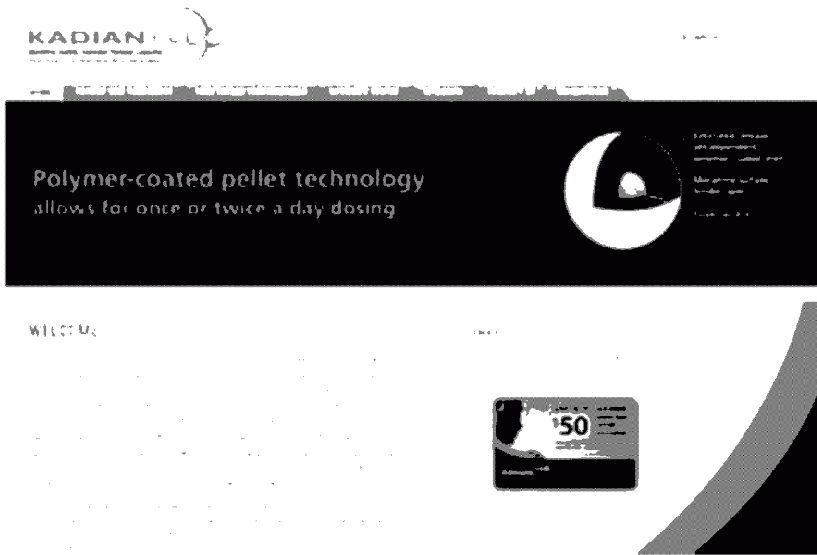


Introduction

This report presents the outcomes from the aspects of the KADIAN website in which Catalyst has played an integral role.

KADIAN Website Overview

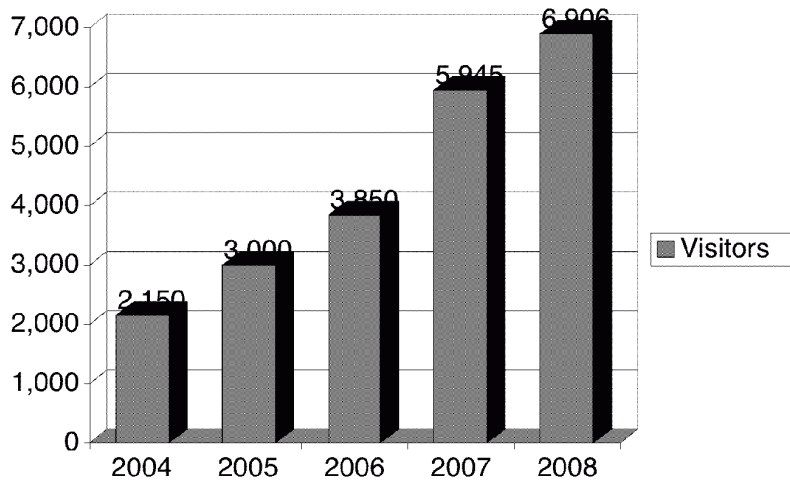
Catalyst has supported the KADIAN website since 2003 with timely and appropriate content as well as balanced tools and information for healthcare professionals and patients. Web traffic has increased 40% per year over the four-year campaign.



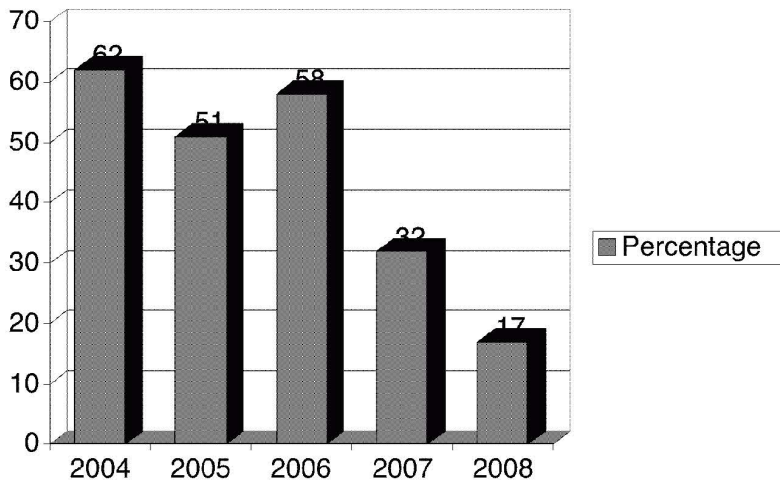
2008 Kadian Traffic Summary

Unique visitors: 82,290
 Patients: 21,350
 Physicians: 13,092
 Research: 9,689
 Promotion: 16,568
 Total Visits: 107,928

