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**From:** Cunningham, Bill  
**Sent:** Thursday, March 5, 2009 8:33 PM  
**To:** Hemenway, Michael; Kramin, Matthew; Merris, Geoffrey; Mohler, Stanton; Robinson, Dean; Sweet, William  
**Subject:** FW: Marketing presentation at NSM  
**Attachments:** FENTORA mktg NSM for AMs.ppt

Hey guys,

Here is Paula's slides from her presentation for your information.

On another note, as I am thinking about Fentora, I will be interested to hear how we may be able to leverage working with any Oncology representatives as I know this was a point of discussion at the meeting especially as it related to the Oncology referral program.

Thanks  
Bill

*FENTORA*  
2009 National Sales Meeting



*FENTORA*  
2009 National Sales Meeting

**Paula Castagno**  
**Associate Director, *FENTORA***



## Now, more than ever...

- We are *reinvigorated* to meet our goals
- We are *committed* to patients in pain
- We deliver *the* solution
- We are *focused* on safe use of **FENTORA**
- We are *one* team poised for success



# Agenda

Marketing Update	Paula Castagno Associate Director, <i>FENTORA</i>
90-Day Plan Review	Randy Spokane PCS Director, East Region
Back to Basics	Tim Fisher TSS, Mid-Atlantic
Focus on <i>FENTORA</i>	Todd Holstein TSS, Tennessee Valley
Closing Remarks	Jim Reilly VP of Sales – CNS & Pain



# 2009 Marketing Update

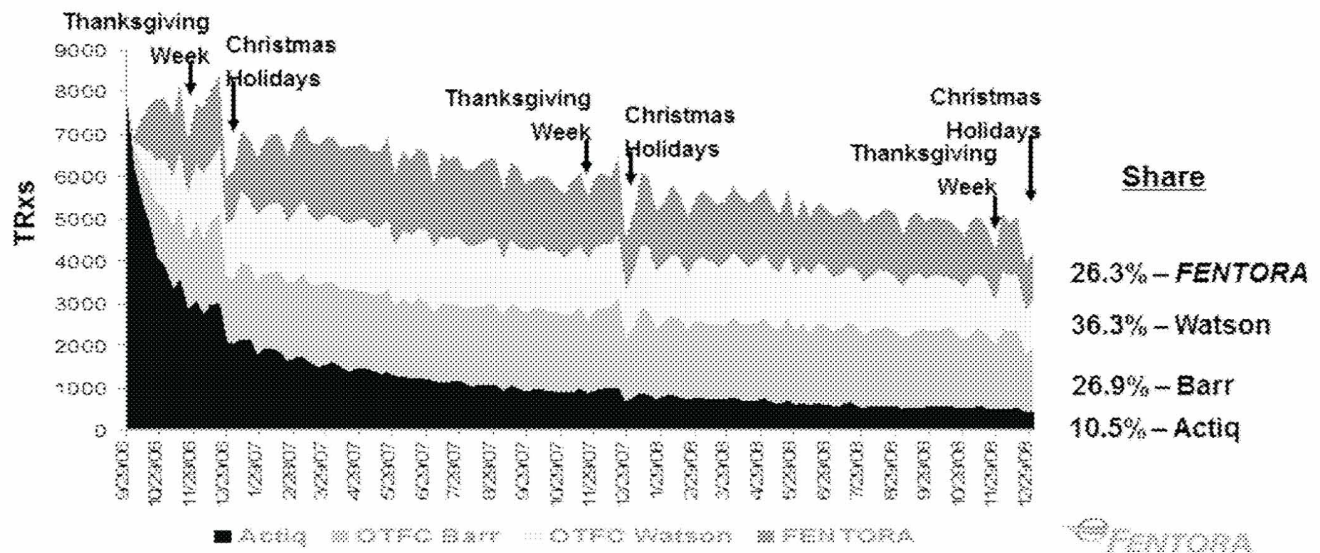
- *FENTORA* Today
  - Market trend
  - *FENTORA* performance
  - Prescriber analysis
- *FENTORA* Moving Forward
  - Brand strategy
    - Marketing focus
    - Sales focus
  - Key messages
  - Concept Evolution
  - Tactics
- *FENTORA* Results



