



# Introducing C.A.R.E.S. Alliance

A new **patient safety** initiative for healthcare professionals, drug manufacturers, patients and their loved ones to collaborate and act responsibly to ensure safety.

# Concern

## A concern we all have

For people living with pain, opioid medications can provide a way to get much-needed relief. Still, the risks of prescription pain medicines are serious and challenging. Abuse, misuse, addiction, overdose and diversion of pain medicines impact millions of people and their loved ones each year.

To improve patient safety, everyone involved in the treatment of pain needs to understand how to responsibly prescribe, appropriately dispense, safely store, use and dispose of these powerful pain relievers.

### Potential risks surrounding prescription opioids include:

- Misuse
- Abuse
- Addiction
- Overdose
- Diversion

For patients to safely use prescription pain medicines, understanding the risks of these products is essential.

Pain affects more Americans than diabetes, heart disease and cancer combined, and is the leading cause of long-term disability.<sup>1</sup>



# A responsibility we share

Ensuring the safe use of pain medications is not just the responsibility of one person—it's everyone's responsibility. To help each person play their part, C.A.R.E.S. Alliance has brought together a wide variety of educational resources designed to promote greater communication and understanding between physicians, patients, pharmacists and drug manufacturers.

By working together to diminish the risks of prescription pain medications, we can help patients get relief they need without sacrificing the safety they deserve.

Physicians	Patients	Pharmacists	Drug Manufacturers
To support responsible prescribing, we're providing educational programs and literature that promote best practices in pain management.	To reduce the risks of pain medications, we're creating educational materials that clearly explain the risks and how to avoid causing harm to patients or their families.	To assist educational efforts, we're developing patient counseling tools and brochures that allow pharmacists to have more meaningful conversations with patients.	To ensure the responsible use of pain medications, we're providing drug manufacturers a new forum to distribute educational resources that can improve the safe use of their products.

## Information and resources are available at [www.caresalliance.org](http://www.caresalliance.org)

Prescription pain medicines are powerful tools in the fight against pain. Yet the risks of these therapies must be balanced by equally powerful tools that can enhance responsible prescribing and safe use.

<b>Tips on Managing Pain</b>	Information that helps patients manage life with pain
<b>Vital Vignettes</b>	Stories for and by patients, showcasing how they manage and live with their pain
<b>Patient Brochures</b>	Information, tools and knowledge that help patients enhance and ensure safety when taking prescribed pain medications
<b>Pain Assessment Tools</b>	A common language for the healthcare provider and patient to use to assess pain
<b>Ask An Expert</b>	An innovative educational resource for patients, physicians and pharmacists offering answers from experts to frequently asked questions about pain management
<b>Webinars/Videos</b>	Programs that supplement prescriber and pharmacist education in the area of pain management and opioid use
<b>Reference Library</b>	A resource for articles and white papers written by experts in the field of pain management
<b>Headlines</b>	The latest news on prescription pain medications

Have an idea for a resource you'd like to see? Share it with us at [www.caresalliance.org](http://www.caresalliance.org) or call 1-800-233-8969.

# *Cause* A cause we all can champion

To help provide solutions that improve safety in pain management, C.A.R.E.S. Alliance seeks cooperation and support from individuals and groups who share our passion for patient safety, including healthcare professionals, patients, leading experts, pharmaceutical companies and other organizations.

Working together, we can ensure appropriate access and enhance safe use of pain medications, helping people who live with pain find relief.



Call 1-800-233-8969 or visit [www.caresalliance.org](http://www.caresalliance.org)





To learn more about how you can help improve patient safety and reduce the risks of prescription pain medications, call us at **1-800-233-8969** or visit our Web site:

[www.caresalliance.org](http://www.caresalliance.org)

Sponsored by



C.A.R.E.S. Alliance was created to help patients, healthcare professionals, nonprofit organizations and people in the pharmaceutical industry work together to improve patient safety.

#### Reference

1. Fact sheet: pain management. National Institutes of Health Web site. [www.ninr.nih.gov/NR/rdonlyres/DC0351A6-7029-4FE0-BEEA-7EFC3D1B23AE/0/Pain.pdf](http://www.ninr.nih.gov/NR/rdonlyres/DC0351A6-7029-4FE0-BEEA-7EFC3D1B23AE/0/Pain.pdf). Accessed July 19, 2010.

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675 McDONNELL BLVD  
HAZELWOOD, MO  
63042

[WWW.COVIDIEN.COM](http://WWW.COVIDIEN.COM)