

Update & 2013 National Advocacy Business Planning

PAIN *Franchise*
August 2012

CONFIDENTIAL. Do not duplicate, modify, distribute, or use in a selling situation



DRAFT Pending HCC Review

Advocacy Update: Focus on Three Priorities

National, State Advocacy Partners

Sequence pain advocacy partners include community awareness, **Pain Action Alliance to Implement a National Strategy-PAAINS**, policy partners as National Association of Attorney Generals

Support Good Pain Policy, Chronic Pain Disease Awareness (e.g. painful DPN)

Support a core network of National Advocacy partners to advocate for appropriate policies with internal HPAD, SGA, Federal partners

Support State-focused networks that address regional legislation/regulation (e.g. **State Pain Policy Action Committee**)

IOM “Relieving Pain in America: A Blueprint for Transforming Prevention, Care, Education, and Research” –national, state/community implementation (e.g. PAAINS)

Support governmental agencies (state and federal) to respond to the IOM *Relieving Pain* recommendations. Engage and support program recommendations at the community-level

Promote Core Assets: Support pull-through programs toward Improving access, quality, safety, e.g.

Prescribe Responsibly

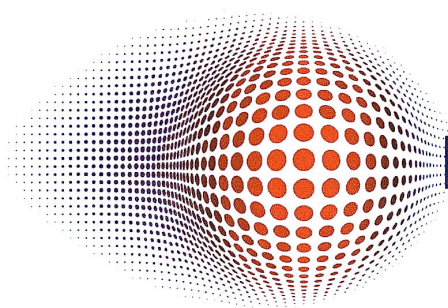
Smart Moves, Smart Choices

JCR Pain Tool: “Pain Management A Systems Approach to Improving Quality & Safety “

***Imagine the Possibilities* Pain Coalition (IPPC)**, outreach, products

CONFIDENTIAL. Do not duplicate, modify, distribute, or use in a selling situation





Imagine the Possibilities

Pain Coalition

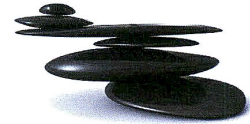
May 2, 2012

Meeting 4 Output

Our Vision continues: Advocacy/Policy Subteam

What does Balanced Pain Care look like?

Leading Change, Advancing Pain Care



Objective: Balance the conversation surrounding access to appropriate pain care

Task: Make Pain Management *right*

- Progressing with a comprehensive plan; specific goals, actions, timeframes by end of calendar year (traditional/non-traditional medium)
- Placement/Target: AAPM (Management) Journal, September (Pain Awareness Month)

Tool: IOM Blueprint: Advancing a National Pain Care Agenda

- Chronic Pain is experienced by 116 Million Adults and costs the economy \$635 billion/year. Undue Toll/Consequences:

Data Gap: The cases presented in a narrative fulfills an unmet need to provide healthcare professionals, policymakers with information and balanced perspectives to treat, manage and enhance the experience for people living with pain in their communities.

Laser Focus concepts:

"Pain Managed appropriately is available today and we advocate for disciplined, holistic, measurable and educational resources for consumers, families, schools; Adult, Elderly and work force to benefit and receive care." Each Case will include the following and end with a simple bottom line "POSITIVE MESSAGE!".

Approach: CASE STUDY – possible TARGET AUDIENCES:

- a)Employee, Commercial setting i.e. Low Back Pain - PRODUCTIVE
- b)Adult , Young Elderly- safe and effective, quality of life - FULLNESS OF LIFE
- c)Adolescents - sports and activities - LESSONS LEARNED - HEALTH MATTERS

Example Messages: The bottom line.....Each STORY will have one simple positive message to leave behind - to educate, to heal, to help, to care, to matter