# *FENTORA* Today



## ROO (Rapid Onset Opioid) Market Weekly TRxs



Source: IMS NPA Weekly 01/02/2009

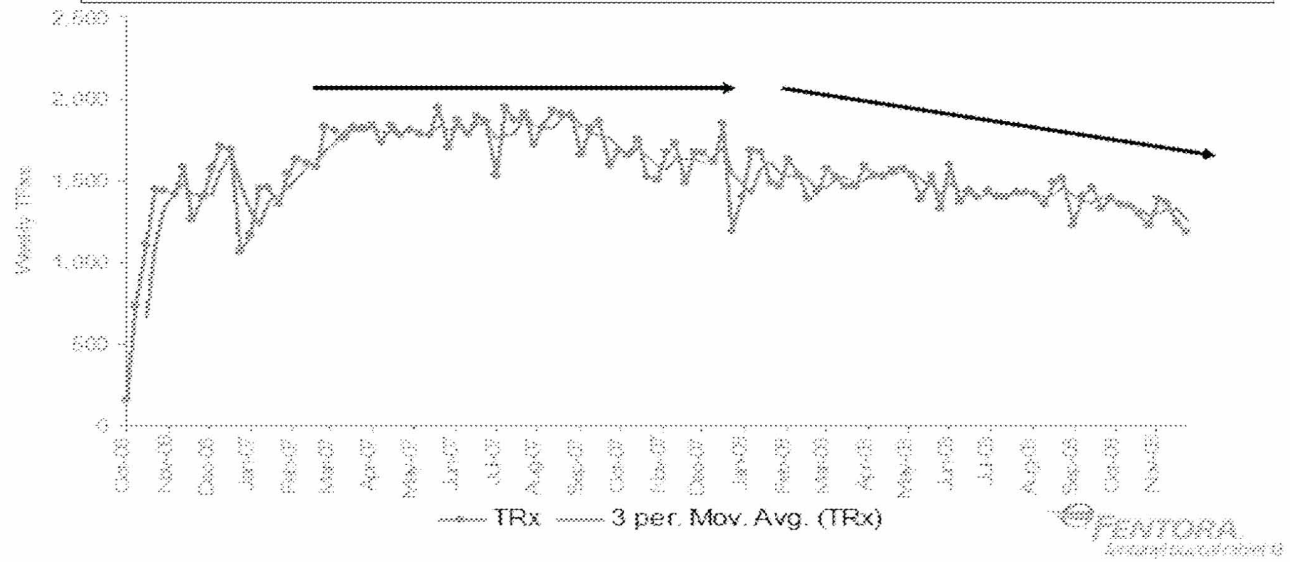
**FENTORA**  
fentanyl oral sublingual tablet



# FENTORA Weekly TRxs

## Launch through November

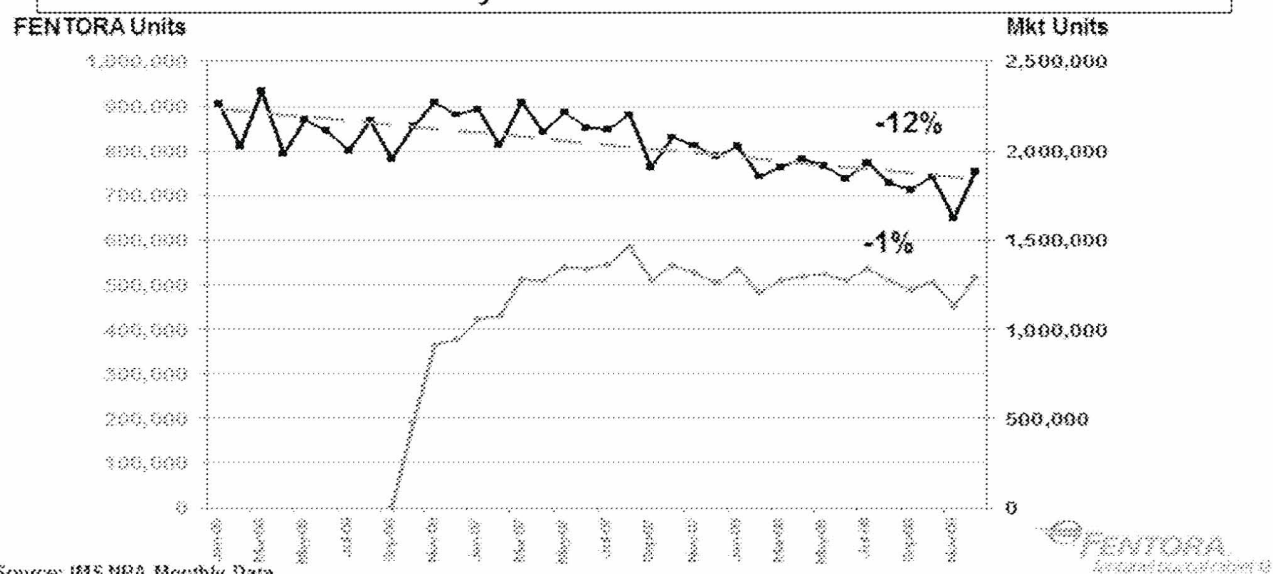
FENTORA has averaged ~1,231 TRxs in 2009



