
From: Sweet, William [/O=CEPHALON/OU=US01 ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=WSWEET]
Sent: 9/18/2009 12:16:16 PM
To: Mohler, Stanton [smohler@cephalon.com]
Subject: No Subject-1073491005.EML
Attachments: September09 POA_Sweet.ppt

Bill Sweet
PCS Northwest Area Manager
Cephalon, Inc.
775-376-1463 office
775-787-3909 fax
775-815-1643 cell

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September POA

September 21-23
Dallas, TX


deliver more.[>]

Welcome to Dallas Texas!



Agenda

Wednesday, September 23rd	
7:30-8:00	Introduction, Team building
8:00-8:15	Q2 Recognition
8:15-9:15	Amrix Debrief/Amrix 90 Day Plan
9:15-9:30	Break
9:30 – 9:45	PDA Follow-Up/Expectations
9:45-10:00	Pre-Call Planning
10:00-11:00	Targeting Workshop
11:00-11:30	Break
11:30-11:45	Blitz Tracker/PCP Coordination
11:45-1:00 (Working Lunch)	Fentora Debrief/Fentora 90 Day Plan
1:00-1:30	Onsolis Workshop
1:30-2:30	CSPs, DNC, Pharmacy, Wrap -up



“Quality is never an accident...It is always the result of high intention, sincere effort, intelligent direction, and skillful execution. It represents the wise choice of many alternatives.”

~Will Foster

Q2 Recognition

Activity

Total Number of CSPs

Rachel – 20.5 (14.5 Amrix, 6 Fentora)

Jay Jacobs – 16.83 (10.83 Amrix, 6 Fentora)

Jody Krohn – 16 (8 Amrix, 8 Fentora)