KADIAN website home page

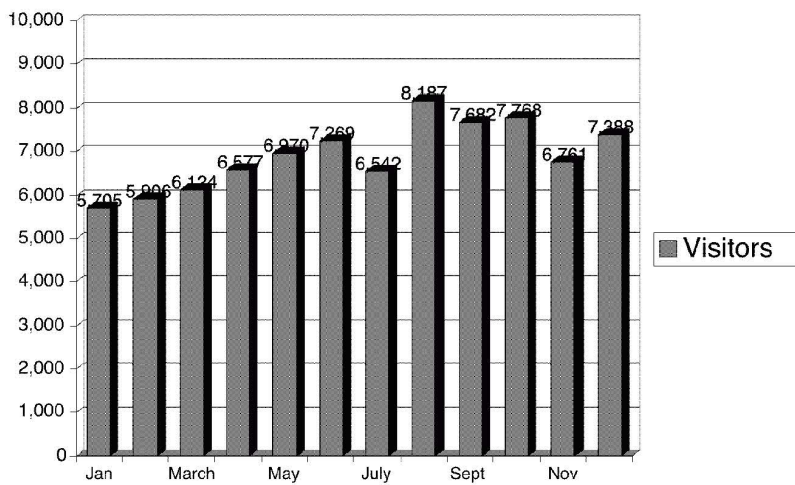


Total Unique Visitors Year-to-Year
 KADIAN website traffic has shown an average 40-percent annual growth rate since inception.



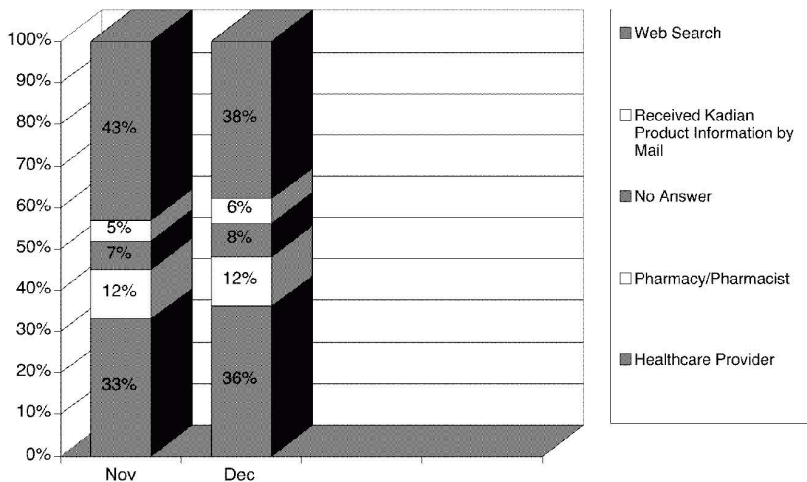
Median Annual Global Internet Traffic Growth Rate
 The overall KADIAN website traffic growth rate has outpaced global Web traffic growth rates over the same period.

Source: Minnesota Internet Traffic Studies (MINTS) project.



Total Unique 2008 KADIAN Month-to-Month Visitors

KADIAN's Q3 site traffic decline coincided with Alpharma's decision to end support for KADIAN.



Promotion Page Registrants Nov-Dec 2008

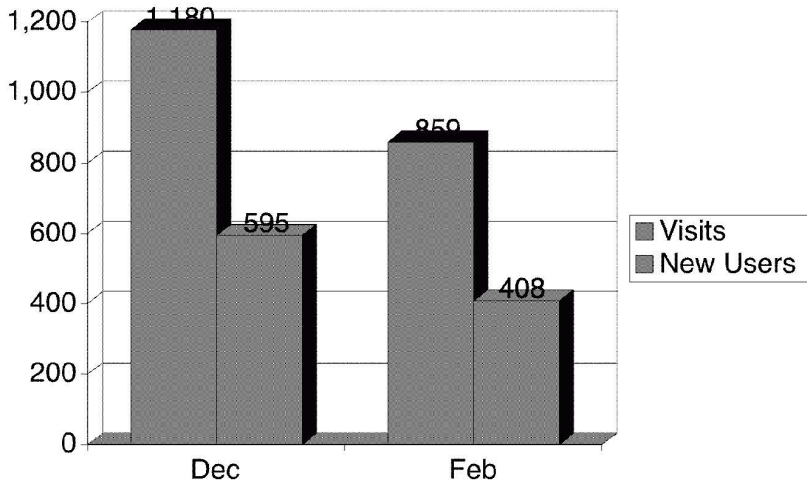
Web searches are the primary source of traffic to KADIAN.