PHARMACEUTICAL COMPANIES
OF *Johnson & Johnson*

Imagine the Possibilities Pain Coalition Directory

First	Last	Company	City	State	Phone	Email
Jeff	Buel	J&J Government Affairs and Policy	Scottsdale	Arizona	480-314-4422	jbuell1@its.jnj.com
Paul	Chang	Janssen Scientific Affairs, LLC	Raritan	New Jersey	908-218-7250	Pchang9@its.jnj.com
Patricia	Cosler	Janssen Scientific Affairs, LLC	Alexandria	Virginia	703-360-2542	pcosler@its.jnj.com
Penney	Cowan	American Chronic Pain Association	Rocklin	California	916-652-8191	pcowan@theacpa.org
Pam	Galassini	Medco Health Solutions	Chicago	Illinois	312-670-0892; 312-954-4723	Pam_Galassini@medco.com
Myra	Glaichen	Beth Israel Medical Center	New Rochelle	New York	212-844-1472	mglaichen@chpnet.org
Phyllis	Grauer	HospisScript	Dublin	Ohio	614-718-0600 Ext. 82441	pgrauer@hospiscript.com
Jack	Henningfield	Pinney Associates, Inc.	Bethesda	Maryland	301-718-8440	jhenning@pinneyassociates.com
Myoung	Kim	Janssen Scientific Affairs, LLC	Raritan	New Jersey	908.218.6419	mkim32@its.jnj.com
Robyn	Kohn	Johnson & Johnson Health Care Systems, Advocacy	Raritan	New Jersey	908-927-6625	rkohn@its.jnj.com
Richard	Payne	Duke University Institute on Care at End of Life	Durham	North Carolina	919-660-3553	paynerich@juno.com
Jennifer	Pluim	Janssen Scientific Affairs, LLC	Raritan	New Jersey	908-927-6502	jpluim@its.jnj.com
Marcia	Rupnow	Janssen Scientific Affairs, LLC	Raritan	New Jersey	908-927-3305	MRupnow1@its.jnj.com
Frank	Sapienza	The Drug & Chemical Advisory Group, LLC	Fairfax	Virginia	703-239-8871	fsapi@aol.com
Scott	Taylor	Geisinger Health System	Lewisburg	Pennsylvania	570-854-5719	srt2008@mac.com
Bob	Twillman	American Academy of Pain Management	Lenexa	Kansas	913-205-3746	btwillman@aapainmanage.org
April	Vallerand	Wayne State University School of Nursing	Novi, MI 48374	Michigan	313-577-0359	april.vallerand@wayne.edu
Gary	Vorsanger	Janssen Scientific Affairs, LLC	Raritan	New Jersey	908-927-5469	gvorsang@its.jnj.com
Behin	Yektashenas	Janssen Scientific Affairs, LLC	Raritan	New Jersey	908-927-4769	Byektash@its.jnj.com

2013 National Advocacy Business Planning

PAIN *Franchise*
July 2012

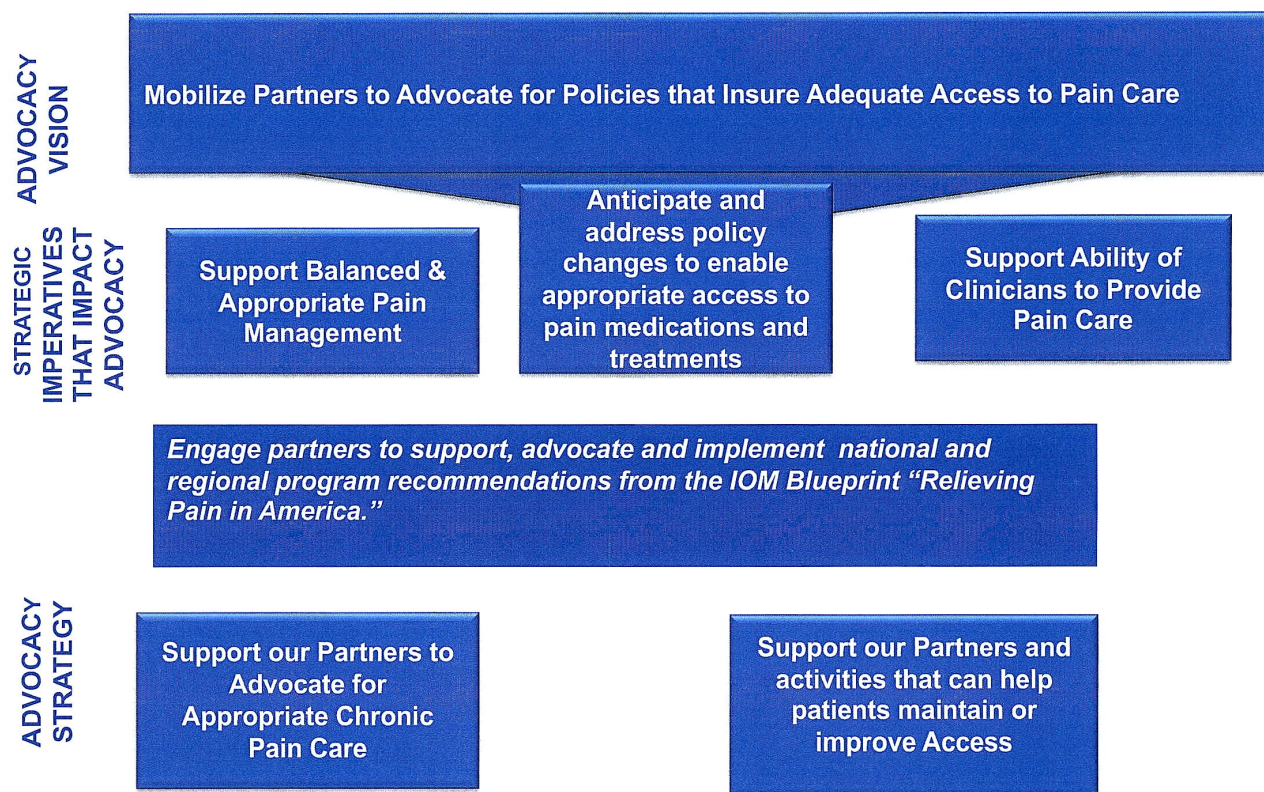
CONFIDENTIAL. Do not duplicate, modify, distribute, or use in a selling situation