# FENTORA Performance in ROO Market

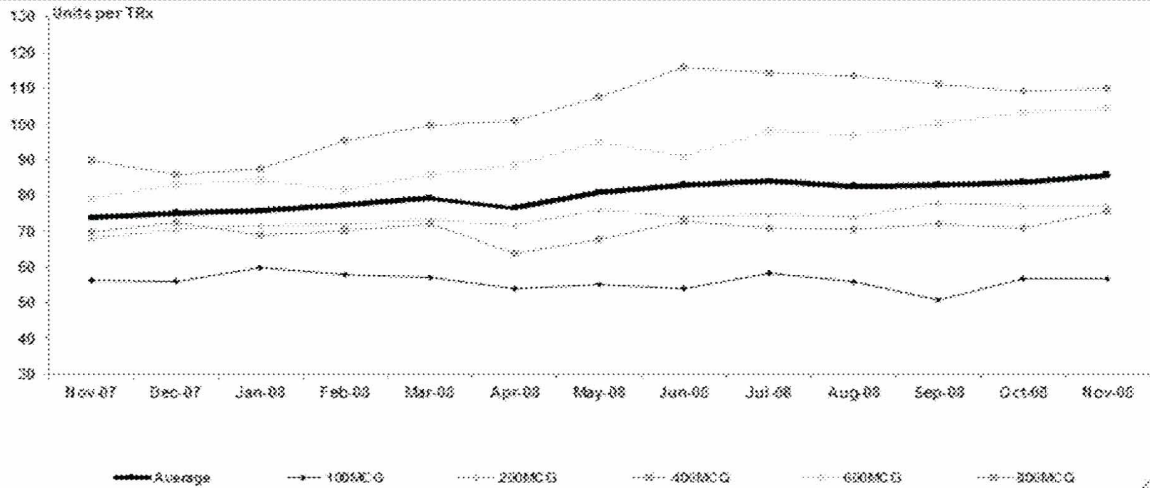
Units

**FENTORA units held steady in a market that declined 12% from 2007-2008**



# Average TRx Size by Strength

Across all strengths, average monthly TRx size = 86 units/TRx  
For the 800mcg strength, average monthly TRx size = 110 units/TRx

