

From: Kohn, Robyn [JAN]
To: Hoffman, John [COBIUS]; Houska, Joan [COBIUS]; Carroll, Bruce [COBIUS]; Mueller, Suzanne [COBIUS]; Wickey, Bert [JAN]
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Attachments: 2012 rkAdvocacyER.pptx

Revised slide 20 –let me know. Robyn

Robyn Kohn, MA, CCMEP
National Advocacy Director, Pain IM
Strategic Customer Group

Johnson & Johnson
Health Care Systems, Inc.

1000 Route 202 S PO Box 300
Raritan, NJ 08869-0602 USA
T: +1 908 927 6625
M: +1 201 247-2660
rkohn@its.jnj.com

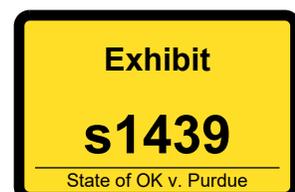
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PHARMACEUTICAL COMPANIES OF *Johnson & Johnson*

**Demonstrate Industry Leadership in Advocacy
for HCPs & Patient Access
2011-12 Advocacy Launch Plan**

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Agenda

- HP& A Support
- Launch Readiness
- National Partners Empowerment
- Local Advocacy Engagement
- HPAD Local Market Support
- Federal/State C-II Issues Strategy & Execution
- Partner Organizations
- Key Programs
- Discussion



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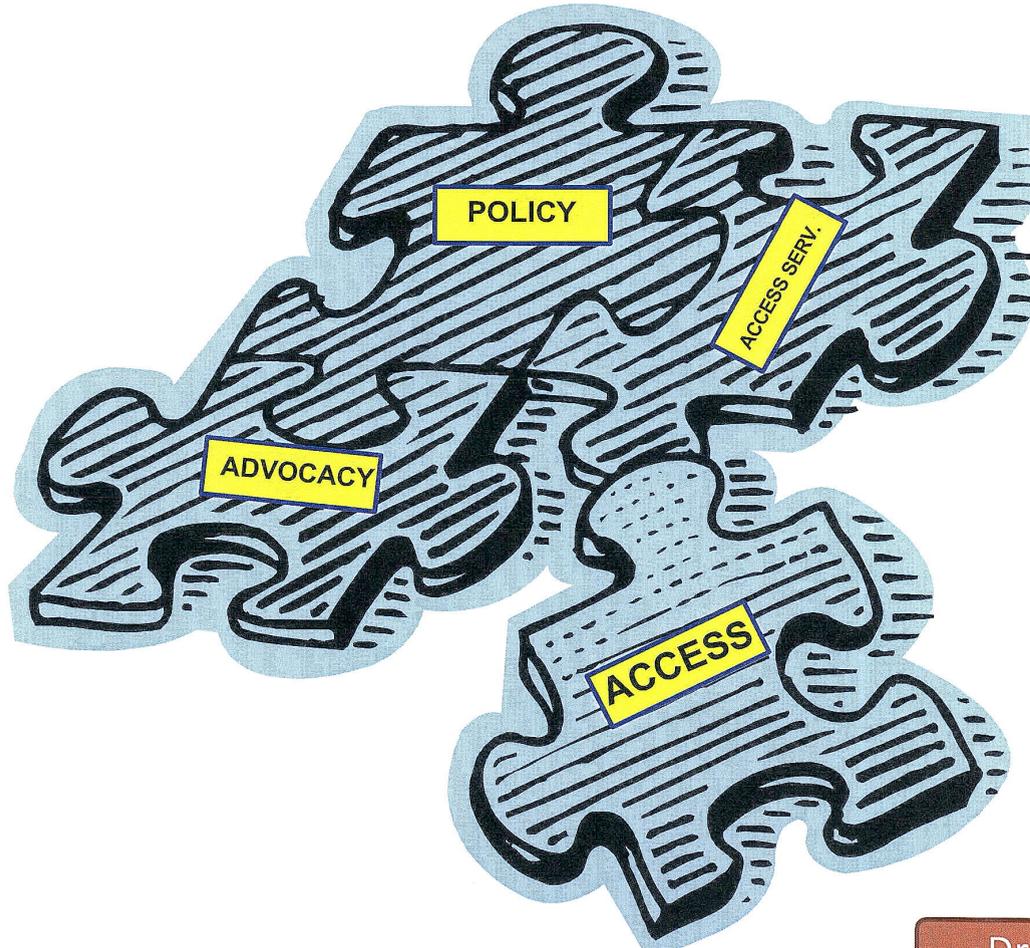
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HPA Mission Statement

The Johnson & Johnson North America Pharmaceuticals Healthcare Policy & Advocacy Team enables access to our innovative products by educating, cultivating and mobilizing key categories of advocates;

- To influence and shape State and Federal healthcare policy
- To ensure an environment that includes fair and affordable access to our products for our customers
- To intervene when patient access to our products is jeopardized

Integrating National/Local Policy/Advocacy/Access Services to Optimize Access for Appropriate Pain Treatment



Critical Launch Success Factors

Demonstrate industry leadership in advocacy for HCP & patient access

- Recognition that Federal and state issues intersect
- Need to share information – a communication mechanism
- Need for a consistent (one voice) approach to C-II Pain Issues
- Establish team, determine structure, scope, players, timing, process and accountabilities
- Execute national and local advocacy support plan to realize industry leadership (SOV)
- Improve HCP & patient perceptions of product cost & access
- Continue to drive national and regional access (new contracts and national formulary pull-thru)
- Understand and influence policy and legislative events to ensure appropriate patient access

