
From: Cunningham, Bill
Sent: Tuesday, January 6, 2009 3:20 PM
To: Hemenway, Michael; Kramin, Matthew; Merris, Geoffrey; Mohler, Stanton; Robinson, Dean; Sweet, William
Subject: Fentora 90 Day Plan
Attachments: Fentora Q1 90 Day Plan v1.ppt

Hi everyone,

Attached is the Fentora 90 day plan for your meetings. It is very similar to Q4. For those of you where Fentora is relatively new, as you will see it is pretty clear what is the key to success with Fentora as it pertains to starts, units and essentially titration. In addition considering the newness of the product to several of you, do not hesitate to delegate the Fentora 90 day plan to an experienced representative or area trainer, of course with your active involvement during the presentation. Finally, I would suggest combining aspects of Terry's presentation with the 90 day plan to make the Fentora portion of your meeting succinct and to eliminate any overlap.

As an aside related to Terry's presentation that he distributed, I am getting clarification around the CSPs that are mentioned under resources and what that means for Q1. In addition, as it relates to REMS we will need to be deft in handling this portion of the presentation as we definitely do not want to get bogged down in a lengthy Q & A. It is really included in the presentation at this point for informational purposes. What is key is our focus on efficiently selling Fentora, with a primary focus on selling AMRIX.

Any questions please let me know so that we can work to get answers to be as best prepared as possible for the meetings next week.

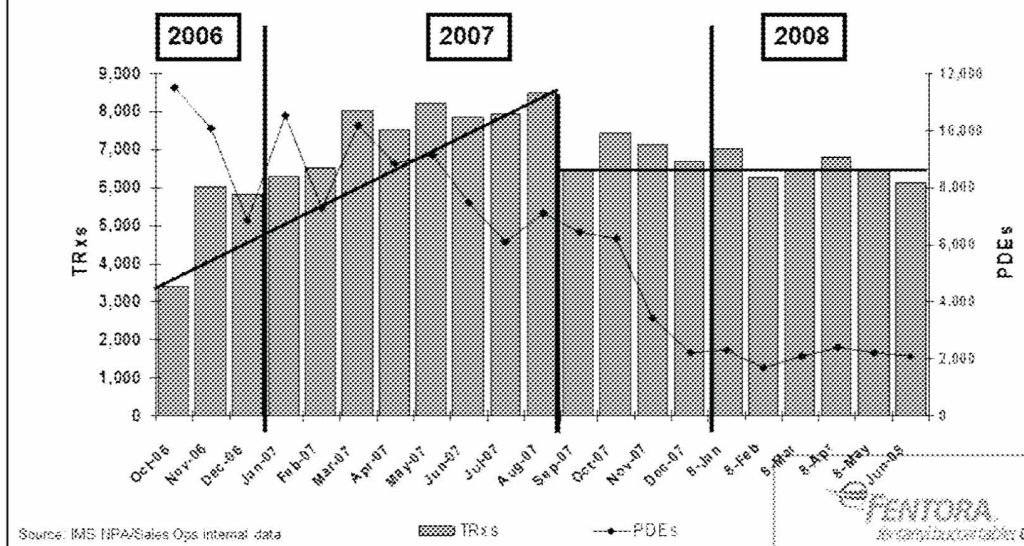
Thanks
Bill

FENTORA 90 Day Plan
“Growth from the Inside Out”



FENTORA Monthly TRx vs. PDEs

Strong Productive Performance Despite Reduced Resources



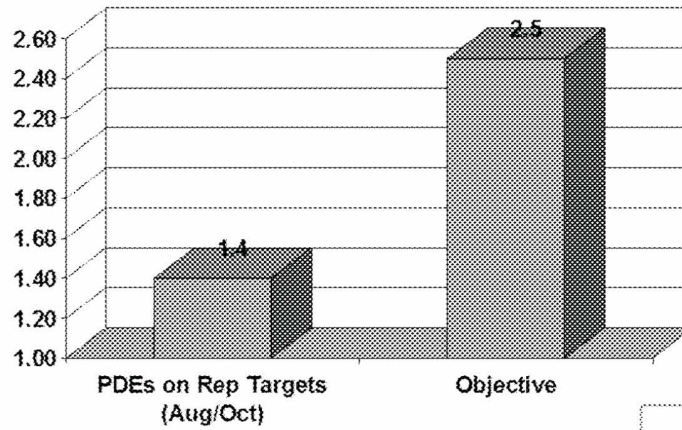
Took away 40% of sales force and 70% Activities but remained cant slip below 2000

