

PURDUE PHARMA FUN

One Stamford Forum
Stamford, CT 06901-3431
(203) 588 8456 • Fax (203) 588 6223
www.purduepharma.com

March 30, 2004

4/14/04
Drafted reply & thank
you for Will's
signature.

Mr. Will Rowe
Executive Director
American Pain Foundation
201 North Charles Street
Suite 710
Baltimore, MD 21201

Dear Will,


On behalf of Purdue Pharma L. P. and its associated companies, we are pleased to enclose a check from the Purdue Pharma Fund in the amount of **\$125,000 which represents the first installment of our 2004 matching contribution unrestricted educational grant for 2004** to the American Pain Foundation.

This grant is to support the APF in its education and advocacy efforts to improve the quality of life for people with pain by raising public awareness, providing practical information, promoting research and advocating to remove barriers and to increase access to appropriate and effective pain management.

As usual, we appreciate your updating us quarterly as to the results of your work. We share the progress of your efforts with our colleagues.

Best wishes for continued success in your development efforts on behalf of the American Pain Foundation.

Best regards,


Pamela Bennett, BSN, RN
Senior Director, Advocacy

Enclosure – Check No. 100465 (CR 23-04)

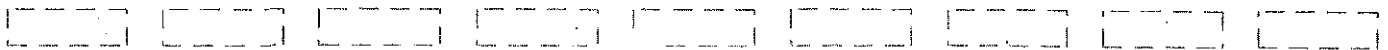
cc:	R. Hogen	A. Must
	J. DaBronzo	M. Stanton
	J. Heins	J. Doné-Lagemann
	R. Novak-Tibbitt	

PAYOR Purdue Pharma Fund		VENDOR NO. 1004075		VENDOR NAME AMERICAN PAIN FOUNDATION		CHECK NO. 100465
PAYMENT METHOD SUPPLEMENT LD Return to J. DONE-LAGEMANN						
INVOICE DATE 03/04/2004	INVOICE NO. 2304	DESCRIPTION NO.23-04, CHALLENGE GRANT 2321/2752 - Matching Gfr		DISCOUNT 0.00	NET AMOUNT 125,000.00	SAP DOC. NO. 1900003962
		TOTALS			\$ 125,000.00	

REMOVE DOCUMENT ALONG THIS PERFORATION

MOORE SECURITY MARK™ • MOORE SECURITY MARK™ • MOORE SECURITY	Purdue Pharma L.P. D/B/A Purdue Pharma Fund One Stamford Forum Stamford CT 06901-3431		JPMorgan Chase Bank 1411 Broadway New York NY 10018		CHECK NO. 100465 1-2 210
	DATE 03/19/2004		VOID 90 DAYS FROM DATE ISSUED		
	PAY ONE HUNDRED TWENTY-FIVE THOUSAND Dollars ***		PAY THIS AMOUNT ONLY 125,000.00		
	PAY TO THE ORDER OF AMERICAN PAIN FOUNDATION 201 NORTH CHARLES STREET STE 710 BALTIMORE MD 21201-4111		AUTHORIZED SIGNATURE		

⑈ 100465⑈ ⑆021000021⑆ 020835647⑈





Purdue ID # 574
Mft ID # 565

Purdue Pharma L.P.

One Stamford Forum
Stamford, CT 06901-3431
(203) 588 8000
Fax (203) 588 8850
www.purduepharma.com

January 4, 2002

Ms Yvette Colón, MSW, ACSW, BCD
Director of Education & Internet Services
American Pain Foundation
201 N Charles Street
Suite 710
Baltimore, MD 21201

Dear Yvette,

On behalf of Purdue Pharma L. P. and its associated companies, I am pleased to enclose a check from The Purdue Pharma Fund in the amount of \$25,000 for the new American Pain Foundation online pain discussion program.

The Purdue Pharma Fund is a new community outreach program that Purdue has developed to strategically align our investments in nonprofit organizations that share our business interests.

Best wishes for a successful launch of the online pain program.

Sincerely,

Robin Hogen
Executive Director, Public Affairs

Enclosure – Check No. 084888

cc: Pamela P. Bennett, BSN, RN
Jeannette Doné

1/15/02
Shirley will write to
confirm receipt of grant.

PAYOR		VENDOR NO.	VENDOR NAME		CHECK NO.
Purdue Pharma L.P.		17148	AMERICAN PAIN FOUNDA		84888
INVOICE DATE	INVOICE NO.	DESCRIPTION		DISCOUNT	NET AMOUNT
20-DEC-01	MCINT12200	:DONE-LAGEMANN J: MESSAGE BOARD		0.00	25,000.00
		Online Group Program			
TOTALS					25,000.00

REMITTANCE ADVICE

REMOVE DOCUMENT ALONG THIS PERFORATION

THIS DOCUMENT IS PRINTED IN TWO COLORS. DO NOT ACCEPT UNLESS BLUE AND GREEN ARE PRESENT.