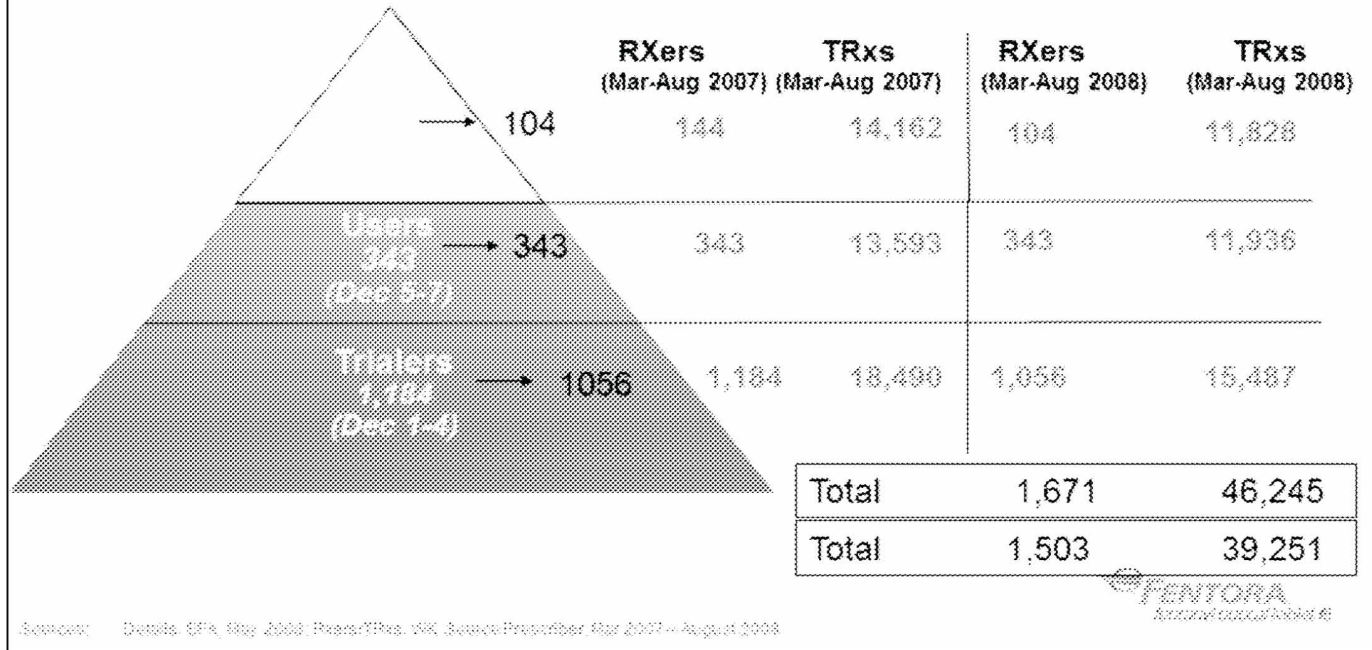


Source: IMS NPA

RA  
Teva Pharmaceuticals USA, Inc.