DRAFT Pending HCC Review

s1217-0016

2013 PAIN Advocacy Strategy



CONFIDENTIAL. Do not duplicate, modify, distribute, or use in a selling situation



PHARMACEUTICAL COMPANIES
OF Johnson & Johnson

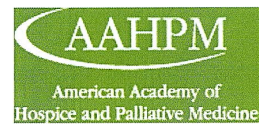
DRAFT Pending HCC Review

15

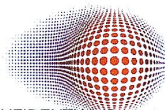
Our commitment to National Pain Advocacy, Policy & Quality Partnerships



American Chronic Pain Association

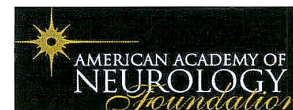


NASCSA



Imagine the Possibilities
Pain Coalition

CONFIDENTIAL: Do not duplicate, modify, distribute, or use in a selling situation



"Proprietary. For training purposes only. Not to be shown, modified or discussed with customers."

How Can Advocacy Have An Impact for Chronic Pain, Painful DPN ?

Create Awareness	Improve/Maintain Access
Of the Disease (Diagnosis, Care, TX) •Painful DPN, differences with other types of pain •Neuropathies-scope •Prevalence of diabetes and painful DPN	Shape Policies •HCR and impact on neuropathy and neuropathic pain patients •State Efforts to Protect Health Insurance Coverage
Of the Latest Treatments •Class level-CII •MOA •DPN medications (AEDs, etc.) <u>NOT product specific!</u>	Public/Private Outreach •Letters of support from Partner organizations (AAN, Neuropathy Association, Pain/IM, DM) •Neuropathy Support groups (speak out)
Of Barriers to Access •Providers/Systems of care (Neurology, Pain/DM) •Formulary considerations •Subpopulations (elderly), caregivers	Impact Legislation •Quality Measures (NCQA HEDIS, STARS-DM)

FOCUS ON THE PATIENT!!!!!!

CONFIDENTIAL. Do not duplicate, modify, distribute, or use in a selling situation
janssen
PHARMACEUTICAL COMPANIES
OF Johnson & Johnson

Proprietary. For training purposes only. Not to be shared, modified or discussed with customers.

Advocacy: Barriers to Care – our partners perspectives

- Chronic pain can and should be thought of as a disease.
- Chronic pain is a complex problem and often requires an integrated approach and an interdisciplinary team.
- Chronic pain can be managed by early intervention and appropriate care.
- Resources and programs are needed in the communities , i.e. “Smart Moves, Prescribe Responsibly.
- Abuse of prescription pain medications can confound balanced pain policy.
- Patients and providers must work together to successfully manage chronic pain.
- Public health and community-based approaches can address the under-treatment of chronic pain.

*Focus: Engage with advocacy partners at the national level for greater impact and alignment.
Support models for collaboration and synergies that can then be applied at a regional level.*

CONFIDENTIAL. Do not duplicate, modify, distribute, or use in a selling situation