Purdue Pharma L.P. *574/565* Chase Manhattan Bank Delaware
 One Stamford Forum
 Stamford, CT 06901-3431
 DATE 31-DEC-01
 PAY: Twenty five thousand and 00/100 Dollars***
 PAY TO THE ORDER OF AMERICAN PAIN FOUNDATION
 201 NORTH CHARLES STREET
 SUITE 710
 BALTIMORE, MD 21202

CHECK NO. 84888 62-26
 PAY THIS AMOUNT ONLY
 \$25,000.00
 VOID 90 DAYS FROM DATE ISSUED

Edmund B. Hayes
 AUTHORIZED SIGNATURE

⑈084888⑈ ⑆031100267⑆ 6301449108 509⑈



bcc Bash - Purdue 12512

American Pain Foundation

201 N. Charles Street, Suite 710

Baltimore, MD 21201

www.painfoundation.org

1/16

Dear Robin -

On behalf of APF, David Hamborne and other professionals committed to providing a new Online Support Group to replace the now-closed ~~APF~~ AOL Pain Relief Center, I want to thank you, Pam and the Purdue Pharma Fund for providing us with a \$25,000 grant to launch this project. APF will be investing some of its own resources to match Purdue's grant, so that we can implement this project right.

Thanks again, Robin, for Purdue's continued & strong belief in the future of the American Pain Foundation.

Warmly,
John



American Pain Foundation

201 N. Charles Street, Suite 710

Baltimore, MD 21201

www.painfoundation.org

1/16

Dear Pam -

Well, what can I say? Your quick action in looking us up w/ Dave Hamborne and moving our proposal through for an on-line support group just blew us away. Needless to say, Yvette and David are psyched, because they so wanted to do this.

And it also helps APF as an institution by raising our visibility and showing how we continue to grow.

Pam, thank you for your continued full commitment to an organization that you helped build, and that will always be a part of who you are as a professional.

Warmly,
John

Real Examples of External Collaborations and Potential Ethical Conflicts

Company Profile	Overview	Ethical Challenges	Potential Benefits	Preliminary Conclusion	Key Questions
Medical device manufacturer	<p>Company intends to launch a celebrity driven direct to consumer marketing and public awareness program to draw attention to its therapy and its use for people with pain.</p> <p>Company pitches APF on collaboration. Elements of collaboration include leveraging our</p>	<ol style="list-style-type: none"> 1. Links APF to a company-branded campaign designed to drive product sales 2. Links APF to a product-specific campaign designed to drive sales of that product. 3. Risks pitting one pain therapy against pain therapies. 4. Precludes control over messaging. 	<ol style="list-style-type: none"> 1. Major opportunity to enhance APF's identity through celebrity appearances on media outlets 2. Potential fundraising opportunities through greater membership and awareness 	<p>No direct involvement in this campaign. Seek instead support from the company for an APF generated educational product on the therapy. (ex. Tips on Living Well with this kind of medical device)</p>	<p>Based on the parameters outlined, if the company asked to include APF on their promotional materials and talking points for the celebrity, how would we respond?</p>

	network to enhance reach of their campaign, including Facebook and Twitter. Company provides an opportunity to help shape celebrity messaging.				
Social Security, Disability Insurance Company	Company contacts the APF request to collaborate on a promotional effort for Pain Awareness Month. The company invited the APF to be included on a pdf poster and other materials available on their corporate website	1. At present, section 4a of our current code states: "Campaign or program messages will be developed by APF and will not be commercially or industry branded." The campaign	1. Heightens PAM and APF awareness through the company's outreach and website.	Decline involvement due to inconsistency with current policy rather than any specific ethical concern. Leave the door open to future collaboration of this kind provided that we agree that	<ul style="list-style-type: none"> In what cases can APF appropriately collaborate in industry branded activities that help us achieve our strategic objectives? <p>Recent modifications to Code shared with EC are: Okay to link to "modestly branded industry sites that have strong educational value" without commercial advertizing or political agendas. The criteria includes:</p> <ul style="list-style-type: none"> Educational purpose only,

	<p>promoting PAM. The company offered full prior content approval. The poster and other material would include their corporate brand.</p>	<p>itself offers considerable control by the APF, per discussions with the company and appears to present minimal potential for an ethical conflict. However, the current language requires us to be consistent.</p>		<p>company branding does not, by itself, preclude involvement.</p>	<p>non-promotional</p> <ul style="list-style-type: none"> • Allowable exceptions for some branding are: • Company logo (not product logo) • Tag line, if high level public recognition (Kleenex, Tylenol, Aspirin) • Site cannot be a platform to: <ul style="list-style-type: none"> ○ Promote product sales ○ Provide product descriptions, updates, news, coupons, etc. ○ A statement must be included that APF endorsement not implied. • Is there a distinction between types of companies (drug, device vs. other for profit companies in the healthcare space?)
For profit online CME company	Owned by medical communications	1. For profit company with branding on	HCP education focus; Well known source	Collaborate as described. Positive way	<ul style="list-style-type: none"> • Is there a distinction between types of companies (drug, device vs.

focused on pain	company; high reputation in pain community; APF staff have prior positive experience working with them; 60% of advisory panel either current/past board members or expert advisors to APF; Request to add APF resources to the online site—Currently ACPA materials are sourced	website; No branding of APF materials	APF materials used as written via link share	for APF to obtain free promotion and as long as they disclose that APF has provided permission for them to promote these activities and materials	other for profit companies in the healthcare space) <ul style="list-style-type: none"> What potential risk do we assume working with commercial entities such as for profit educational, insurance and other private sector companies? (note: this is a critical issue as we reach out to the other business partners/employers for programming & support)
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