

Teva and Allergan Documents – Pseudoaddiction

Summary and Sample Documents Explained:

Cephalon promoted the [unsubstantiated claim](#) that patients who appeared to be developing addiction to prescription opioids actually suffered from “pseudoaddiction” due to inadequate pain control. Cephalon (as well as other drug companies) claimed that when patients exhibited addiction-like behaviors, they needed more pain treatment in the form of greater doses of opioids. Sales representatives were trained on this topic, as were key opinion leaders (KOLs) speaking on behalf of the company.

Sample Documents:

Document Title: Making Pain Talk Painless

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=sscv0312>

Date: 2005-12

Description: Pamphlet targeted to patients, defining terms used in pain management. The “conditions that can sometimes occur” section defines terms on a continuum from addiction, pseudoaddiction, tolerance, pseudotolerance, opioid tolerance, to physical dependence. “Pseudotolerance”—defined as needing more of a drug because a disease has progressed or a patient has a new disease, not because their body has adapted to the drug—is not a term widely used in medical practice.

Document Title: PROTECT R8.ppt

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=ftkp0320>

Date: 2007-12

Description: The PROTECT program (Principles of Rational Opioid Therapy: Education, Collaboration and Translation) was developed to support Fentora’s risk management efforts. PROTECT proposes a team of KOLs to educate prescribers on the use of Fentora for chronic pain patients.

Document Title: Integrating Ongoing Research and Knowledge into the Clinical Management of Chronic Pain

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=xyvy0312>

Date: 2007

Description: Handwritten editing notes on presentation slides from Michael Rowbotham (an adjunct with the UCSF Pain Clinical Research Center), presumably annotated by someone at Cephalon. The slides were being prepared as part of a Cephalon-sponsored [continuing education lunch symposium](#) at the [2007 American Pain Society meeting](#). Includes a slide differentiating physical dependence, tolerance, pseudoaddiction, and addiction.

Document Title: ACTIQ_Marketplace_post-test_v2.0.xls

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=jtpk0313>

Date: 2008-05

Description: Quiz Q&A for ACTIQ Competitive Positioning in the Marketplace module, used in sales training. Includes a couple of questions about pseudoaddiction (defining the term and differentiating from dependence and tolerance).

Document Title: Pain Needs: assessment

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=lrpy0312>

Date: Unknown

Description: Proposal for a continuing education activity, noting that “clinicians are not aware of the recent change in attitudes by professionals who treat persistent pain, and the recent position statement put out by the American Academy of Pain Management (AAPM) and the American Pain Society (APS) and supporting use of opioids in appropriate patients.” Educational objectives include defining pseudoaddiction and its significance “with respect to opioid therapy in chronic pain.”

Document Title: KOL Q&A-HCPs.doc ; KOL Q&A-Patients.doc

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=jlvf0319> ;

<https://idl.ucsf.edu/opioids/docs/#id=klvf0319>

Date: 2007-07

Description: FAQ discussion points for healthcare providers and patients, developed by Palio Communications alongside its [branding proposal](#), which describes target healthcare providers as professionals who “tend to treat BTP in patients with cancer with intuition and experience rather than only established treatment paradigms.” Both Q&A sets note pseudoaddiction and pseudotolerance in questions about differentiating between addiction and physical dependence. The prescriber questions also discuss how to identify drug-seeking behaviors and how to develop relationships with pharmacists.

Document Title: “Balancing Risk Management Strategies for Chronic Pain Treatment: Statement of Educational Need”

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=jxpn0312>

Date: 2008

Description: Proposal for an educational session for PAINWeek 2008. Defines pseudoaddiction and argues that clinicians need more training in chronic pain therapy—“balancing adequate pain therapy with government scrutiny.”

Document Title: sNDA RiskMAP.pdf

OIDA ID: <https://idl.ucsf.edu/opioids/docs/#id=ffww0334>

Date: 2008-04

Description: Included in a Fentora sNDA (Supplemental New Drug Application) is brochure text that describes pseudoaddiction: “Attempts by the patient to obtain adequate analgesia are not signs of addiction or abuse, but rather a phenomenon called pseudo-addiction.”

Selected Additional Documents

- [xzdf0312](#)
- [gnxm0334](#)
- [fhjm0335](#)
- [nybv0320](#)
- [nlxg0334](#)
- [gify0334](#)
- [gjhc0334](#)
- [grnn0312](#)
- [glxy0334](#)