# FENTORA Target Analysis

Mar' 07 – Aug'07 → Mar'08 – Aug'08

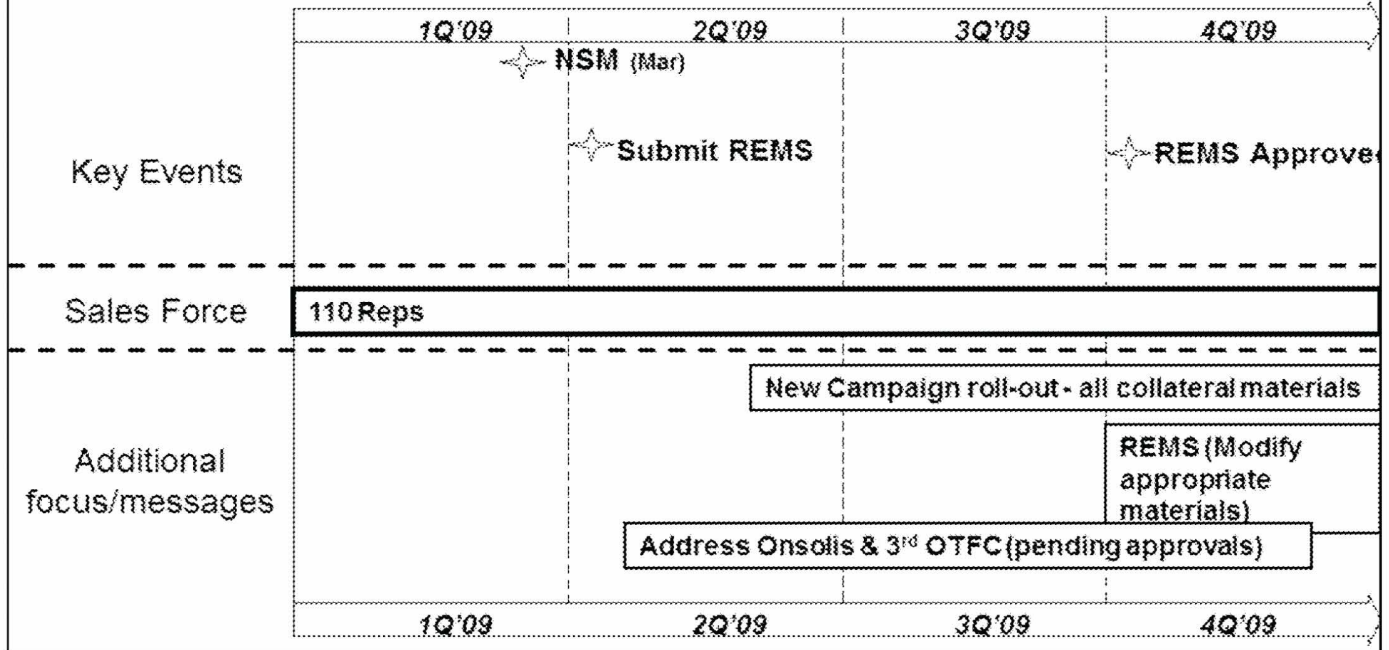


# *FENTORA* Moving Forward

## **Timing and Strategy**



# 2009 Timelines



# 2009 Brand Strategy

## Marketing Focus:

- **FENTORA REMS preparation**
  - Appropriate use, opioid tolerant
  - Safe use, abuse & diversion
- **New competitors**
  - Onsolis (BEMA fentanyl)
    - 2H09
  - 3<sup>rd</sup> generic OTFC (Sandoz)
    - 2H09

## Sales Focus:

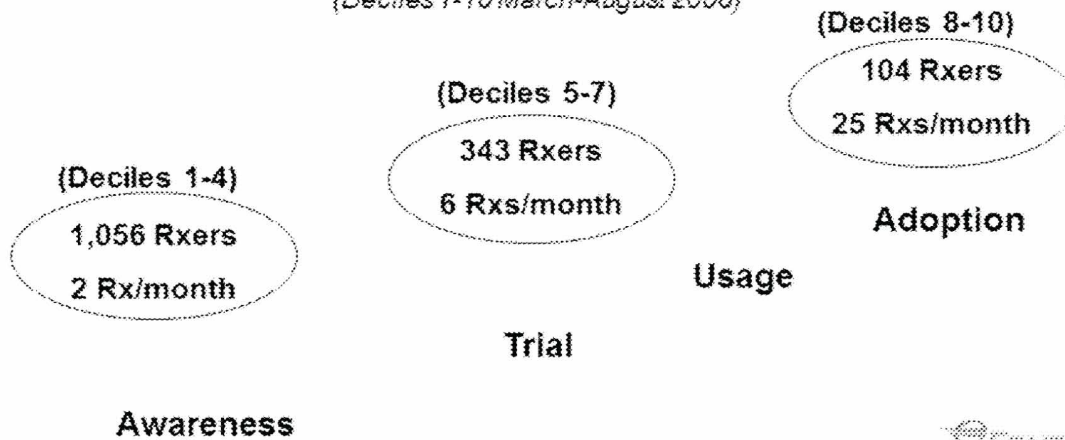
- **Current Prescribers:**
  - Move prescribers up the adoption curve
- **New Prescribers:**
  - Oncology referral



# Overall Marketing Strategy

## Product Adoption Curve

Move the ~1,500 Total *FENTORA* Prescribers  
Through the Adoption Process  
(Deciles 1-10 March-August 2008)



Rxers/TRx - Vol Source Prescriber, Jan-Dec 2007



# *FENTORA* Moving Forward

## **Key Messages**



## What is the key message for *FENTORA*?

The one that contains the following four elements

### Appropriate patient selection

Patient must be on ≥60 mg of oral morphine or an equianalgesic dose of another opioid daily for a week or longer

### Why choose *FENTORA*?

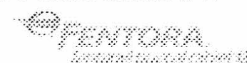
*FENTORA* achieves greater early concentrations in the bloodstream – nearly 7 times the early systemic exposure of a swallowed tablet

### So what? Time to onset!

*FENTORA* delivers onset of pain relief within 15 minutes (first time point measured)

### Patient Support

SECURE offers tools that empower patients to better communicate with their care team about BTP



# *FENTORA* Moving Forward

## **Concept Evolution**



# IDEAL MATCH FOR BREAKTHROUGH PAIN

FENTORA matches the sudden strike of breakthrough pain  
in some patients with cancer.

