

From: Alfonso, Mark
Sent: Thursday, January 04, 2001 6:32 AM
To: Friedman, Michael
Subject: RE: Press coverage of JCAHO pain guidelines
This is very good ! You are right on every point. Points # 1 and # 2 are critical ,and I strongly agree with you !

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

From: Friedman, Michael
Sent: Wednesday, January 03, 2001 7:16 PM
To: sdb; hru; pdg; Beverly Sackler; Ilene Sackler-Lefcourt; jds; kas; mdas; mds; rrs;
rss; Theresa Sackler; White, Jonathan
Cc: Alfonso, Mark; Hogen, Robin
Subject: RE: Press coverage of JCAHO pain guidelines

REDACTED



REDACTED

Michael Friedman
friedman@pharma.com
(203) 588 7290

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

From: Sackler, Mortimer JR
Sent: Tuesday, January 02, 2001 8:51 PM
To: 'Hogen, Robin'
Cc: Friedman, Michael; Sackler, Dr Richard; Sackler, Dr Mortimer; hru; sdb;
Sackler, Dr Kathe; Sackler, Jonathan; White, Jonathan
Subject: RE: Press coverage of JCAHO pain guidelines
Importance: High

Robin,

REDACTED

REDACTED

Regards,

Mortimer

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

From: Hogen, Robin
Sent: Sunday, December 31, 2000 10:17 PM
To: Sackler, Mortimer JR
Cc: Friedman, Michael; Sackler, Dr Richard; Sackler, Dr Mortimer
Subject: RE: Press coverage of JCAHO pain guidelines

<< File: Stop Pain Now-Executive Summary A.doc >>

Mortimer

In answer to your question, attached is an executive summary of the proposed STOP PAIN NOW! consumer education campaign that the APF hopes to launch in 2001 - if they are successful in raising \$1.8 million to fund it (they have asked us for \$600K toward this campaign - a request that will be tabled until their new CEO is in place). DTC advertising is not part of this campaign as currently envisioned - though I expect they would gladly consider this tactic if we were willing to pay for it.

With respect to generating more articles about pain guidelines, we "loaned" JCAHO our PR firm (Fleishman Hillard) last year during the national roll out of the new standards. I suspect some of these stories which are now breaking at year-end were generated by media contacts made several months ago.

We could certainly renew that grant (\$75K) this year - to generate as much positive, unbranded publicity as possible about the new pain standards and the chronic undertreatment of pain in America. Good idea.

(
Michael - OK to pursue this expenditure with Mark and Sally?)

Robin

From: Sackler, Mortimer JR
Sent: Saturday, December 30, 2000 7:13 AM
To: 'Walsh, Kathy'; Sackler, Beverly; Sackler, Dr Kathe; Sackler, Dr Mortimer; Sackler, Dr Raymond R; Sackler, Dr Richard; Albright, Edward; Mahony, Edward; Udell, Howard; Sackler-Lefcourt, Ilene; Sackler, Jonathan; Friedman, Michael; Goldenheim, Paul; Hogen, Robin; Baker, Stuart D.; Sackler, Theresa; White, Jonathan
Subject: RE: Press coverage of JCAHO pain guidelines

We need more articles like these to help counteract the negative articles in the national media. Is there anything we can do to get more of these types of articles out there? Also, should we try to tie Purdue or Partners Against Pain in closer with all the positive work being done (a lot of it by us) to help pain management or is it better to keep this coming from the APF and similar organizations? Does the APF plan to do a consumer education program about the undertreatment of pain, including direct to

consumer advertising?

Regards,

Mortimer

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

From: Walsh, Kathy
Sent: Wednesday, December 27, 2000 3:31 PM
To: Beverly Sackler; Dr Kathe Sackler; Dr Mortimer Sackler; Dr Raymond R Sackler; Dr Richard Sackler; Edward Albright; Edward Mahony; Howard Udell; Ilene Sackler-Lefcourt; Jonathan Sackler; Michael Friedman; Mortimer JR Sackler; Paul Goldenheim; Robin Hogen; Stuart Baker; Theresa Sackler; Vice Presidents; White, Jonathan
Cc: Eileen Dang; Esther Cheng; Jenny Xanthos; Barbara Weissberger; Carol Pappolla; David Veinot; Elaine Tai-Lauria; Francine Smallwood; Jeff Baker; Karen Schoen; Katrina Holston; Laura McLellan; Maria Thomasson; Melissa Decola; Raquel Fereres-Roder; Sylvia Savage
Subject: Press coverage of JCAHO pain guidelines

As institutions begin to implement the JCAHO standards on pain management, we are beginning to see a large number of stories in the press. I am attaching two examples, one from the front page of yesterday's New York Times and the other a transcript of a story that was carried on NPR yesterday. Most of the major newspapers seem to be carrying similar news stories.

Kind regards,

Kathy

<< File: NYT 12-26 New efforts.rtf >> << File: NPR 12-26 Pain Mgt.doc >>