Calls Per Day

Jody – 8.3

Mike Tanner – 9.2

Area Average – 8.1

Q2 Recognition



Sales

Highest % to Goal Amrix

Taryn Boiteau – 112.5%

Meghan Grillone – 108.9%

National Average – 98.1%

Highest % to Goal Fentora

Jody Krohn – 137.5%

Taryn Boiteau – 116.9%

Clint Andersen – 104.7%

National Average – 94.5%

Q2 Recognition

Rankings

Highest Q2 Ranking

Taryn Boiteau #3

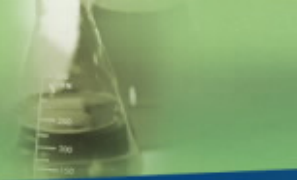
#4 – Fentora

#9 - Amrix

Top 25% YTD President Club Rankings

Taryn Boiteau - #4

Amrix 90 Day Plan Debrief

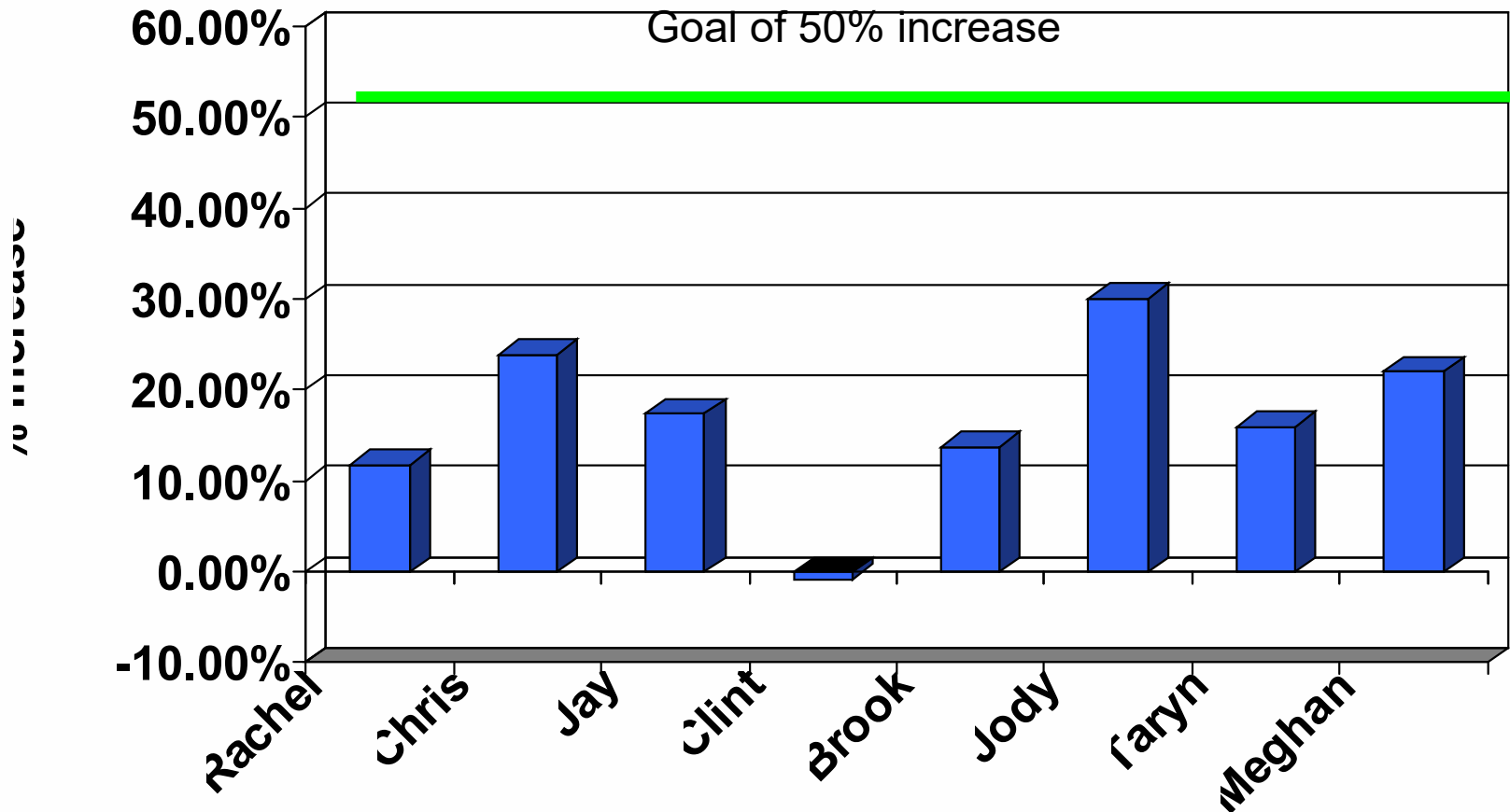


How did we measure up to the plan?