 **FENTORA.**  
fentanyl buccal tablet @  
optimize onset

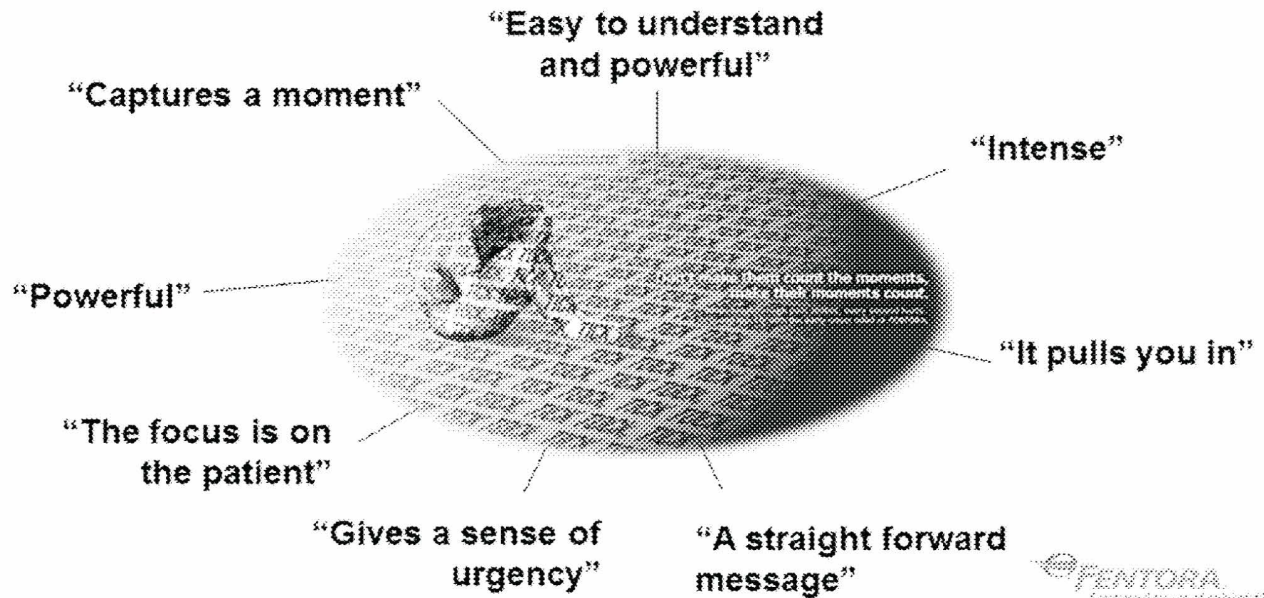
# New Concept Introduction

- The goal of the new concept is to:
  - Establish a sense of **urgency** to treat BTP
  - Clearly communicate the **benefits** of *FENTORA*
  - Effectively **humanize** the brand
  - **Motivate** physicians to treat appropriate patients with *FENTORA*





## Physicians viewed this concept as powerful and to the point



# *FENTORA* Moving Forward

## **Tactics**



# Tactics

## Core promotional materials:

- SECURE core visual aid
- FENTORA core visual aid
- Dosing guides
  - Interactive
  - Dosing Slim Jim
- HCP FAQ's
- Portenoy reprint carrier
- Flashcards:
  - BTP
  - PK
  - Efficacy