Vision: Redefine pain management success

Demonstrate industry leadership in advocacy for HCP & patient access

- Advocate for responsible prescribing thru non-branded tools & programs
- Develop national pain policy platform to align local efforts of HPADs and SGA
- Collaborate with key patient advocacy organizations to advance awareness of under-treatment and under-management of pain
- Support initiatives for improving the quality and safety of pain care



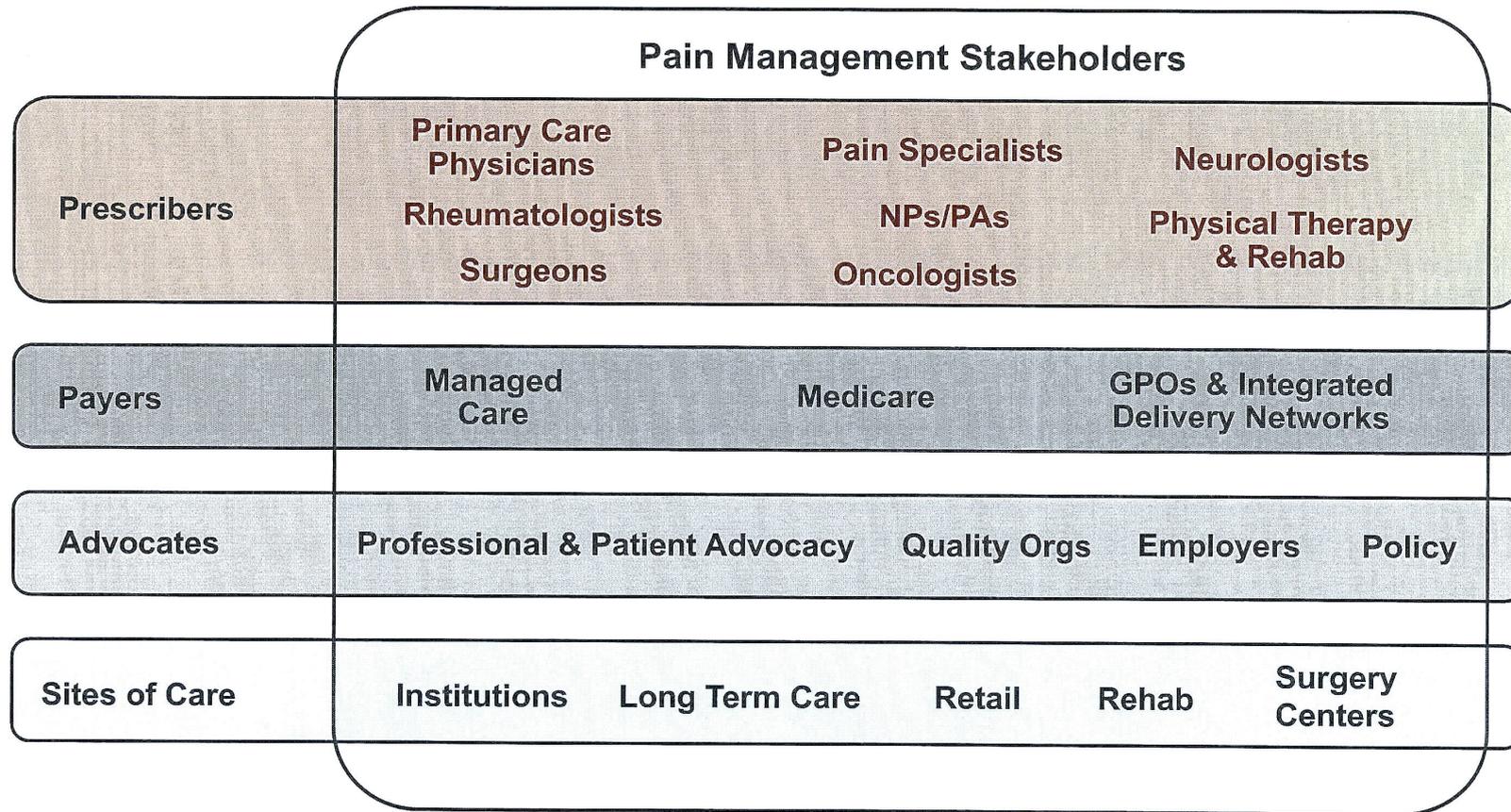
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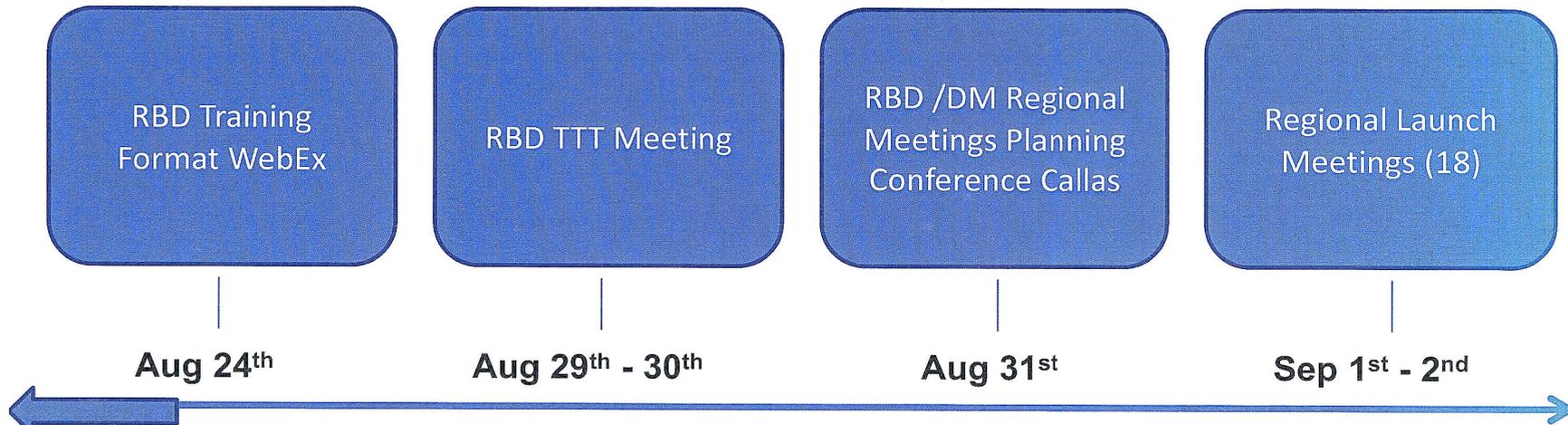
NUCYNTA® success requires integrated effort across stakeholders within their sites of care