Some Considerations for Advocacy Partner Selection Criteria for 2013

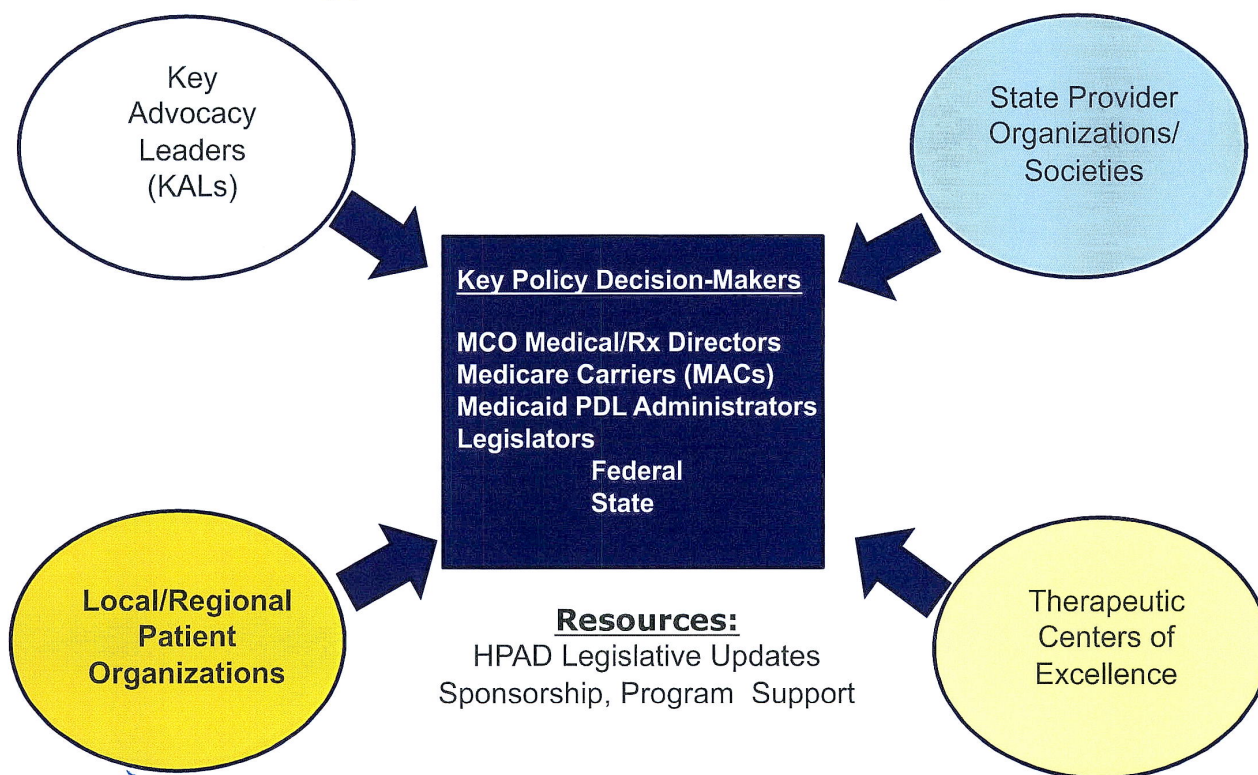
- What stakeholders are part of this society?
- What are the top issues this society is focused on?
- Is this organization aligned with similar objectives for patient access and care and are they willing to advocate for access?
- What % of the provider, patient community participate in this society?
- What type of engagement do they have with key policy decision makers (e.g. payers)?
- What are there current fund allocations (e.g. program support, services, disease awareness education)?

CONFIDENTIAL. Do not duplicate, modify, distribute, or use in a selling situation



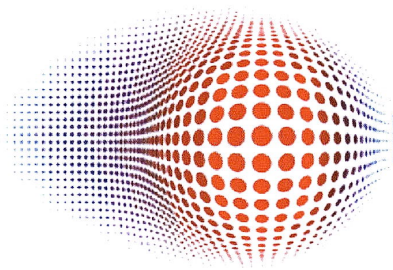
2013 Proposed National Advocacy Sponsorship Activities	Policy	Access	DPN	Membership	Program Funds
American Academy of Pain Management/SPAAC	X	X		7,500	20
American Academy of Pain Medicine	X	X	X	7,500	
American Academy of Pain Medicine/Regional Affiliates (key states)	X	X			20
American Pain Society/Chapters (WPS, MPS, TPS)	X	X	X		20
American Academy of Nurse Practitioners/Chapters	X	X		20	50
American Academy of Family Physicians	X	X		5	
American Association of Hospice & Palliative Medicine	X	X		5	
American Chronic Pain Association	X	X		25	25
American Academy of Neurology	X	X	X		25
Neuropathy Association	X	X	X	25	25
NASCSA Sponsorship Support	X	X		5	20
Pain Care Forum	X	X		2	
US Pain Foundation	X	X			25
Global Healthy Living Foundation	X	X			
National Minorities Health Foundation	X	X			10
ASPE /PAINWEEK Program Sponsorship Support:	X	X	X		25
NASN/CADCA Program Sponsorship Support	X	X		50 (25 per)	25
HPAD Local Market Support (exhibits, regional, state associations, policy meetings)				100	100

Approach to Local Pain Advocacy



PHARMACEUTICAL COMPANIES
OF Johnson & Johnson

CONFIDENTIAL. Do not duplicate, modify, distribute, or use in a selling situation



Imagine the Possibilities

Pain Coalition

✓ **Imagine the Possibilities Pain Coalition** is a working group of recognized experts in the field of pain aiming to fill unmet needs and gaps in patient care

✓ Advocacy/Policy pull-through products

CONFIDENTIAL. Do not duplicate, modify, distribute, or use in a selling situation



PHARMACEUTICAL COMPANIES
OF Johnson & Johnson

Janssen Pharmaceuticals, Inc Proprietary and Confidential