

# Partnering with CHOICES *Matter*

## Who we are...

*Choices Matter* is a national movement designed to educate and empower patients to have proactive discussions with their clinicians about available non-opioid options for managing postsurgical pain.

## What we do...

Over the years, *Choices Matter* has partnered with research institutions, clinical organizations, patient advocacy groups, celebrities and others to help raise awareness of the impact the surgical setting has on the opioid epidemic. Since its inception in 2016, the campaign has generated national reports on opioid overprescribing, consumer surveys, public service announcements, a 40-minute award-winning documentary, and media coverage that has resulted in more than **2 billion media impressions!**

## How we can work together...

*Choices Matter* is proud to work with organizations that share a passion for education, empowering patients, and stopping addiction before it starts.

### We are open to all levels of partnership, including but not limited to:



**Blog posts**



**Newsletter and website content**



**Social media programs**  
(e.g., Facebook Live, Instagram stories, Twitter chats, etc.)



**Event sponsorships**



**Video testimonials**



**Q&As and webinars**



**Educational collateral**



**Media opportunities**



**Research and surveys**



**Access to speakers and subject matter experts**

For more information on partnership opportunities, please contact [ChoicesMatter@planagainstpain.com](mailto:ChoicesMatter@planagainstpain.com).

*Thank you!*