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NUCYNTA ER[®] SCG/HPAD Launch Planning Timeline



- HPAD Integration & Support: Accomplishments
 - Product training: complete mid-August
 - National & Local Market HPAD engagement & deployment
 - Tier 1
 - Tier 2
 - Tools / resources HPADs trained/use
 - HPAD Partners Resource Kit
 - Unbranded materials
 - Burden of Pain Deck/Policy Deck
 - Prescribe Responsibly
 - Partners Outreach & Engagement
 - REMS training

HPADs Plan to Attend Regional Launch Meetings (8)

Establish Local Market Network



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Advocacy PAIN Launch Plan Timeline



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Healthcare Policy, Advocacy Organization Key Launch Components

NATIONAL ADVOCACY

- PAIN PATIENT FOUNDATIONS
 - APF
 - ACPA
- PROVIDER ORGANIZATIONS
 - APS
 - AAPM (Medicine)
 - AAPM (Management)
- CHANNEL PARTNERS
 - Sites of Care
(Institutional, Retail, LTC)
- QUALITY ORGANIZATIONS
 - Joint Commission
Resources

POLICY STRATEGY & EDUCATION

- DEVELOP POSITIONS
 - National Pain Platform
- FORMULATE STRATEGY
 - National/Local KALs
- COMMUNICATE
INTERNALLY/EXTERNALLY
 - Pain Team Partners
- LIAISON WITH GA&P
 - SGA
 - Federal

LOCAL ADVOCACY/ HPAD Support

- PATIENT FOUNDATIONS
 - APF Action Network
 - ASPI
- PROVIDER ORGANIZATIONS
 - APS/ Regional Affiliates
 - AAPM/Regional
Affiliates
- INDIVIDUAL KAL'S
 - COEs
 - Medical/Professional
Pain & Family Practice
organizations
- KEY EMPLOYERS
 - Payers (Geisinger,
Kaiser, MEDCO)



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Building ADVOCACY Networks to Support: Unique market challenges of CII scheduled products

- Recognizing Pain as own disease state
 - **Stigma of Pain**
 - Validate diagnosis, treatment, management (under treatment)
 - Inconsistent treatment pathways/guidelines (**pain communities /diverse**)
- Partner Challenges
 - Abuse, Diversion, Misuse & Abuse
 - Fear and Scrutiny– HCPs more unwilling to treat
 - Comprehensive Documentation
 - Resource requirements
 - Effective Education
 - Limited access-prescriptive authority
 - Lack of pain specialists, PCPs willing to treat and manage chronic pain patients
 - **AMA Seeks to Evaluate Expanding Scope of Pharmacy Practice**
 - **NABP Task Force Recommends Changes to Controlled Substances Act**
 - Mid-level practitioner limits (**prioritize on leg. Agenda**)
 - **NPs/PAs-nursing/medical models of pain care-diverse**
 - **LTC-DEA (AMDA,ASCP)**

Challenges/Opportunities for our Partners

- Calls to Action: NIH/IOM, Pain Policy Act/Committee, NIDA, Surgeon General
- Office National Drug Control Policy Actions (ONDCP)-Pending Legislation –Abuse/Diversion Epidemic; Training Linked to DEA Licensure
- Epidemic: Teen RX Abuse /PhRMA Activities
- DEA/national drug take-back programs (Partnership for drug free)
- Prescription Drug Monitoring Programs (PDMP's)
 - Interoperability
 - Tracking Impact/Metrics/Evaluation
- E-Prescribing of scheduled products have stringent guidelines
 - Audit or certification to e-prescribe
 - Insure protection of the prescription?
 - Leg. to be introduced link to DEA licensure
- Implications of Risk Evaluation Mitigation Strategy (REMS)
 - Class-wide for LAOs (SAOs ?)
 - Sponsors may be required o support prescriber education programs with validated metrics and oversight
 - Partner reps have attended and made statements at public meetings on REMS
 - Multiple public comments in DC and written comments
 - Encourage members to comment
 - Industry working group

Advocacy Support-National & Local Needed for Balanced Pain Policy Position Statements

- Advocacy Partners garners support for policy positions for people in pain, providers, health systems
 - Remove barriers to access for pain treatment
 - Educate partners and stakeholders on appropriate opioid use
- “We support unrestricted access to scheduled pain medications that are being used appropriately for the treatment of moderate to severe pain.”
- “We support intervention by the appropriate authorities to address the misuse, abuse and diversion of scheduled pain medications.”

