

Talk • Listen • Act

# Let's Talk **PAIN**

**ASPMN Annual Meeting**  
September 15, 2009  
Jacksonville, FL

Nancy Eksterowicz, RN-BC, MSN  
President, ASPMN

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## Today's Agenda

1. What is *Let's Talk Pain*?
2. Expanding the Coalition
3. Introducing the *Let's Talk Pain Show*
4. Episode One preview
5. The *Let's Talk Pain Show* line-up



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**Let's Talk Pain is a Coalition of leading pain management organizations focused on increasing awareness and improving understanding of pain management**


**American Society for Pain Management Nursing**



**American Pain Foundation**



**American Academy of Pain Management**



Supported by PriCara®,  
Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.

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Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.

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### Our Goals

To encourage people affected by pain and their healthcare professionals to

TALK


more about pain,

LISTEN

actively, and to

ACT

in ways that improve care for the millions of people who live with pain.




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### Expanding the Coalition: Associate Members

**Associate Members**

- Patient and professional organizations dedicated to raising awareness about pain and its appropriate treatment
- Efforts are recognized in external campaign materials and promoted on the *Let's Talk Pain* Web site
  - *Jefferson Medical College*




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### Expanding the Coalition: General Members

**General Members**

- Open to organizations interested in promoting *Let's Talk Pain's* mission in ways that reach target audiences: patients, pain management physicians, primary care physicians, pain management nurses, key opinion leaders, consumer and trade media.
- General Members can link to/from the *Let's Talk Pain Web site* ([www.letstalkpain.org](http://www.letstalkpain.org)) and will receive regular news updates and other information electronically
  - *Strength for Caring, Global Healthy Living Foundation*

**Want to get involved with increasing awareness about pain?**  
 Contact Teresa Flynn (TFlynn@painfoundation.org) or  
 Greg Panico (GPanico1@its.nj.com) for more details




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## Survey Results

**Goal:** To uncover insights into the attitudes and behaviors of pain patients and healthcare professionals, and to gain a deeper understanding of important factors in pain management

**Findings:**

- Disconnect between patients and physicians around communication
- Significant impact of pain on patient's quality of life
- Impact of treatment side effects
- Concern among physicians of regulatory/DEA scrutiny

**Methodology:** National, Internet-based survey of 500 pain patients and 275 physicians treating pain



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## The *Let's Talk Pain Show*

- First-of-its-kind Web-based series brings together medical doctors, nurses, psychologists, social workers and people with pain to discuss a host of pain issues



- The goal of the five episode series with in-depth profiles of people with pain is to help the millions of Americans in pain better manage their condition and realize that they are not alone



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## The *Let's Talk Pain Show* Host



Carol Martin is a TV journalist with over 30 years of experience in broadcast television news, cable, corporate branding and advertising, and print journalism.

For 20 years, she was a principal anchor and correspondent for WCBS-TV-Channel 2 News, the CBS flagship station in the nation's top television market.



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### Episode One

#### Tackling the Challenges of Pain and Pain Management

This segment addresses barriers and challenges to treating pain, such as finding the right treatment approach, dealing with treatment-related side effects and addressing stigmas that can have a negative impact on the management of pain.

Episode One is now available at [www.letstalkpain.org](http://www.letstalkpain.org)



Kathy Church, MSW  
Clinical social worker



Eugene Viscusi, MD  
Thomas Jefferson University



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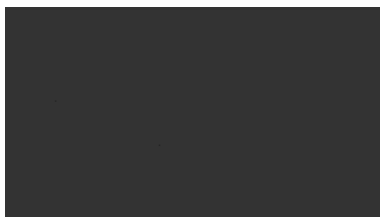
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### Episode One Preview



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### Episodes Two and Three

#### Communicating about Pain: For Health care Practitioners

Episode Two focuses on challenges patients face when communicating with health care professionals about living with pain and different strategies that help both parties make the most of their time during a patient's visit.

Episode Two is now available at [www.letstalkpain.org](http://www.letstalkpain.org)



Terry Ahlilo, LCSW, ACSW  
Clinical social worker



Mieke Brown, BSN, RN  
American Pain Foundation

#### Communicating about Pain: For People with Pain

Episode Three discusses available resources for people with pain to better manage their condition.

Episode Three is now available at [www.letstalkpain.org](http://www.letstalkpain.org)



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### Episode Four

#### Thinking and Feeling About Pain

This show offers expert insight into how pain sufferers can address depression, anxiety or relationship issues they may experience due to their pain and the importance of voicing these issues with their family, friends and health care providers.

*Episode Four will be available at [www.letstalkpain.org](http://www.letstalkpain.org) in November 2009*



Laurie Ferguson, PhD  
Global Healthy Living Foundation



Denise Coleman  
Power Over Pain Action Network



Ruth Westheimer, EdD  
Psychosexual therapist



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### Episode Five

#### Maintaining an Active Life with Pain: Integrative Pain Management

Pain can affect virtually every aspect of a patient's life, including work, sleep, exercise and social activities. This episode provides tips for coping with pain and will explore how integrative and holistic approaches to pain management can help maximize treatment outcomes.

*Episode Five will be available on [www.letstalkpain.org](http://www.letstalkpain.org) in January 2010*



Roberta Anne Lee, MD  
Beth Israel Medical Center



Melanie Thernstrom  
Author and patient advocate



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**For more information visit [www.letstalkpain.org](http://www.letstalkpain.org)**



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*Thank You*

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