

ACTIQ®

Speaker Training Meeting

June 11, 2005

La Jolla, California



ACTIQ® Speaker Training



Hilton La Jolla Torrey Pines
La Jolla, California
June 11, 2005



Welcome to ACTIQ® Speaker Training

Paula Castagno, Senior Product Manager, ACTIQ

Dean Robinson, Product Manager, ACTIQ

Terrence Terifay, Senior Product Manager, OVF

Cephalon, Inc.

Agenda

Saturday, June 11

7:00 AM-8:00 AM

Breakfast

8:00 AM-10:45 AM

General Session

8:00 AM-8:30 AM

Welcome and Meeting Objectives
Chairman Welcome

8:30 AM-9:15 AM

ACTIQ[®] Core Promotional Slide Kit Review:
A Brief Clinical Overview

9:15 AM-9:30 AM

Break

Agenda (cont)

9:30 AM-10:15 AM	ACTIQ® Promotional Slide Kit Review: A Comprehensive Clinical Overview
10:15 AM-10:30 AM	Discussion with Q&A
10:30 AM-10:45 AM	<i>Break</i>
10:45 AM-4:00 PM	<i>Breakout Sessions</i>
10:45 AM-12:00 PM	Group 1: Commonly Asked Questions: Pharmacology/Respiratory Depression/ Other Safety Issues
	Group 2: Commonly Asked Questions: Pharmacoeconomics/Managed Care
	Group 3: Commonly Asked Questions: Abuse/Addiction

Agenda (cont)

12:00 PM-1:15 PM

Working Lunch
Platform Skills Workshop

1:15 PM-2:30 PM

Breakout Sessions (cont)

Group 1: Commonly Asked Questions:
Abuse/Addiction

Group 2: Commonly Asked Questions:
Pharmacology/Respiratory Depression/
Other Safety Issues

Group 3: Commonly Asked Questions:
Pharmacoeconomics/Managed Care

2:30 PM-2:45 PM

Break

Agenda (cont)

2:45 PM-4:00 PM

Breakout Sessions (cont)

Group 1: Commonly Asked Questions:
Pharmacoeconomics/Managed Care

Group 2: Commonly Asked Questions:
Abuse/Addiction

Group 3: Commonly Asked Questions:
Pharmacology/Respiratory Depression/
Other Safety Issues

4:00 PM-5:00 PM

Panel Discussion/Q&A/Wrap-Up

5:00 PM

Departures

Faculty

- Steven Shoemaker, MD
- Jeff Gudin, MD
- Lynn Webster, MD

Cephalon Staff in Attendance

Edward Berg – Assistant General Counsel

Kiumars Vadie – Senior Director, Professional Services

Bill Cunningham – Director, Managed Care & Reimbursement

Joe Duarte – National Area Manager

Chuck DeWildt – West Regional Sales Director

Mike Thiem – North Central Regional Sales Director

David Hennecke – Market Development Manager, South Central

Amy Jordheim – Market Development Manager, North Central

Jackie Morrison – Market Development Manager, West