Partners

Advocacy Partnerships-PAIN

Maximize Access and Affordability

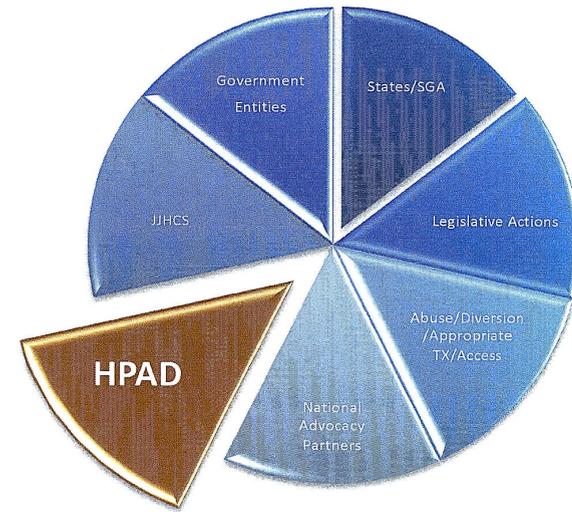
- Provide policy/advocacy support /strategy
- Communicate current/future policy trends to policy stakeholders.

Develop and Strengthen Advocacy Networks

- Facilitate regional networks of support and education services for advocacy partners dedicated to improving the lives of individuals with acute and chronic pain.
- Engage the wider communities in pain management (policymakers, payers, medical groups, systems of care.)

Federal and State Outreach

- Provide updates /key stakeholders.
- Facilitate communications, interactions amongst partners



Mission: Enabler for cultivating and mobilizing key advocates.

Pre-Launch National Activities

- Strategic engagement on Access/Policy issues/key states
- Heighten Industry leadership engagement
 - Pain Medicine
 - Family Practice
 - Mid-Level Practitioners
 - Pain Care Forum
 - Institute of Medicine Report
 - Obama Administration national Drug Control Strategy
- Advocacy/IM Communications Interface –community responsibility platform
 - Communications Platform Outreach to Advocacy Partners
 - Opportunity to identify and collaborate on unbranded initiatives
 - Let's Talk Pain-Coalition members
 - Prescribe Responsibly –payers/partners
 - Smart Moves, Smart Choices –raising awareness of RX Teen Abuse
- Established partnership with Joint Commission Resources (JCR)
 - **PAIN INITIATIVE:** Improving Quality & Safety of Pain Care –Health Systems Approach
- Increased Support from stakeholders
 - Formed/Executed *Imagine the Possibilities*: Janssen Pain Coalition
- Increased attendance at meetings
 - National/regional
- Participation in corporate roundtables
 - Advocacy/policy national/regional/local groups



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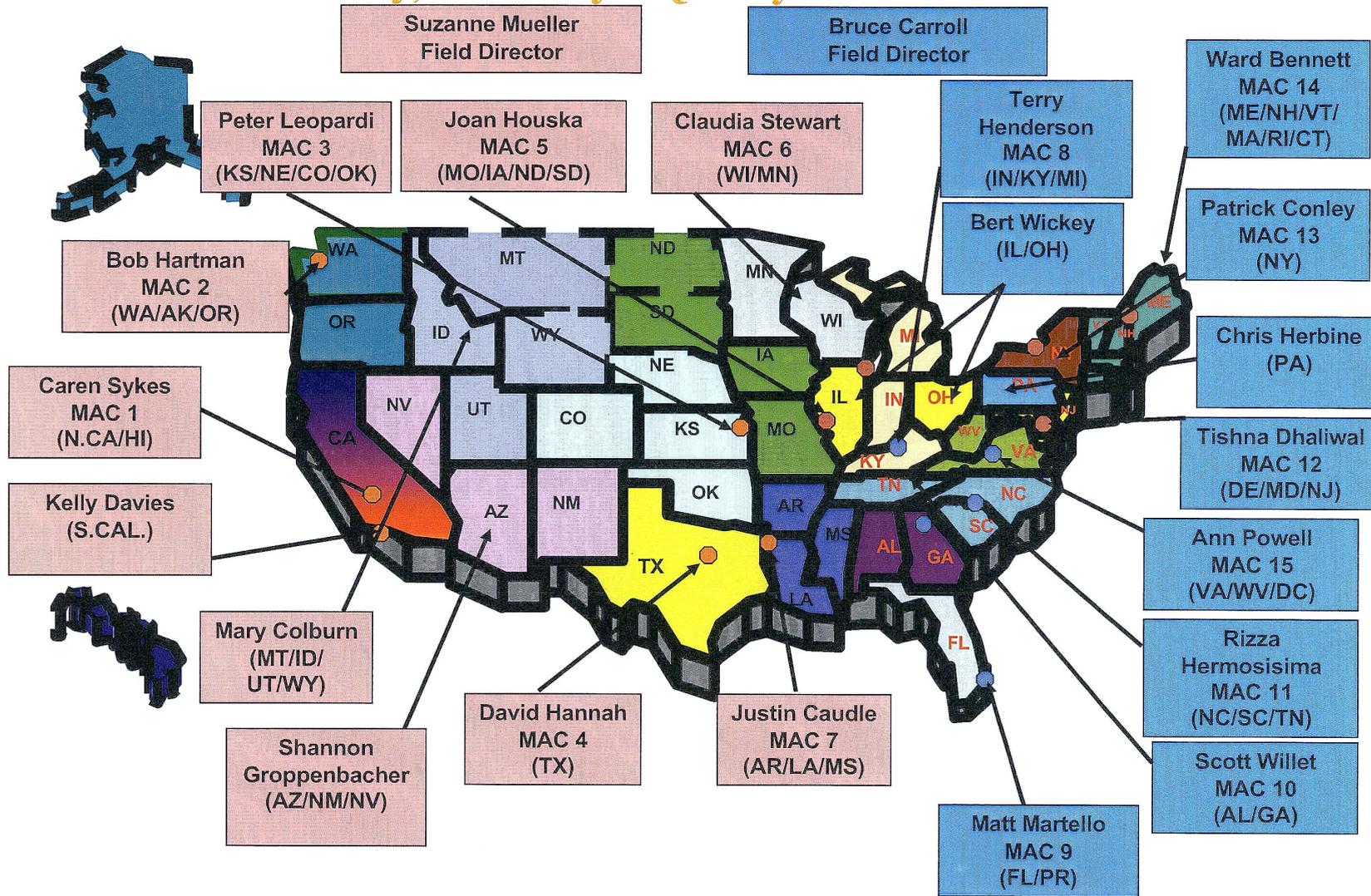
Pre-launch Local Market Support

