Executive Summary

As the industry continues to focus on how to control the appropriate use of pain medications and PMSI's clinical programs continue to advance there is a need to make resources regarding the management of pain available to claims professionals, healthcare professionals and injured workers.

As part of our ongoing commitment to providing valuable thought leadership and educational resources, PMSI has created a Pain Management Resource Center. This portal provides accurate, up-to-date information on various pain management procedures and treatment guidelines—all contained within a single, user-friendly online repository.

Product Overview

The Pain Management Resource Center is a web-based resource center offering an easy-to-navigate interface from which claims professionals, healthcare professionals and injured workers can find tips, topics, and links to help in managing pain.

- Claims Professional Center – Delivers resources to help facilitate understanding of how to handle cases with complicated pain issues, an overview of pain management basics, cost containment ideas and other case management tools.

- Healthcare Professional Center – Supplies access to useful tools and techniques to help better manage a patient's pain, such as current pain guidelines, monitoring/assessment tools, and pain association websites.

- Patient Resource Center – Provides insight on how to deal with pain from a work-related injury including the basics of pain management, how to talk to the doctor, and other important hot topics.

Features and Benefits

- Pain Management Resource Center – Overall Site
  - Acts as a single point of reference for information on managing pain through an extensive library of links to applicable resources and exclusive PMSI content
  - Streamlines the information retrieval process reducing the complexity and amount of time to needed to research the management of pain
  - Organized according to the users role/area of interest to facilitate clear information sharing
  - Web-based portal allows anytime and anywhere access

- – Easy one-time registration with future access granted through use of the email address used upon registration—helps to collect data for lead generation, while ensuring easy access for return users

  – Provided as a complimentary service for all parties

- ■ Claims Professional Center

  – Consolidates information about the management of pain into one centralized repository, reducing the time needed to research potential ways to manage pain

  – Provides insight on ways to contain pharmacy costs such the use of mail order pharmacy, generics, and PMSI programs that monitor utilization

  – Delivers information on and access to various tools and services that help to ensure appropriate utilization of medications

  – Includes access to drug and medication trends and forecasts which help facilitate understanding of the use and appropriateness of medications in workers' compensation

  – Facilitates access to PMSI's Continuing Education courses which can assist with easing the burden of meeting licensing requirements and increasing the claims professional's knowledge during the medication approval process

- ■ Healthcare Professional Center

  – Consolidates information about the management of pain into one centralized repository, leading to a more streamlined information retrieval process and reducing the time needed to research accredited sources on pain management

  – Supplies access to an index of assessment tools for physicians to use in order to help patients accurately describe their pain and facilitate an understanding of the effectiveness of the prescribed medication therapy

  – Facilitates access to current treatment guidelines to help reduce the use of inappropriate medication, leading to optimization of patient care

  – Gives entry to various professional associations with the intent to provide current treatment trends and regulatory issues related to managing pain

  – Provides examples of opioid monitoring tools, such as opioid contracts and patient agreement forms, to facilitate a partnership with the injured worker and physician to ensure appropriate use of pain relievers

  – Consolidates communications from the FDA regarding the safe and appropriate use of medications related to workers' compensation

- ■ Patient Resource Center

  – Helps patients take control of their pain management by understanding the role of pain, its presentation, and the treatment options available

  – Consolidates information about the management of pain into one centralized repository, reducing the complexity and time needed to search for relevant information

- Helps patients understand the concepts of addiction and inappropriate drug utilization; thereby, helping to curb the use of pain medications in ways for which they were not intended

- Gives patients suggestions on ways to speak to their prescriber and hints on explaining their symptoms, leading to the use of only those medications that are necessary

- Provides access to common medication-related adverse effects and how to manage them

- Gives access to a pain-related dictionary which helps patients better understand their condition and the reasoning behind the use of a particular medication

- Provides example of pain diaries and pain scales, helping patients to track and monitor their pain and provide prescribers the information necessary to assess effectiveness of the therapy

- Provides a link to PMSI's "Ask the Pharmacist" drug information service which helps patients understand the medications that they are taking and how to use them safely and effectively

