

**Client:** Medtronic, Inc.

**Project:** InSynch Newsletter, a periodic publication sent to healthcare professionals who manage or refer patients with chronic pain.

**Objectives:** Overall: To build Medtronic's neuromodulation business by helping pain specialists learn more about the benefits of Medtronic pain therapies. Lead article of this issue: Provide evidence of the cost-effectiveness of treating chronic cancer pain with the implanted SynchroMed® drug infusion system through three case studies.

**Process:** Well-known pain physicians (Medtronic customers) were interviewed by phone for content for several articles in each edition.

**Masthead**

The lines of the InSynch masthead evoke pain sensations that are lessened through neuromodulation. The newsletter name is a play on the implantable SynchroMed drug infusion system, and also reflects the nature of Medtronic's relationship with its physician customers.

**Elements of case 1:**

In this lead article, a pain specialist provides three case stories to make the point that early intervention in cancer pain, using Medtronic's SynchroMed pump, improves quality of life in cancer pain patients and may result in cost savings. Using a case study approach can be effective when published clinical literature is scarce. This relatively breezy format reminds me of the genre of women's magazine articles based on the premise: "my problem and how I solved it."

In case 1, the cost of controlling a specific patient's cancer pain for six months using intravenous administration of morphine (\$102,000+) is compared to the cost of implanting a SynchroMed Infusion System and treating her pain for the same period of time (\$25,700).

The result of the treatment is also compared. With the intravenous administration of morphine, the patient required 500 mg of morphine per hour to control her pain. This amount of medication made the patient sleep continuously, but a lesser dosage left the patient "screaming in pain." With medication administered intrathecally using the implanted SynchroMed drug infusion system, the patient's pain was managed with 40 mg of morphine and enabled her to function socially again, as noted in the concluding paragraph of this case study:

"In addition to significant cost-savings, the patient was much more comfortable and her quality of life was restored. During the last six months of her life she was again able to visit with friends and family members and even to take short trips by airplane. She was able to live her last months productively and to put her affairs in order. Her death was peaceful and without pain."

[End of excerpt.]