## Field force programs:

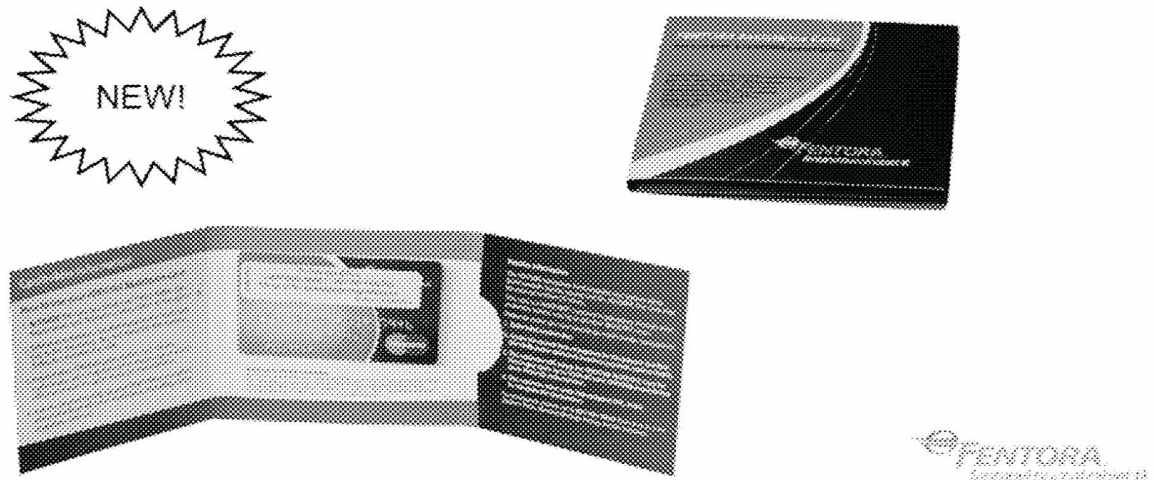
- CSPs
  - ~8 programs
    - FENTORA
    - AAD (Abuse/Addiction/ Diversion)
- Vouchers
  - 75 vouchers/rep/quarter
- FENTORA Assistance cards
  - 50 cards/rep/quarter
  - \$100 3x use
- Practice Manager Programs
  - Based on your positive feedback, will resume in Q2
  - More details coming in the next few weeks from sales management





## 2009 Tools for Success

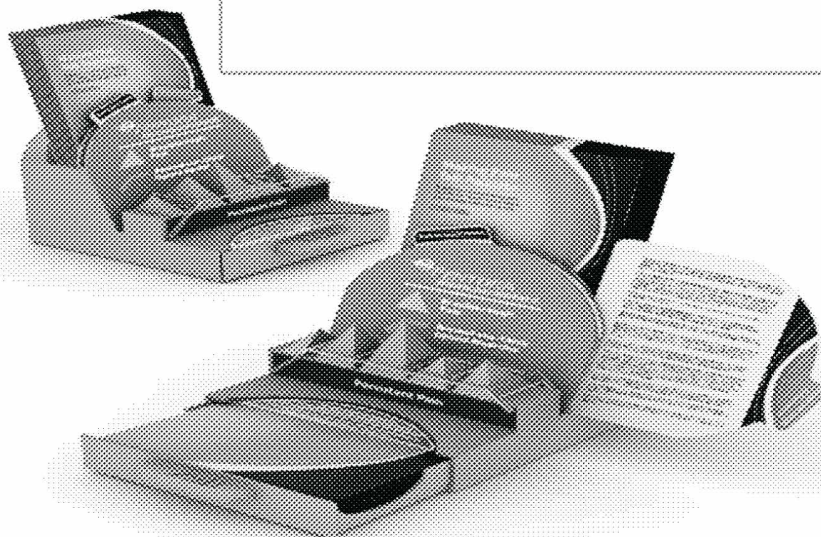
### FENTORA assistance card



FENTORA assistance card – to reduce co-pay costs associated with FENTORA. It used to be valid for 3 uses of \$40 each last year we increased it to \$100/use, based on field input. This used to be part of larger patient kit, again, per your request we separated it out so it is now a stand alone piece. You will be receiving your Q1 shipment (50 cards – 10 packets of 5 cards) just after you get back from this meeting, and your Q2 shipment (same amount) at the end of March.