February 2009 Overview

Most traffic measures declined significantly in February with the exception of promotions and a slight increase in visits per visitor. Lack of support and direction from Alphaforma prior to transition could account for the decline.

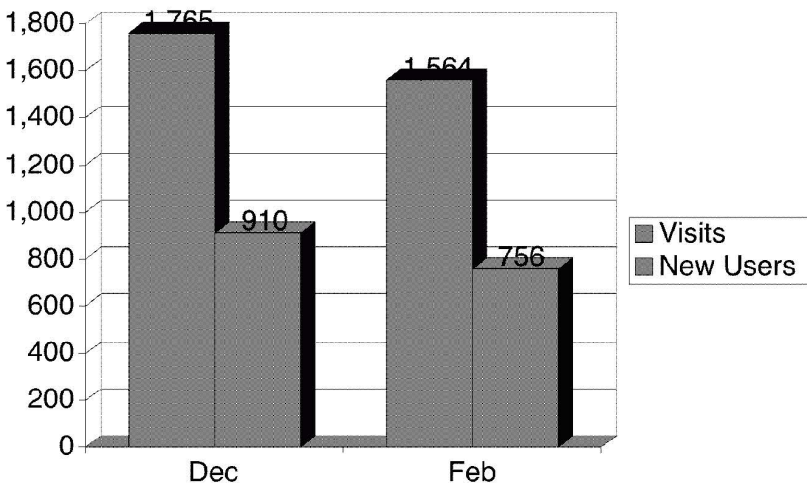
February 2009 Statistics

Unique visitors:	5,916	- 19.92%
Patients:	1,564	- 11.39%
Physicians:	859	- 27.20%
Research:	498	- 35.66%
Promotion:	2,843	+ 54.09%
Total Visits:	7,857	- 18.06%
Visits/visitor:	1.32	+ 2.33%
Pages:	65,757	- 20.31%
Pages/visit:	8.36	- 2.79%
Data Transfers:	1.07 GB	- 22.69%
Bandwidth/visit:	143 Kb	- 23.47%



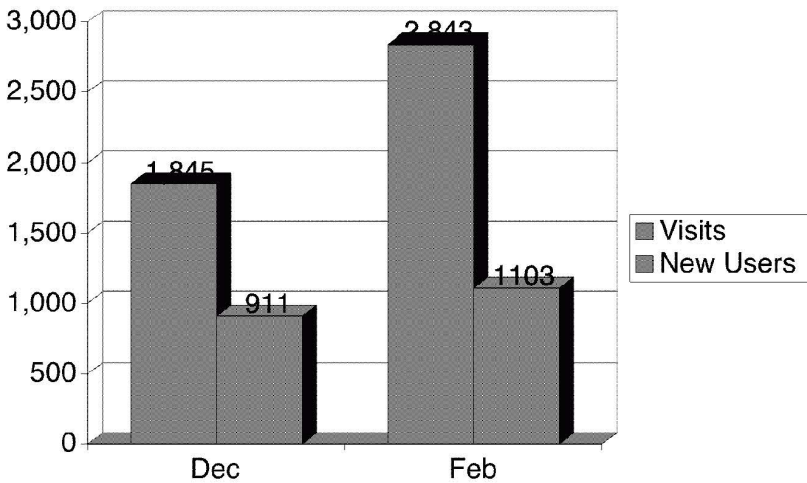
Physician Visits

Visits to the healthcare provider overview page



Patient Visits

Visits to the patients and caregivers overview page



Promotion Visits

Visits to the promotion section page. The simple addition of the new coupon card significantly increased site traffic in this area despite other declines.



An Example of a Cost-effective Test Campaign for PainBalance
The three-month campaign generated 6,500,000 impressions with 17,000 highly targeted clicks at an average of \$.70 a click during the trial.

[Learn more about OPIOIDs](#)
how to better manage the benefits
and risks of OPIOID therapy
www.painbalance.org

[Learn more about NSAIDs](#)
how to better manage the benefits
and risks of NSAID therapy
www.painbalance.org

PainBalance test-campaign banner ads

PainBalance Pay-per-click (PPC)
eMedia Campaign
Catalyst conducted an eMedia test
campaign for PainBalance, a part
of Alharma's medical education
initiative.

No such trial was conducted for
KADIAN.

A sustained campaign would require
monitoring and adjustment of
key words as user interests and
competition from other sites affects
results over time.

Catalyst can provide reporting and
recommend timely adjustments for
every aspect of an online media
placement, including impressions,
clicks, cost per click and spending.

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4