
From: Morrison, Jacqueline [/O=CEPHALON/OU=US01 ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=JMORRISO]
Sent: 12/17/2005 5:12:33 AM
To: Jacobs, Jay [jjacobs@cephalon.com]
Subject: Targets
Attachments: jacobs.targets.9.05.xls

Hi Jay,

Attached is a list of possible targets from your excel data in Lotus notes, it's called prescriber targeting. I just did a quick sort of your top Actiq writers and pure short acting writers, once you really start analyzing the data you will want to look more in depth at the information provided by the excel data. For example what types of short acting are they writing? What types of long acting are they writing? Are they writing a lot of combo short acting medications?

I highlighted in yellow your top Actiq writers and high writers for pure short acting opioids. Just because a prescriber isn't in highlighted doesn't mean you don't want to call on them. Look through this excel sheet, there are different tabs. For example you can look up TRx units by strength to see what strengths of Actiq the prescribers are writing. This is a starting point; once you start analyzing the data yourself the list will probably change. Also when you meet with the current Cephalon reps talk to them about who there top targets were and why.

Also when you start looking at the data we are more interested in units vs. counts. Units are how many sticks they are writing, counts are how many prescriptions. There could be a prescriber writing a lot of scripts but with only 6 units in each script vs. someone writing few scripts but with 120 units per script. Since you get paid on dollar volume we are most interested in how many units they are writing and at what doses. The price of the unit goes up with the dose.

On our first field visit we will go over targeting in more depth and we will also cover it at the National Sales meeting.

Please let me know if you have any questions.

Regards,

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