

Message

---

**From:** Webb, Kevin J [Kevin.Webb@mallinckrodt.com]  
**Sent:** 7/30/2014 6:34:11 PM  
**To:** pcowan@theacpa.org  
**Subject:** Mallinckrodt and Public Television: Learning About Pain Management

Penny,

As with the Alliance for Balanced Pain Management, Mallinckrodt Pharmaceuticals is very committed to raising the awareness of an integrated interdisciplinary approach to pain management. We are also as committed to addressing the societal epidemic of opioid abuse, misuse and diversion.

We are proud to be one of several companies sponsoring a series of public television specials on key health issues, including pain management. In August, a new public television special, "Learning about Pain Management," will begin airing nationally on the Public Television Network as part of the Healthy Body, Healthy Mind (HBHM) series. Television Network (ITV) produces the program.

The 30-minute program offers an in-depth look at pain, including how the body senses it and is affected by it, and various approaches to managing it, such as biofeedback, physical rehabilitation, occupational therapy, medication and counseling. Leading experts in the pain management field will be featured.

We are excited to be part of such an important project that will help expand awareness of the reality of pain and the need for an integrated approach to its management, much in sync with the principles of the Alliance. A press release announcing the initiative is attached.

To secure the full segment for posting and/or sharing with your constituents, please contact Crystal Edgington, Director of Program Development for "Healthy Body, Healthy Mind" Public TV Series by email ([crystal@itvisus.com](mailto:crystal@itvisus.com)) or phone (561-939-2050).

Thanks Penny, and I hope you find this of value.

Best,

Kevin

Kevin Webb | Director of Advocacy Relations  
**Mallinckrodt Pharmaceuticals**  
675 McDonnell Blvd | Hazelwood, MO 63042  
T: 314.654.3345 | M: 314.775.6073  
[kevin.webb@mallinckrodt.com](mailto:kevin.webb@mallinckrodt.com) | [www.mallinckrodt.com](http://www.mallinckrodt.com)

This information may be confidential and/or privileged. Use of this information by anyone other than the intended recipient is prohibited. If you received this in error, please inform the sender and remove any record of this message.