Target Market

- Claims Professionals (adjusters, supervisors, nurse case managers, employers)

- Healthcare Professionals (physicians, pharmacists, nurses, nurse case managers)

- Injured Workers/Patients

Goals

1. Drive awareness about the Pain Management Resource Center as a valuable resource for managing pain

2. Drive traffic to the Pain Management Resource Center from claims professionals, injured workers and healthcare professionals

3. Gather new lead/contact information for sales efforts and future marketing campaigns

4. Continually promote PMSI as a thought leader and industry innovator

Proposed Initiatives

Communications

Public Relations
- Press Release through Vocus

E-mail
- Announcement Launch
  - External Email Blast/Announcement – to "Thought Leadership" list
  - Internal
    - Pre-communication to Ex Management/Sales/Account Management
    - KYI to Associates
    - Launch notification to Sales and Account Management (copy of e-mail blast that was sent externally)
- Addition to email signature line – for clinical team and pharmacy operations

Sales Support
- Postcard/handout for regional sales team
- Addition to program-level collateral as applicable and as updates occur(MedAssess and Pharmacy assets)
- PowerPoint slide for client implementation/training/monthly TDIS webinar
- Language for RFP/Proposal Database

Direct Mail
- Add URL to Clinical Letters (High-Risk Profiling, Multiple Prescribers, Medication Review, etc. – clinical to coordinate)

Website PMSIonline.com/MyClaimsKit.com
- Featured on banner ad under Pharmacy LOB site
- Press Release featured under News and Events
- Link under Knowledge Center
- Link from Pharmacy Center
- Featured area from MyClaimsKit.com
- Featured area from MedicareInsights.com

Other Communications
- Create QR code for Articles and Ads, letters, etc.
- Feature in MyClaimsKit.com monthly newsletter
- Featured in March edition of *PMSInfo*
- Cross promotion with monthly TDIS webinars

Customer Service (Clinical Team and Pharmacy team)
- Script for Phones Customer Service, as needed for injured workers
  "Visit www.pmsionline.com/painmanagement for tools and resources to learn how to manage pain…"

Social Media

- Linked In
  - Add to company page
- Facebook
  - Add to company page
  - Post about launch
- Twitter
  - Add to company page
  - Post about launch

<u>Pharmacy Materials</u>
- Retail
  - Add as applicable to collateral (mostly featuring the Pharmacy Center, which will include a link to the PMRC)
- Mail Order
  - Promotion as a resource within the Mail Order Welcome Kit

Advertising

<u>Electronic</u>
- PMSIonline.com – website banner ad

Evaluation of Results

Overall marketing effectiveness will be measured by the Pain Management Resource Center traffic, and number of registrants in the first 3 months.

High-Level Campaign Process/Communications Plan

I. **Phase One – Launch (Weeks 1 and 2)**

Release of *Pain Management Resource Center*
- Website available for all users

Media Alert/Press Release Circulation
- Push through Vocus and regular media outlets
- Direct contact to key industry contacts
- Sent to key customers through Sales/Acct Management Team

Internal communications
- Sales/account mgmt
- Executive mgmt
- KYI to entire organization

External Communications

- E-mail blast to Thought Leadership List
- Loading to links to applicable pages on pmsionline.com, MyClaimsKit.com, MedicareInsights.com
- Banner Ads on pmsionline.com
- Addition to e-mail signatures for pharmacy and clinical teams
- Addition to Social Media venues
- Customer Service Scripts

Sales Support
- Postcard/handout for regional sales team
- Addition to program-level collateral as applicable (MedAssess and Pharmacy assets)
- PowerPoint slide for client implementation/training
- Language for RFP/Proposal Database

II. **Phase Two –Post Launch (Weeks 3 +)**
Continued promotion through various initiatives (as detailed in Initiatives section)

External Communications
- Inclusion on MyClaimsKit.com monthly e-newsletter
- Addition to TDIS webinar series
- Add URL to Clinical Letters (High-Risk Profiling, Multiple Prescribers, Medication Review)
- Direct Mail to Physicians (if applicable)
- Featured in March edition of *PMSInfo*

Pharmacy Materials Update