- Building regional partner leadership and organization networks
 - Legislative Updates, Legislation Support, Access Support
- Collaborate on resources for professionals and patients, with information geared toward providers and sufferers (e.g., local advocacy groups)
- Establish pain management resource networks among broad levels of communities
- Attend to leadership needs of local market pain management programs
- Facilitate network support to help HCPs/allied professionals and patients have meaningful conversations with pain management partners
- Sustain and seek leadership opportunities with partners affiliated with professional associations' regional meetings
- Support partner organizations on appropriate use (states.)

Launch Support

- Execute Communication Plan with Internal Partners to Inform and Bring Awareness to our Partners:
 - PDUFA Date
 - Approval
- Secure national & regional partner leadership role and organization networks
- Collaborate on resources for professionals and patients, with information geared toward national & local advocacy groups)
- Support & help establish pain management resource networks at community level
- Attend to leadership needs of local market pain management programs
- Facilitate network support for people with pain/caregivers/communities
- Sustain and seek leadership opportunities with partners affiliated with professional associations' state meetings

Health Policy, Advocacy & Quality Team – NA Pharma



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HPAD Deployment Plan

- 3 Pain Leads Assigned to interface with NAD/Brand/Team
 - Bi-weekly calls with NAD/team
 - Materials and resources review
 - Recommendations & Execution
- Top States –CII Issues:
 - CA, TX, Florida, Ohio, etc.
- Tier 1 Pain Organizations
 - American Pain Society
 - American Academy of Pain Medicine
 - American Pain Foundation/Action Network
 - COEs
- Tier 2 Pain/IM/Specialty Organizations
 - Cross-TA Approaches to Policy Issues
 - Health Systems
 - State Medical Boards
 - State Pharmacy Boards

HPAD & RBD Launch Plan-Prescriptive Support

- KAL Regional Networks in place & can be mobilized as needed-Access for Quality Pain Care!
- HPADs (18) to work collaboratively with RBDs (18) to identify top 2 issues per Region
- HPADs & RBDs work together to provide support for the top 2 issues –Prescriptive support provided by HPAD to RBD/SMD
- HPADs will interface with RBDs/Field Pain Team/SMDs
 - Regular calls with RBD/Team-bi-weekly recommended during Q4
 - Top 2 Issues discussed & KAL plan of action mobilized
 - Prescriptive Support will be executed at the local level-dependent on issue and need for HPAD & KAL support
 - KALS contacted & mobilization of KAL Network & appropriate actions take place
- Legislative Updates –HRC/topics of interest e.g. ACOs
 - HPADs will interface at the RBD level & invite KALs to regional legislative Updates
 - Frequency of Updates decided by need & opportunity
 - Outreach to PAIN/Medical/Professional organizations. “Partners want to hear the information and want to attend Legislative Updates
- Actions: HPAD outreach to Partner Organizations for Legislative Updates-scheduling to occur at the local level
- Result: Coordinated/Collaborated Network prepared to mobilize when issues on the state level need Advocacy Support from our:
 - Pain Organizations
 - Professional Organizations
 - Patient Organizations
 - Medical & Health Care Organizations

Targets: Top 15 states for our CII marketplace

State	NUCYNTA 13 wk TRx	% of NUCYNTA	SAO CII 13 wk TRx	% of SAO CII	NUCYNTA 13 wk TRx Share
FL	21,827	12%	1,225,532	10%	1.8%
NY	15,997	9%	760,323	6%	2.1%
CA	13,556	7%	529,079	4%	2.6%
OH	10,331	6%	737,952	6%	1.4%
AL	8,528	5%	178,780	1%	4.8%
NC	8,188	4%	595,819	5%	1.4%
GA	7,863	4%	407,578	3%	1.9%
NJ	7,550	4%	554,994	4%	1.4%
TX	6,757	4%	152,344	1%	4.4%
PA	6,509	4%	775,707	6%	0.8%
VA	5,809	3%	376,703	3%	1.5%
TN	4,979	3%	460,298	4%	1.1%
MD	4,477	2%	415,928	3%	1.1%
AR	4,270	2%	121,418	1%	3.5%
SC	4,098	1%	216,886	3%	1.9%
All Others	52,677	30%	5,149,650	40%	1.0%
Total Brand	183,416		12,658,991		1.4%



