
From: Cunningham, Bill [/O=CEPHALON/OU=US01 ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=BCUNNING]
Sent: 6/29/2009 1:12:48 PM
To: Hemenway, Michael [mhemenwa@cephalon.com]; Kramin, Matthew [mkramin@cephalon.com]; Merris, Geoffrey [gmerris@cephalon.com]; Mohler, Stanton [smohler@cephalon.com]; Robinson, Dean [drobinso@cephalon.com]; Sweet, William [wsweet@cephalon.com]
Subject: FW: Prescriber Targeting Data

Hi everyone,

I think we have discussed this in the past around why all physicians are not in the database, but here is the answer from Chris around Oncologist and would assume this would apply to other specialties (i.e. surgeons for AMRIX). If we come across someone that we feel has potential based on our targeting efforts, than we need to add them as outlined below.

Thanks
Bill

From: Brown, Chris
Sent: Friday, June 26, 2009 1:33 PM
To: Sales PCS Atlantic Coast
Cc: Spokane, Randy; Sales PCS East Region Managers
Subject: RE: Prescriber Targeting Data

Team,

Attached is a response from Sales Ops regarding the lack of oncologists listed in the SMART data base. Based on Sheldon's response, you will need to manually add oncologists if you want them in your SMART system in order to view their prescriber data. Once you add the prescribers and replicate, the data should appear after a couple of weeks. At this point you can more effectively evaluate the potential of oncology clinicians to prescribe Fentora.

Chris Brown
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From: Bertz, Sheldon
Sent: Tuesday, June 23, 2009 8:57 AM
To: Brown, Chris
Cc: Spokane, Randy; Schurr, Kent; Hoopes, Jane
Subject: FW: Prescriber Targeting Data

Chris,

We use several criteria to determine who gets loaded into SMART and/or the Prescriber Targeting Reports. Specialty does play a role for the criteria but not as a stand alone attribute. There must also be some level of prescribing and/or call activity. The reason that we don't add all Oncologists to SMART or the Prescriber Targeting Reports is that the benefit is offset by several factors. For example, maintaining the information for 1,000's of records in SMART that end up never receiving calls severely impacts replication times, database maintenance functions, and other related issues. Therefore we historically we have not loaded all Oncologists due to these particular issues.

Please contact me if you have any questions.

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EXHIBIT
P-29674_00001

Thanks,
Sheldon

Sheldon Bertz
Cephalon Inc.
PCS Sales Reporting Analyst
Phone# 610-738-6777

From: Brown, Chris
Sent: Thursday, June 18, 2009 2:16 PM
To: Hoopes, Jane
Cc: Spokane, Randy; Sales PCS Atlantic Coast
Subject: Prescriber Targeting Data

Jane,

I just performed a sort of all Atlantic Coast Area Oncologists in my Fentora Prescriber Targeting Report within Lotus Notes. The sort revealed as little as 2 oncologists in some territories and a maximum of 14 in one territory. I would like to find out why there are so few oncologists captured in this data and how we may be able to improve our ability to capture oncology physicians. I am asking my team to strategically target additional oncologist and the physician prescriber data would be very helpful. Please let me know your thoughts.

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