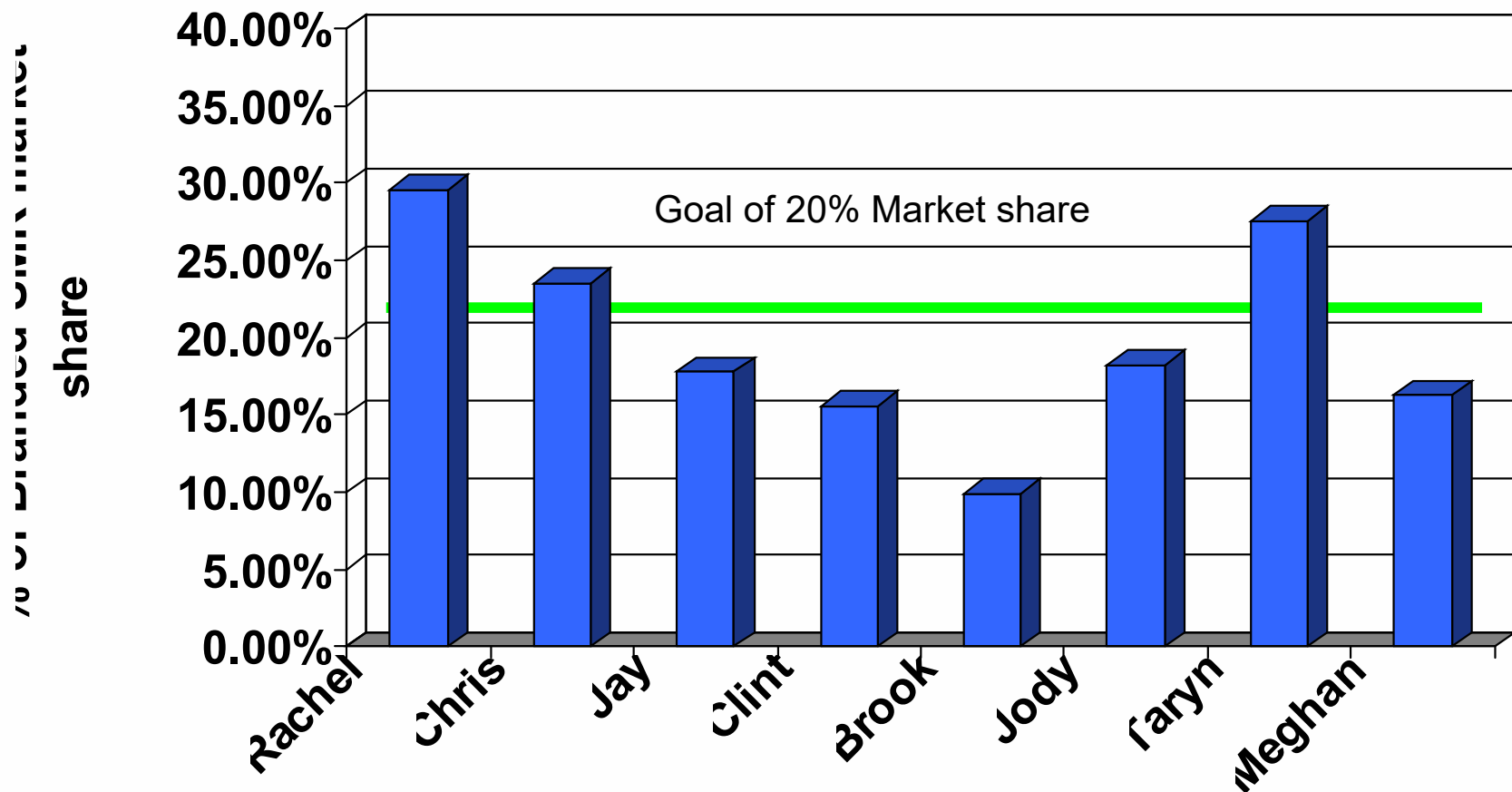
Q2 90 Day Plan Measures of Success

	Category	Goal	Objective to Achieve Goal
Growth Drivers	Prescriber Count	Increase Total # of Prescribers	50% Growth in Total Number of Prescribers for <u>Q3</u>
	Market Share	Capture Branded SMR Market Share	20% of Branded SMR TRx for each Rep ID target
Fundamental Tactics	Call Activity	Maximize Product Recall when Choosing SMR	≥ 2 Calls/Month on Rep ID Targets
	Sampling	Effectively and Appropriately Leverage/Merchandise Samples	Rep ID Call with Samples ≥ Average for Area/Region
	Peer to Peer Education	Participation by High Number of Key Targets	80% of <u>Prescriber</u> Attendees are Rep ID/A/B Targets

