b>MCCANN ECHO</b>			AAPMed Materials: Booth Creative and Booth Drivers  Pain Matters Internal Awareness Campaign (begins 3/30)	Rich Media Banner Ad  Mobile Banners  Flash Banners  Doximity DocNews Alerts #1, and #2	APS Materials: Booth Creative and Booth Drivers  Journal Ad/Cover Tip  Rich Media Banner Ad  Mobile/Flash Banners  Doximity DocNews Alert #3	Journal Ad  Rich Media Banner Ad  Mobile/Flash Banners  Doximity DocNews Alerts #4 and #5	Journal Ad  Rich Media Banner Ad  Mobile/Flash Banners  Doximity DocNews Alerts #6 and #7	Journal Ad  Rich Media Banner Ad  Mobile/Flash Banners  Doximity DocNews Alert #8	PAINWeek/AA PMgt Materials: Branded (not Pain Matters)  Journal Ad  Rich Media Banner Ad  Mobile/Flash Banners  Doximity DocNews Alert #9	Rich Media Banner Ad  Mobile/Flash Banners  Doximity DocNews Alert #10	Rich Media Banner Ad  Mobile/Flash Banners	Rich Media Banner Ad  Mobile/Flash Banners
	Non-personal Initiatives (Medscape and Doximity) duration 8-9 months											

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# Pain Matters (PM) Tactic Calendar– March 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7 PW: San Diego, CA (Evolving Roles)
8	9 Send AAPM Direct Mail (Pain Matters Screening) to Pre-Registrants Send AAPM Direct Mail (Breakfast Symposium) to Pre-Registrants	10	11	12	13 Evolving Roles / Same Goals Video PARC Approved (Launch in April)	14 PW: Atlanta, GA (Evolving Roles)
15	16 Internal Teva PM E-Blast #1	17	18 AAPM Conference (National Harbor, MD): Pain Matters Convention Booth PM Website Launch AAPM "Pain Matters" Screening	19 Cover Tip/Journal Ad Release for PPM HCP Brochure Ready	20	21
22 AAPM Conference AAPM Symposium	23	24	25	26	27	28 PW: Santa Clara, CA (FDA Guidance)
29	30 Teva PM Campaign begins - Article Posted on Teva Intranet, floor decals, plasma screens	31 Internal Desk Drop				

**Key:**

Internal Teva Awareness Campaign	Pain Matters Website	Mail & Brochures	Non Personal Promotion	Medical Meetings/Programs	Pain Weekend Programs (Program topic)
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# Pain Matters (PM) Tactic Calendar – April 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
	Pain Medicine News Advertorial	Pain Matters Local Screenings (Late-April)		"Pain Matters" Screening at Teva TBD		
5	6	7	8	9	10	11
	Internal Teva PM Thank you email	PPM Cover-tip+ Brand Page				PW: Hartford, CT (FDA Guidance)
12	13	18	15	16	17	18
			Paid Search: Go Live Flash, Custom, Mobile Banner Ads Go Live			PW: Raleigh, NC (FDA Guidance)
			Doximity DocNews Alerts #1 & #2 Launch			
			PM Website V1.5 Go Live: with Doximity API and Evolving Roles video			
19	20	21	22	23	24	25
PW: Raleigh, NC						PW: Columbus, OH (FDA Guidance)
26	27	28	29	30		

Key:

Internal Teva Awareness Campaign	Pain Matters Website	Mail & Brochures	Non Personal Promotion	Medical Meetings/Programs	Pain Weekend Programs (Program topic)
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