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**From:** Jeffrey Dierks </O=TEVA/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JDIERKS>  
**To:** Culbertson, Kallie (CHI-GOL); Reggio, Jaimee (CHI-GHI); Fischer, Erica (CHI-GOL); Matthew Day  
**Sent:** 11/5/2016 5:14:21 PM  
**Subject:** FW: Thank you for sharing your story!  
**Attachments:** Pain Matters Purpose and Value Reward Story Draft 11.4.16-jd CLEAN.doc; PAIN Matters Resources.docx

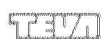
Team-

Attached please find the Purpose and Value Story I have submitted on behalf of the Pain Matters Campaign. Thank you all for mobilizing quickly to ensure we have representation from CNS and Pain Care highlighting how we are living the Teva Values through our work.

Please let me know if you have any questions.

Regards-

Jeff



**Jeffrey Dierks** Senior Director, Pain Care Marketing

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#### OUR PURPOSE & VALUES

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**From:** Purpose And Values Awards  
**Sent:** Saturday, November 05, 2016 1:12 PM  
**To:** Jeffrey Dierks  
**Subject:** Thank you for sharing your story!

Dear Jeffrey Dierks

Thank you for telling us how you live our purpose, act on our values, and deliver on our promise.

Your story will be published in the Purpose and Values Awards collection and on Yammer in up to 2 hours, and you will be notified accordingly.

If you want to make any changes to your story after its publication, please contact your local communications partner.

Thank you,  
The Purpose and Values Awards team

PLAINTIFFS TRIAL  
EXHIBIT

**P-29488\_00001**

## **Teva's Values**

Primary is "Leading the Way" and secondary is "Getting it done together."

### **Story Title** (7 words max)

Pain Matters Educational Campaign

### **Short Description** (40 words max)

Pain Matters is an unbranded educational campaign developed to advance the dialogue around opioid abuse and the advent of abuse deterrence technology. The campaign was born and launched to help HCPs and patients understand the evolving abuse deterrence opioid landscape.

### **Story** (500 words max)

As the pain care landscape continues to evolve and we are facing an opioid epidemic, Teva is committed to being a leader in supporting responsible pain management. Since its launch in 2015, **Pain Matters** has emerged as a leading resource and evolved, as the landscape has, to meet the changing needs of HCPs and patients with relevant information and resources.

The heart of the Pain Matters campaign remains the website, [PainMatters.com](http://PainMatters.com), which provides best-in-class information on responsible pain management for HCPs and people living with pain. This year, the website was refreshed to enhance user experience and allow for easier access to resources and video content, including the [Pain Matters Public Service Announcements](#) which address the issue of appropriate use, storage and disposal of opioids, as three out of four people who misuse their medications get them from friends or family. Since the launch of Pain Matters.com in March 2015, the website has experienced 472,666 total sessions from 399,679 total users, a marked increase from its first year after launch.

In February 2016, we broadened the reach of the Pain Matters campaign through social media with a dedicated Facebook page and YouTube channel and have since established an engaged and supportive online community for those affected by pain and the HCPs who care for them. With over 20,000 likes on our Facebook page, many community members engage with each other to offer support, resources and words of encouragement. Social activations like the "Four W's of Pain" for September's Pain Awareness Month have allowed us to participate in discussions and share responsible pain management information during relevant moments within the pain community. Promotion of downloadable tools on social media has resulted in more than 30,600 website clicks back to PainMatters.com.

Pain Matters also continues to make an impact by engaging directly with HCPs through live, in person sessions. Between engaging with HCPs at medical meetings to holding content development meetings with key opinion leaders within pain care, Pain Matters has expanded its footprint significantly. At pain conventions our booth and ADT symposiums have driven conversation and engagement with nearly

15,000 HCPs. Presentations such as “Evolving Roles Same Goals” demonstrate that Teva is on the forefront of educating prescribers on their role in responsible pain management.

Teva has also enhanced its programming for employees, encouraging their participation and allowing them opportunities to understand the impact of pain and the importance of the company’s commitment to pain care. One such event held at the Frazer offices showcased Derek McGinnis, a U.S. Navy veteran who sustained debilitating injuries while serving in Iraq and shared his story in the *Pain Matters* documentary.

Over the course of the past two years, Pain Matters has not only led the way in education on responsible pain management, but it has also set the new standard for other educational initiatives within the pain industry. Within months following our successful launch, several similar campaigns followed in our footsteps from competitors. As they say, imitation is the sincerest form of flattery.

**How does this story exemplify this particular value (or values) (280 words max)**

The story exemplifies the values as follows:

**Leading the Way**

“This is what makes us Teva. To stay ahead of the game in a constantly changing environment, we dare to be different. Leadership happens with and through people.”

This story exemplifies leading the way as follows: Pain Matters is a first-in-class resource developed in the chronic pain and opioid Pain Care space, and positions Teva as a leader in responsible pain management. We engage not only HCPs in the development of the content, but also patients and advocacy associations to ensure the content is both meaningful and valuable. Feedback on the program continues to be positive from all stakeholders and has helped to evolve the dialogue around abuse deterrent opioids.

**Getting it done together**

“We value action. We are doers. We come to life when we have deadlines to meet and problems to solve.”

This story exemplifies getting it done together as follows: Marketing continues to lead a cross functional effort (internal and external vendors) to gain the necessary insights to drive strategy and content to engage people in and treating chronic pain. Since its launch in March 2015, eight updates have been made to the website, adding engaging content for viewers, and the campaign has been shared for two years now at major medical meetings such as the American Academy of Pain Medicine (AAPMed), the American Pain Society (APS), PAINWeek and American Academy of Pain Medicine (AAPMan) through our Commercial exhibit booth as well as through more than 40 HCP product theatres and presentations .

**How does this story help us live our purpose (280 words max)**

Our purpose is Improving health, making people feel better.

Data suggests that more than 12 million people in the U.S. use prescription pain medication non-medically, leading to prescription drug abuse being declared a national public health epidemic. The abuse and misuse of prescription pain medications were responsible for more than 475,000 emergency department visits in 2009, a number that nearly doubled in just five years. Further, opioid overdoses in particular are increasingly due to the abuse of prescription painkillers. Yet, prescription medications continue to play an important role for many of the 100 million Americans living with chronic pain, a serious medical condition that can impact all aspects of a person's life (more than diabetes, heart disease and cancer combined).

A survey conducted by Teva with over 1,000 patients and 1,000 HCPs also showed both groups recognize their personal responsibility in helping address prescription drug abuse, but acknowledge these conversations are uncomfortable and cited lack of information and resources as a major opportunity to address this disconnect.

By developing Pain Matters, we are improving education around ADT opioids and making patients suffering from and HCPs treating chronic pain more aware of available treatment options.

**BU's Involved**

North America Specialty, CNS

**Key Contributors**

Jeffrey Dierks

Matt Day

Heather Schoenly

Karen Hill

Doris Saltkill

Liza Tresser

Georgine Brozonis

Elizabeth Lipp

Yousseff Khan

Natalie Thoma

Shweta Shah

Alex Nikas

Gus Ornes

Ken Baum

Ken Hochberg

**PAIN Matters Resources**

Website: [www.PainMatters.com](http://www.PainMatters.com)

YouTube Channel: [https://www.youtube.com/channel/UC6MzThbFYiLzQNiSb9\\_HzHQ](https://www.youtube.com/channel/UC6MzThbFYiLzQNiSb9_HzHQ)

Facebook Page: <https://www.facebook.com/PainMatters/>