Reach and Frequency Objective

*The Metric is 15 Rep Triggered Targets with 2-3 calls each per month

*Aug/Oct = Rep Triggered Targets with 1.4 calls per month

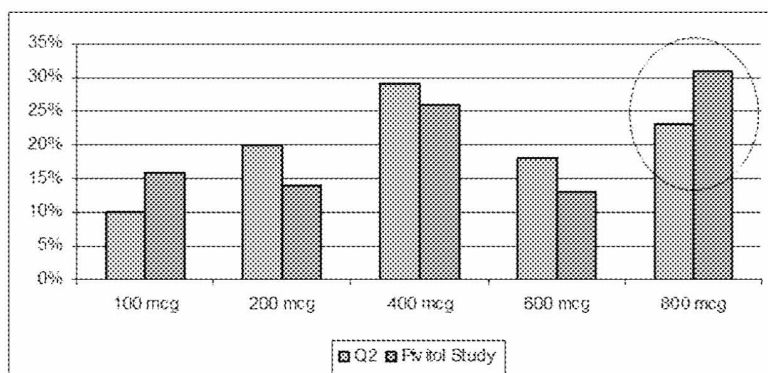
*Leverage Dual Call Opportunities!



FENTORA
REPRODUCTIVE HEALTH

Dose comparison National vs. trial

- 84% of patients were titrated to 200 mcg or higher in trial*
- 31% of patients were titrated to 800 mcg in trial
- 23% of patients were titrated to 800 mcg in Q2

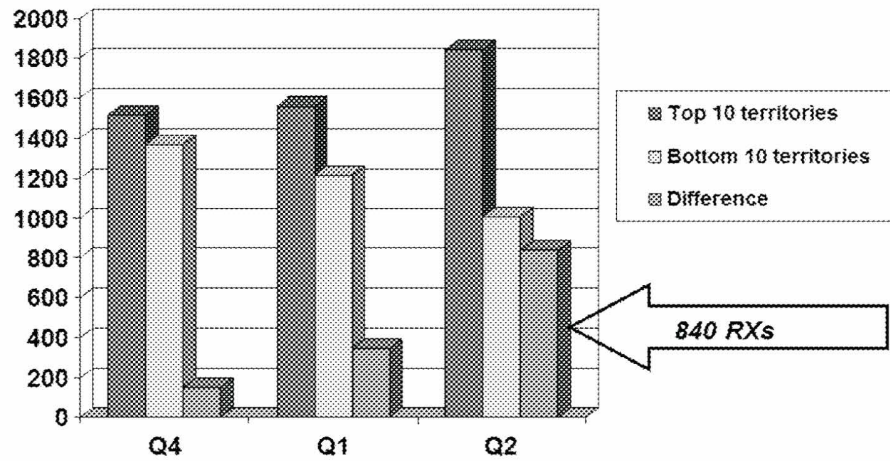


Source: Prescriber Targeting Report & Pivotal Trial

FENTORA
extended-release tablet

Top 10 Ten Territories driven by growth at 600mcg and 800mcg

The top ten territories in Q2 grew on avg. \$52,000 in just 800 mcg.



Source: Prescriber Targeting Report

FENTORA
extended-release tablet

TRx Value

- Average units per Rx is 84 units
- Average units per 800mcg Rx is 114 units
- 800mcg DACON is 5.1 units

FentoraStrength	\$ WAC Cost Per TRx*	Units/TRx
100mcg	\$613	54
200mcg	\$1,065	74
300mcg	\$1,038	59
400mcg	\$1,418	68
600mcg	\$2,469	91
800mcg	\$3,576	114

*Note: Wholesaler Acquisition
Cost National Average

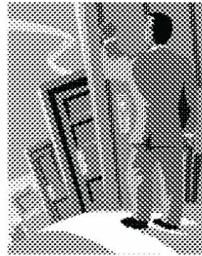
Source: Prescriber Targeting Report



national average is 85? If you grow in dose you will grow in units as well

Biggest Opportunities

- Leverage Strong Relationships – Challenge and Close
- Maximize Utilization Managed Care Info
- Debit Card to \$100 (March)
- Significantly Enhance Bonus Payout with Fentora



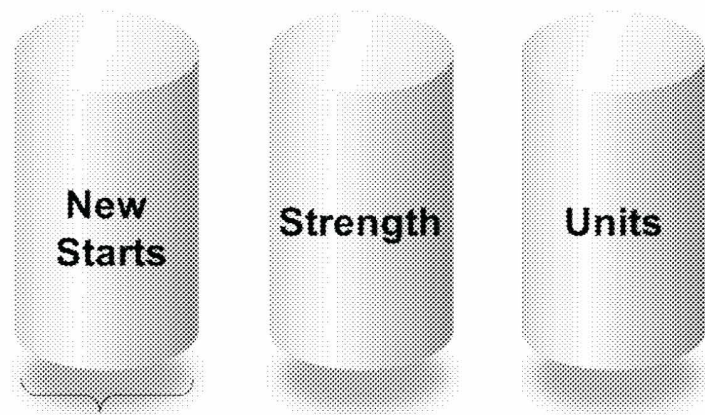
Focused effort calling on 50 mds vetting period over