## 2009 Tools for Success

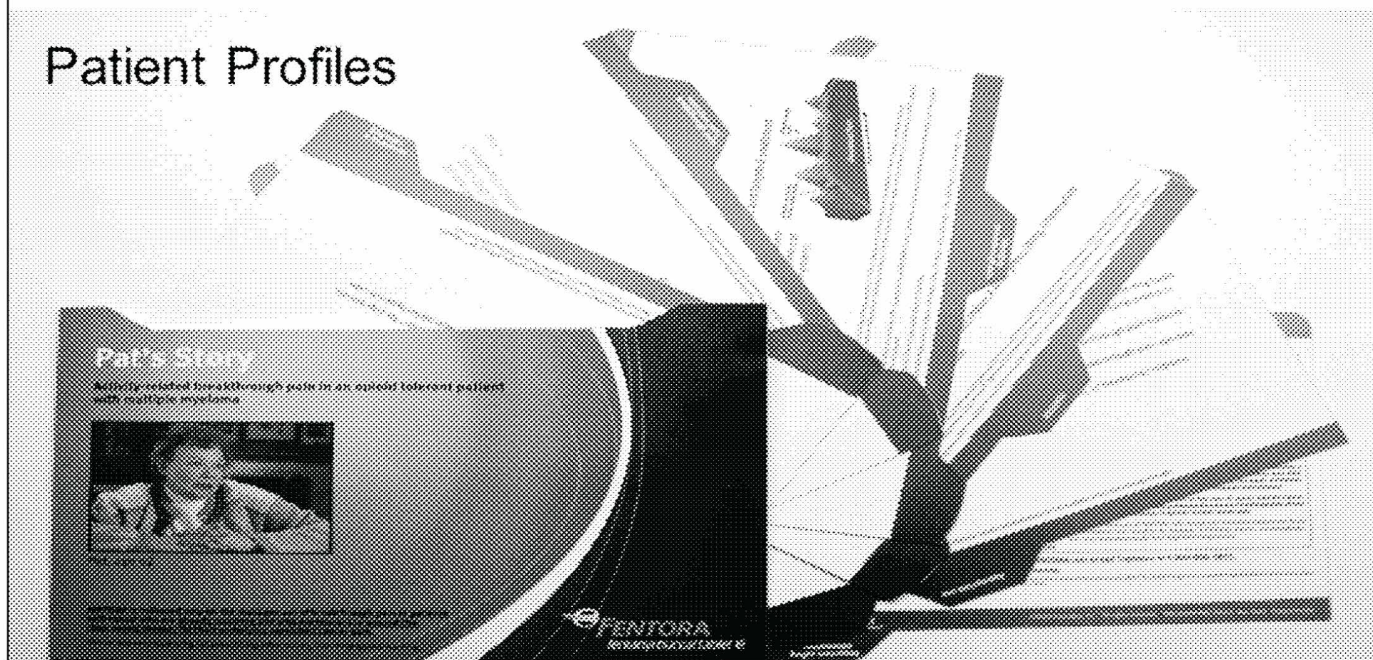
### BTP Education Station



This piece is designed to help HCPs educate and discuss BTP with their patients. The mountain graph is depicted in 3d and the station also contains patient literature with definitions and to help them understand BTP, opioids, and FENTORA. Available at end of March.

# 2009 Tools for Success

## Patient Profiles

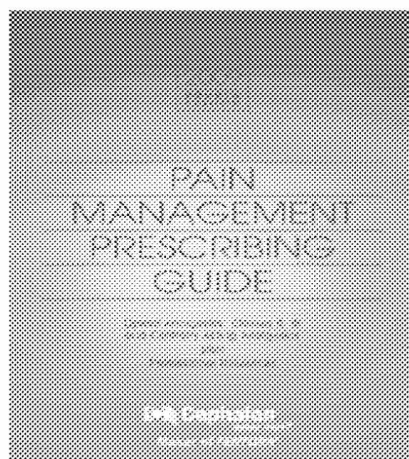


This piece allows for a patient specific discussion. 2 sided – each side with a patient story. Available at the end of March.



## 2009 Tools for Success

### **FENTORA Sponsored Pain Management PDR**



We have updated our sponsorship for the Pain PDR.

# *FENTORA* Results



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