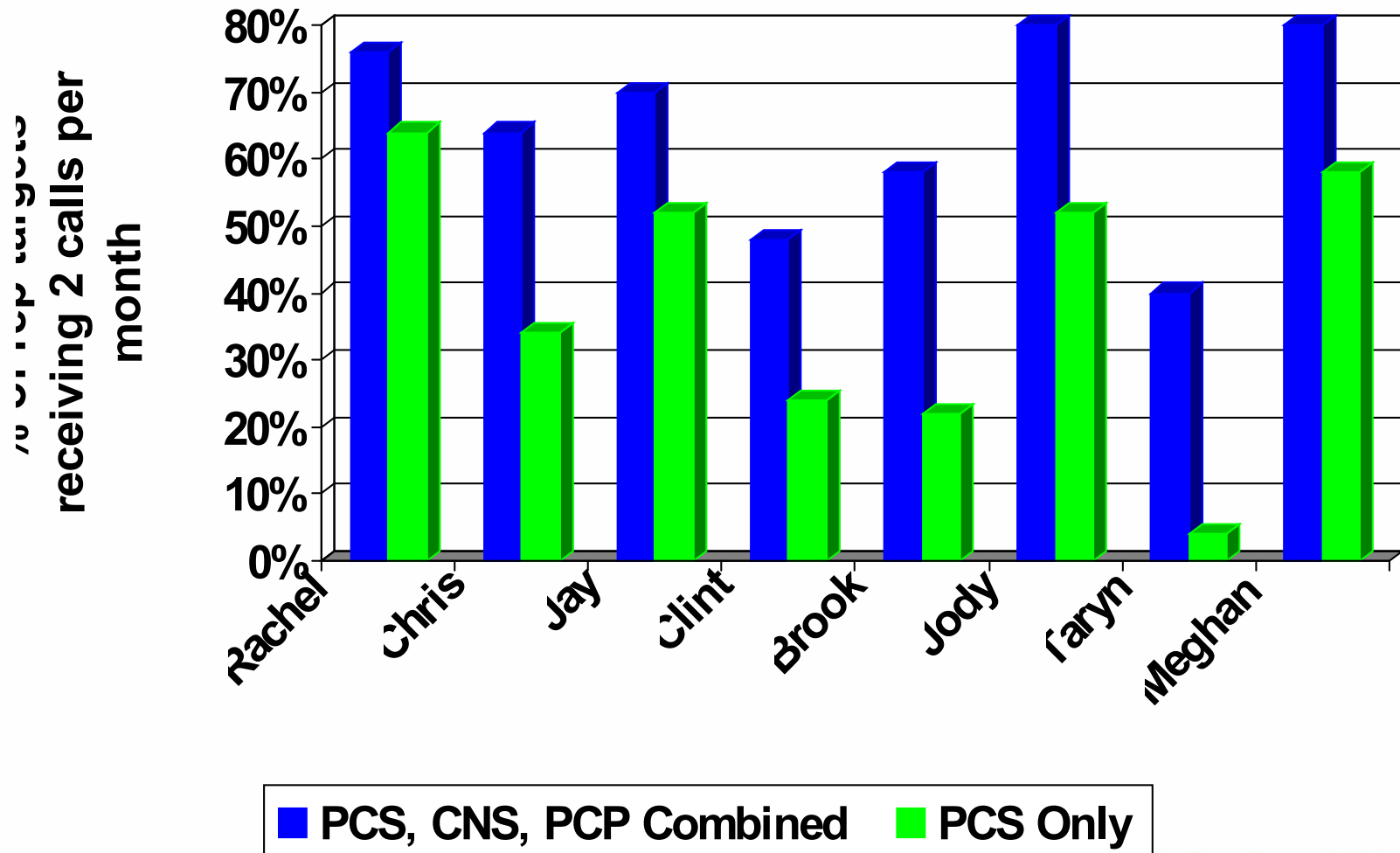
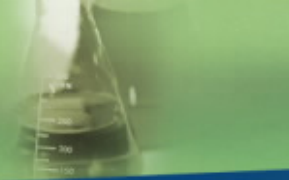
Prescriber count increase Q2 over Q1