FENTORA 90 Day Plan



“Growth From the Inside Out”

Pillars of the Plan



“One New Patient Per Week”

eFENTORA
extended-release tablets

Fentora 90 Day Plan

Objectives

Targeting/Frequency

Messaging

Tools

Metrics



Pillars of the plan

Fentora 90 Day Plan

Objectives

Targeting/Frequency

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Metrics



Objectives

- Increase productivity of Rep Identified Targets
 - New starts
 - Titrate dose where safe and appropriate
 - Treat appropriate number of BTCP episodes
- Appropriate reach and frequency of RepTargets
- Increase Use in Oncology



Fentora 90 Day Plan

Objectives

Targeting/Frequency

Messaging

Tools

Metrics



Targeting and Frequency

- Focus remains on Rep Identified Targets
 - A targets = Decile 3-10; approx 1,000 prescribers
 - Oncology* = Identify 3 best Oncology Targets Most likely to Refer
- Frequency
 - ~15 Rep Identified Targets 2-3 Calls per Month
- Leverage Two Call Opportunities

- Q1 90 Day Plan call activity objective ~15 @ 2-3 calls/mo



Top decile targets bled more than lower decile prescriber trend=I and b

Fentora 90 Day Plan

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Fentora 90 Day Plan

Objectives

Targeting/Frequency

Messaging

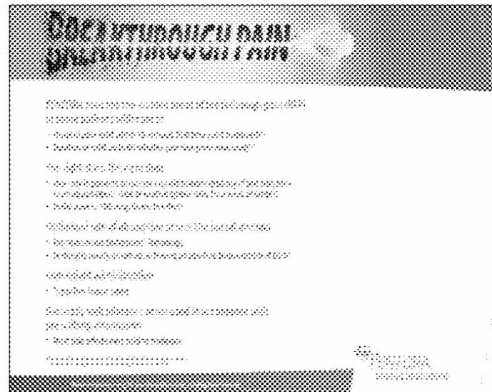
Tools

Metrics



Pillar One: New Starts

- Remind prescriber Why He/She is a “Believer”
 - Ask about Patient Success Stories & Sell with Passion
- Focus on Core Selling Messages
- Focus Managed Care Conversation on Access “Wins”

**BTP in cancer, opioid tolerant*

Can you think of a better close than “can I have one new rx per week”?

Need to use debit card as a sales tool “do you have a patient in mind for this?”

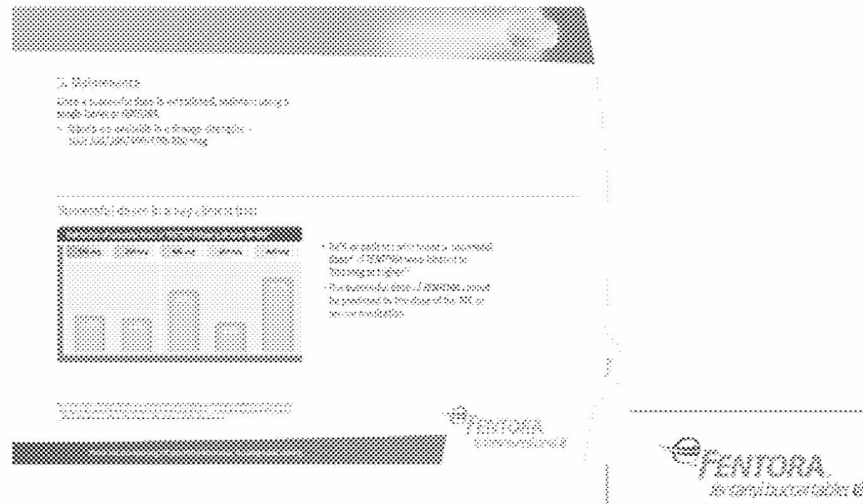
still have voucher and AAD and combo program so marketing providing us the tools

Don't give up these are the things we need to be doing get the indication out in a natural way