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Cross-therapeutic Approach to Policy Issues

<u>Issue</u>	<u>Immunology</u>	<u>CNS</u>	<u>Onc/Urology</u>	<u>Pain</u>	<u>Cardio</u>
<u>Payer Practices:</u>					
Fail First	✓	✓	✓	✓	✓
Managed Medicaid		✓		✓	✓
MH Carve-out		✓			
<u>Patient Affordability:</u>					
Tiered-Co-pays	✓		✓	✓	✓
Part B OOP Foundation	✓		✓		
<u>Provider Viability:</u>					
SGR "Fix"	✓	✓	✓	✓	✓
State Tax Issues	✓		✓		
<u>Maintain ASP+6%</u>	✓		✓		
<u>Site of Care:</u>					
State Prescribing Laws		✓		✓	
Retail Inject./Infusions	✓	✓	✓		
<u>Quality Measures:</u>					
Hospital Readmissions	✓	✓			✓



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Political Landscape

Increases National and State Focus

- Obama Administration/ONDCP National Drug Strategy Action Plan Issued
- FDA REMS finalized for Long Acting Opiates
 - Implications of REMS –heightened concern among partners
- DEA national drug take-back days (Oct/April)
- NIDA/Surgeon General’s Call to Action
- Federal legislation introduced (10 bills; Rockefeller, Bono-Mack)
- State AG’s (DAGA/RAGA)
- States enacting/implementing/enhancing PDMPs
- State legislation to address abuse –FLA, GA, ND, OH, WA
- Opiate treatment protocols-max dosing limits
- Mandatory physician training requirements -WA
- Efforts to establish effective/balanced pain policy at state and federal levels

Pain State Issues

- Political Landscape is changing – state and federal activities are colliding
- States are moving quickly to address Rx drug abuse, with specific emphasis on opiates
- Growing importance of role of national state organizations
- Concerns about punitive policy that discourages appropriate pain management

Significance of Prescription Monitoring Programs - PDMPs

- Important to state and federal plans
- Renewed emphasis and interest at federal level
- Some demonstrated success-questioning around effectiveness
- Proper focus and key components can create good laws
- PhRMA supporting for first time
- Ongoing Conflict-where the system is housed –DOJ/Health System

Case Studies: Examples of Successes

- **PhRMA supports/actively lobbies PMP for first time**
(SPWG/State Section approved in 3/11)
 - Actively lobbied GA PMP legislation
 - Law enacted with many of our desired provisions –
 - All schedules to be monitored (vs. II only in earlier amendment)
 - Defeated 60 unit per Rx limit
 - Defeated wholesaler reporting requirement
 - Includes balanced pain management language

Case Studies: Successes

- **FL Pill Mill Enacted with PMP**

- Aggressively lobbied FL Pill Mill bill.
- Secured inclusion of PMP (Governor was opposed)
- Favorable amendments added: wholesaler 5,000 monthly pill limit removed; some physician exemptions
- State trying to make wholesaler reporting requirement apply to manufacturers.

Case Studies: Successes

- **Defeated ND Worker's Comp restrictive opiate protocol**
 - Bill that would have made it extremely difficult to prescribe opiates for pain
 - Would have set precedent
 - Close collaboration between GA&P and SCG/Advocacy resulted in success

Advocacy Significance of Landmark Advocacy Reports Released by Obama Administration

- NIH/IOM Report: State of Pain-validation of unmet need
- Drug Strategy Control Plan-regional implementation
- Communications Plans in development by partners to support pull-through tactics at the national, regional, local levels
- Serve as evidence and reason for Advocacy support
- Advocacy Tools to be adapted over the launch year
- Significant Impact on state pain policy adoption
- Advocacy networks continue to effect change

Key National Advocacy Partner Organizations

- American Pain Society & Regional Affiliates
- American Academy of Pain Management
- American Academy of Pain Medicine
- American Chronic Pain Association-patients
- American Pain Foundation-State ACTION Network
- American Academy of Family Physicians
- American Academy of Hospice and Palliative Medicine
- American Academy of Nurse Practitioners
- American Association of Physician Assistants

Key National Advocacy Partner Organizations

- Pain Care Forum-65 organizations
 - American Osteopathic Association
 - American Pharmacists Association
 - American Society for Pain Management Nursing
 - American Cancer Society
- College on Problems of Drug Dependence
- National Association of Substance Controlled Substances
- Pain and Policy Studies Group
- American College of Emergency Physicians
- American Society of Consultant Pharmacy
- American Geriatric Society

Key State Policy Organizations

- National Association of Boards of Pharmacy (NABP)
- National Association of State CS Authorities (NASCSA)
- National Conference of State Legislators (NCSL)
- National Governor's Association (NGA)
- National Alliance for Model State Drug Laws

