PRESS RELEASE TEMPLATE

Use this customizable template to raise awareness about steps your institution is taking to reduce opioid use. The press release can be distributed to local news stations and to various print and digital media outlets.

**[*Institution name*] Offers a New Approach to Managing Postsurgical Pain with an Important Non-Opioid Option**

**[*CITY, STATE*], [*Month, Day, 20XX*]** –. [*Institution name*] recently adopted a novel approach to managing post-surgical pain known as "multimodal pain management" to provide an improved postsurgical recovery experience for patients and curb the use of opioid pain medications. This change in approach to postsurgical recovery demonstrates the proactive stance that [*Institution name*] is taking against the overreliance on opioids to control pain.

This new operating room regimen uses a combination of non-opioid pain medications before, during, and after surgery to effectively control postsurgical pain while helping patients remain alert and comfortable during their recovery. Multimodal therapy is advocated by leading health care organizations, such as the American Dental Association, the American College of Surgeons, and the Centers for Disease Control and Prevention.

An important part of the multimodal pain management regimen is EXPAREL® (bupivacaine liposome injectable suspension). EXPAREL is a long-lasting, non-opioid options that is administered during surgery to control pain and reduce the need for opioids.\* EXPAREL is approved for use in in patients aged 6 years and older.\*\* More than 10 million patients have received EXPAREL since 2012.

Surgeons and anesthesiologists at [*Institution name*] use EXPAREL, in combination with other non-opioid pain medications, in [*Insert surgery types in which the institution specializes*].

“Traditionally, opioid pain medications have been the first line of defense against postsurgical pain, despite the potential for side effects that can detract from a patient’s recovery experience,” said Dr. [*First and last name*], [*Title*] at [*Institution name*]. “Overreliance on opioids in the postsurgical setting can lead to a lasting impact on patients, our communities and our healthcare system. We are proud to be a leader in setting new pain management expectations by offering low- and no-opioid pain management through innovative alternatives to improve patient outcomes. EXPAREL is administered before patients even wake up from surgery. A single dose can help control their pain and may decrease their need for opioid medications, while providing a proven safety and tolerability profile.”

For more information about [*Institution name*]’s pain management approach, visit [*Institution website*] or call [*Institution phone number*].

\*The clinical benefit of the decrease in opioid consumption was not demonstrated in the pivotal trials.

\*\* Pacira BioSciences announces FDA acceptance of sNDA for EXPAREL use in pediatric patients [press release]. Pacira website. https://investor.pacira.com/news-releases/news-release-details/pacira-announces-fda-approval-supplemental-new-drug-0. Published August 4, 2020. Accessed January 20, 2021.

**About [*Institution name*]**

[*Insert background about institution*]

**About Pacira BioSciences, Inc**

Pacira BioSciences, Inc. (Nasdaq: PCRX) is committed to providing a non-opioid option to as many patients as possible to redefine the role of opioids as rescue therapy only. The company is also developing innovative interventions to address debilitating conditions involving the sympathetic nervous system, such as cardiac electrical storm, chronic pain, and spasticity. Pacira has three commercial-stage non-opioid treatments: EXPAREL® (bupivacaine liposome injectable suspension), a long-acting, local analgesia currently approved for postsurgical pain management; ZILRETTA® (triamcinolone acetonide extended-release injectable suspension), an extended-release, intra-articular, injection indicated for the management of osteoarthritis knee pain; and ioveraº®, a novel, handheld device for delivering immediate, long-acting, drug-free pain control using precise, controlled doses of cold temperature to a targeted nerve. To learn more about Pacira, including the corporate mission to reduce overreliance on opioids, visit www.pacira.com.

**Indication**  
EXPAREL® (bupivacaine liposome injectable suspension) is indicated for single-dose infiltration in patients aged 6 years and older to produce postsurgical local analgesia and in adults as an interscalene brachial plexus nerve block to produce postsurgical regional analgesia. Safety and efficacy have not been established in other nerve blocks.

**Important Safety Information**

EXPAREL® (bupivacaine liposome injectable suspension) should not be used in obstetrical paracervical block anesthesia.

In studies in adults where EXPAREL was injected into a wound, the most common side effects were nausea, constipation, and vomiting.

In studies in adults where EXPAREL was injected near a nerve, the most common side effects were nausea, fever, and constipation.

In the study where EXPAREL was given to children, the most common side effects were nausea, vomiting, constipation, low blood pressure, low number of red blood cells, muscle twitching, blurred vision, itching, and rapid heartbeat.

EXPAREL can cause a temporary loss of feeling and/or loss of muscle movement. How much and how long the loss of feeling and/or muscle movement depends on where and how much of EXPAREL was injected and may last for up to 5 days.

EXPAREL is not recommended to be used in patients younger than 6 years old for injection into the wound, for patients younger than 18 years old for injection near a nerve, and/or in pregnant women.

Tell your health care provider if you or your child has liver disease, since this may affect how the active ingredient (bupivacaine) in EXPAREL is eliminated from the body.

EXPAREL should not be injected into the spine, joints, or veins.

The active ingredient in EXPAREL can affect the nervous system and the cardiovascular system; may cause an allergic reaction; may cause damage if injected into the joints; and can cause a rare blood disorder.

**Please refer to the full Prescribing Information** [**here**](https://www.exparel.com/patient/prescriptioninformation.pdf)**.  
For more information, please visit** [**www.EXPAREL.com/patient**](https://www.exparel.com/patient/index) **or call 1-855- 793-9727.**



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