Shift MDs perception of what is going through

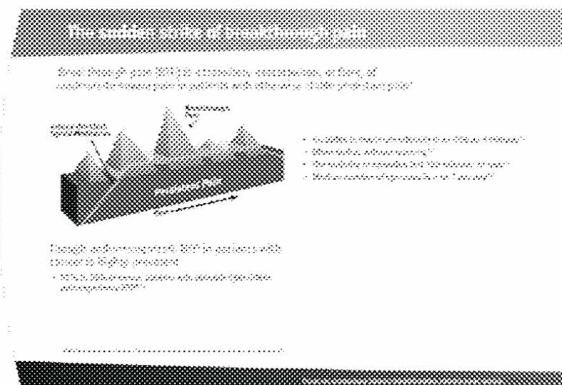
Pillar Two: Strength

- Stress Importance of Titration from Both a Safety and Efficacy Standpoint



Pillar Three: Units

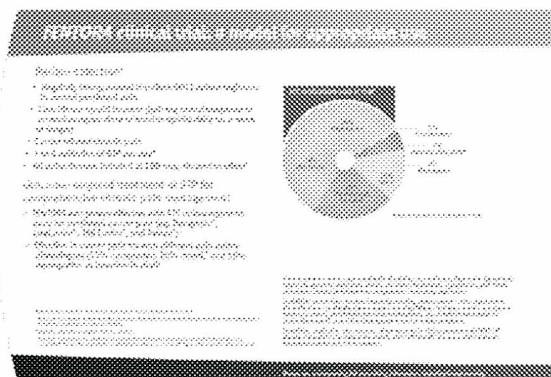
- Stress Importance of Treating Appropriate Number of Breakthrough Episodes Each Day*
 - Prevalence Data 4-7 episodes per day
 - PI: 4-6 Units per day (PI)



FENTORA
An oral transmucosal fentanyl formulation

Safety

- Consistently Deliver Core Safety Messages
- Ensure we Educate our HCPs
 - Appropriate patient selection – opioid tolerant, cancer
 - Proper dosing and administration
 - Proper storage and disposal



Fentora 90 Day Plan

Objectives

Targeting/Frequency

Messaging

Tools

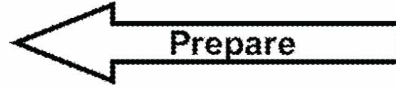
Metrics



Tools

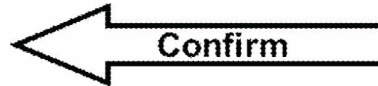
- Targeting Reports and HCS Reports

- Prescriber trend report
- Strength report
- Payer Prescriber Report
- Payer Share Report
- Grid Sheets



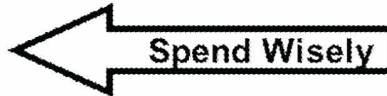
- Sales Aids

- Core Visual Aid
- Dosing Guide
- Reprints



- Other Tools

- Reimbursement Kit
- Vouchers
- Debit Card Pilot Program
- Practice Manager Pilot Program
- CSPs



We'll use better access because none has great access

Pre call to know how to use all of this information it is more than we've ever had

Fentora 90 Day Plan

Objectives

Targeting/Frequency

Pre-Call Plan

Messaging

Tools

Metrics



Q1 90 Day Plan Growth Objectives

How Will we Measure our Success?

Category	Measurable Objective
Increase productivity of Rep Identified Targets (deciles 3-10)	<i>Meet/Exceed Bonus Goals</i>
Appropriate reach & frequency on Rep Identified Targets (deciles 3-10)	<i>2-3 calls/month</i>
Educate targets to titrate dose when safe and appropriate	<i>10% increase in 600mcg and 800 mcg</i>



Average Territory Example?

Q3 Sales	Q4 Sales	Q109 Quota	Q1 Growth Needed
\$666,702.00	\$ 666,521.00	\$ 677,111.00	\$ 10,589.00

How do you get there?

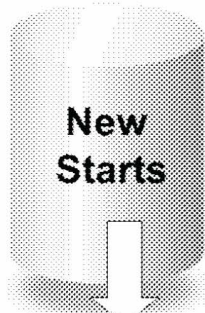
- New Starts
 - **18** new patient starts of 100mcg
 - 54 units - \$613/script = \$11,034
- OR
- Titration
 - **23** patients titrated safely and appropriately from 400mcg to 600mcg
 - \$471/script = \$10,833



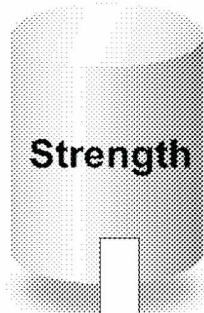
“Growth From The Inside Out”

Keys to Success

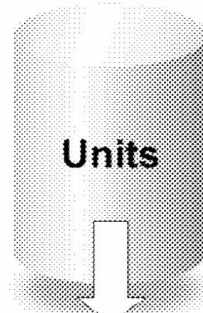
1. Pre-Call Plan to determine best strategy
2. ~15 prescribers seen at least 2 X's per month
3. Resource utilization



“One New Patient Per Week”
* Remind Prescriber why he/she is a believer.
* Focus on MC “wins”
* Focus on core selling messages
PASSION!



Stress importance of titration from a safety and efficacy standpoint.



Stress importance of treating appropriate number of BTCP episodes per day.

 **ERINTORA**
20 mg/100 mg tablets

End