Lead Pain Management Groups-Building A Coalition



Going Forward

- Continue to be successful!
- Build & Support Local Market Networks
- Finalize/refine Pain Policy Position
- Finalize PDMP principles & support
- Continue to support/engage with PhRMA on RX Abuse Initiative
- NUCYNTA ER – “101” for GA&P – 4Q11
- Develop presentations on balanced pain policy
- Continue leadership “Imagine the Possibilities” Coalition
- Ramp up team interaction to facilitate cooperation and collaboration on federal and state initiatives

Back-Up

- Partners
- Programs -2011-12

Partners-relationships –PURDUE case study

- Partners for 5 years –excellent communications
- At same table for most partner meetings
 - Key Pain Meetings
 - Key IM & Family Practice, Mid- Level Meetings
 - Key Policy Meetings (includes Pain Care Forum-PURDUE lobbyist is Moderator)
- PURDUE Healthcare Alliance Development Team-4 Health Care Alliance Development Team members led by Executive Director, 3 Associate Directors
- PURDUE Resources: *Partners Against Pain; IntheFaceofPain.com*
 - Information, Education, Tools, Advocacy
- Flagship: *In the Face of Pain.com*
 - An online pain advocacy toolkit with resources for HCPs, patients, caregivers
- Co-support Programs -2006 on
- Meet at least once monthly (frequency –meeting dependent)
- Drive patient-centric care-
 - *Emotive; challenges; Day-to-day- journey*

Cross-Discipline Approach to Pain Advocacy Efforts-PURDUE Case Example

<u>Initiative</u>	APS	AAPMED	APF	AANP	AAFP
<u>Member Practices:</u>					
Associate (same)	✓ ✓	✓ ✓	✓ ✓	✓ ✓	✓ ✓
<u>Program Focus</u>	✓	✓	✓	✓	✓
<u>Leadership Alliances</u>	✓	✓	✓	✓	✓
<u>Community/Patient Resources</u>	✓ ✓	✓	✓ ✓	✓ ✓	✓
<u>Advocacy Support</u>	✓	✓	✓	✓	✓
<u>Policy Support</u>			✓		

Quality Programs: N/A



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National Advocacy Partnerships/Sponsorships-2012

Pain Association	Programs	Strategic Alignment	Current Engagement	Benefits
American Pain Society	<ul style="list-style-type: none"> •Support 1 National APS program to increase knowledge, education of chronic pain management and public policy and clinical practices among its stakeholders. 	Leadership: Policy, & Advocacy Exploration across pain medicine communities	Corporate member	KAL Networking with Board; Subscription to publications/communications; symposia; registration to Annual meeting; pubs, web site, Annual Meeting; President's reception-Annual Meeting
American Academy of Pain Medicine	<ul style="list-style-type: none"> •Support 1 National AAPM education and training program for pain specialists on advocacy for advancement of specialty of Pain Medicine. 	Leadership: Policy, & Advocacy Exploration across pain medicine specialists	Corporate member	KAL Networking with Board; Subscription to publications/communications; symposia; registration to Annual meeting; pubs, web site, Annual Meeting; President's reception-Annual Meeting
American Academy of Pain Management	<ul style="list-style-type: none"> • Support 1 AAPM National Advocacy activity (e.g. State Coalition) through education, setting standards of care, and advocacy support for appropriate interdisciplinary pain care . • Support 1 Education Program on Continuum of Care 	Leadership: Policy, & Advocacy Exploration across states	Corporate Council Member	KAL Networking with Advocacy/Policy & Board; Subscription to publications/communications; symposia; registration to Annual meeting; pubs, web site, Annual Meeting
American Pain Foundation	<ul style="list-style-type: none"> • Support Action Network Summits (2) • Advocacy training programs to raise public awareness, providing practical information, promoting research, and advocating to remove barriers and increase access to pain management 	Pt. Access Appropriate TX	PCF Advocacy Summit State Action Network Corporate Member	KAL Networking with Advocacy/Policy & Board; Subscription to publications/communications; leadership



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National Advocacy Partnerships/Sponsorships-2012

Pain Association	Programs	Strategic Alignment	Current Engagement	Benefits
American Chronic Pain Association	<ul style="list-style-type: none"> •Lead Supporter for Family Matters Project to facilitate peer support and education for individuals with chronic pain and their families ; education/tools <p>Project raises awareness among the family/health care community, policy makers, and the public about issues of living with chronic pain.</p>	Leadership Access and Appropriate TX for pts.	Corporate member-Builder Level	Resources/dissemination Support groups>access
American Academy of Hospice & Palliative Medicine	<ul style="list-style-type: none"> • Support 1 Family Practice and palliative care model program to improve the care of patients with serious /life-threatening conditions ; • Advocacy co-support programs to advance palliative medicine practice and integration into general med practices 	Partnership exploration Access and Appropriate TX.	Corporate Membership for Industry Relations Council	Leadership /KAL access; Recognition among AAHPM members, at events and in publications Advanced notice of new programs, initiatives and partnership opportunities
American College of Emergency Physicians	<ul style="list-style-type: none"> • Support Leadership & Advocacy Conference to provide leadership and advocacy skills training to advance the quality of patient care and treatment in the emergency department. • Support 1 Advocacy Activity for Recognizing Appropriate Pain Management /risk management practices in the ED 	Partnership exploration Access and Appropriate TX in ED	Corporate Platinum Supporter -LAC	ACEP KAL Leadership Access; Young Physician Section support provides Access to new ED providers/trainees
American Academy of Family Physicians	<ul style="list-style-type: none"> • Support 1 Chronic Pain Management Resource for Family Medicine. practitioners 	REMS HCR/Medical Home Access and Appropriate TX	Corporate partner Program	Advocacy and policy/integration into family practice

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National Advocacy Partnerships/Sponsorships-2012

Pain Association	Programs	Strategic Alignment	Current Engagement	Benefits
American Geriatric Society	<ul style="list-style-type: none"> Support 1 LTC program that enables HCPs to develop collaborative care model and improve patient care. Collaboration with Foundation on Aging provides support activities for elderly pain population 	LTC policy & advocacy exploration	Corporate membership program	Access to leadership; members LTC access
American Society of Consultant Pharmacists	<ul style="list-style-type: none"> Support 1 medication management program/ health outcomes for all older persons. Program empowers pharmacists to enhance quality of care for older persons through the appropriate use of medication/co morbidities 	LTC policy & advocacy exploration	Corporate membership program (LTC)	Access to leadership; members Policy/LTC advocacy changes
American Academy of Neurology/ Neuropathy Association	<ul style="list-style-type: none"> Support organizations' to work on DPN Guidelines /Projects 	DPN advocacy	Network Relationships	Access to leadership; members advocacy leadership



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National Advocacy Partnerships/Sponsorships-2012

Pain Association	Programs	Strategic Alignment	Current Engagement	Benefits
ASPI/HOPE	<ul style="list-style-type: none"> Support 1 Regional Report Card Project supporting need to improve appropriate pain care. State Pain Initiative comprised of nurses, physicians, pharmacists, social workers, psychologists, patient advocates, and members of government, and education to improve the quality of pain care by reporting out state report cards-improving pain policy grades in states 	Industry Leader Partner Exploration	National/State Networking support w/Leaders	Access to leadership; members
NASCSA	<ul style="list-style-type: none"> Support 1 program to increase the effectiveness and efficiency of state and national efforts to prevent and control drug diversion and abuse (e.g. PDMP awareness program-communications program) 	Industry Leader	Corporate Member; Access to Network Committee	Increase access to leadership; state KALs; members
PCF	<ul style="list-style-type: none"> IOM Communications Plan-Co-sponsor with 65 pain organizations communications programs based on IOM Report; Drug Strategy Plan for communities-abuse, diversion, RX abuse are key areas of focus 	Corporate member	Access to leadership; member organizations	Access to leadership; members
 <small>PHARMACEUTICAL DIVISION OF Johnson & Johnson</small>	<ul style="list-style-type: none"> Co-sponsor Drug Strategy Plan to prevent prescription drug abuse while ensuring adequate patient access to medical care 	Industry Partnership	Access to leadership; members	Access to leadership; members

Local Advocacy Partnerships/Sponsorships-2012

Pain Association	Programs	Sponsorship	Current Engagement	Benefits
US Pain Foundation	<ul style="list-style-type: none"> Support Invisible Project “road show” in key states (5) to transform the culture of pain care. State initiatives target local stakeholders working to improve the quality of pain care. Use of art and culture to display transformation of pain from views of people with chronic pain to stakeholders 	Industry Leadership	State Networking w/Leaders	Increase Access to leadership; members
Texas Pain Information Network	<ul style="list-style-type: none"> Program support-IOM Report to increase the effectiveness and efficiency of state efforts to prevent and control drug diversion and abuse Provide support for educational forum to further Agenda (e.g. QOL Platform; Pain Initiatives-mid-level practitioners) 	Industry Leadership	Industry Leader	Increase Community Access to leadership; KALs (e.g. ACS, COEs-MD Anderson)
Global Healthy Living Foundation	<ul style="list-style-type: none"> Top States-establishing pain access to support local business interests-appropriate pain care is key focus 	Industry Leader	Access to leadership; members	Increase Access to stakeholders
APS Regional Chapters	<ul style="list-style-type: none"> Chapter support (4) programs to ensure adequate patient access to pain care 	Industry Leader	Access to leadership; members	Increase Access to leadership; APS local members



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Local Advocacy Partnerships/Sponsorships-2012

Pain Association	Programs	Sponsorship	Current Engagement	Benefits
American Academy of Pain Medicine Regional Affiliates	<ul style="list-style-type: none"> 6 local chronic pain awareness programs ;(1) per Affiliate 	Industry Leader	National/State Networking w KALs	Increase Access to leadership; KALs
American Pain Foundation Action Network	<ul style="list-style-type: none"> Conduct Pilot in AZ and key states to increase the effectiveness and efficiency of state efforts to prevent and control drug diversion and abuse, and to provide an educational forum for quality access 	Industry Leader	Local Networking KAL Access	Increase Access to leadership; KALs
AANP Chapters	<ul style="list-style-type: none"> 1. Support local Chapters, Summit Programs centered on increased role of NPs; increase access to quality healthcare; prescriptive authority 2. CCA pilot retail setting; Pharm/ on appropriate management; abuse, diversion, RX abuse are key areas of focus; program to enhance collaborative care model –Pharm/NP/clinic 	Industry Leader	KAL Access to leadership; members Access to retail clinics	Increase Access to leadership; KALs
AAPA Chapters	<ul style="list-style-type: none"> Support 6 key Chapters to support PA practice in rural areas; awareness drug abuse while ensuring adequate patient access to medical care 	Industry Leader	Access to leadership; KAL members	Increase Access to leadership; KALs



Confidential. Subject to Legal/Regulatory Review

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