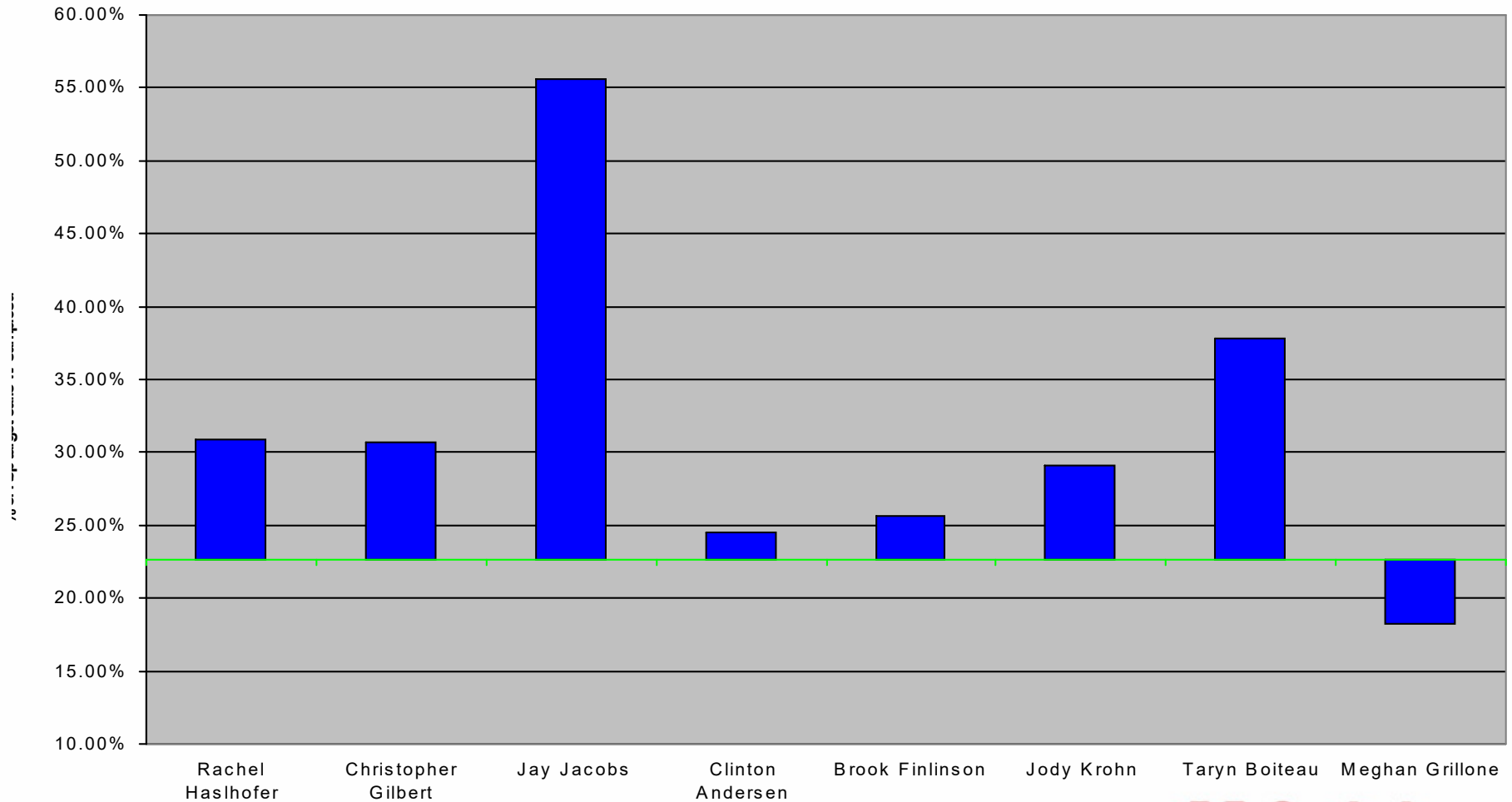
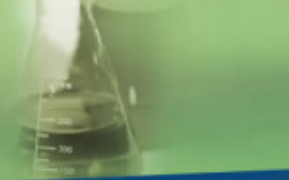
Branded Market Share of Rep ID Targets



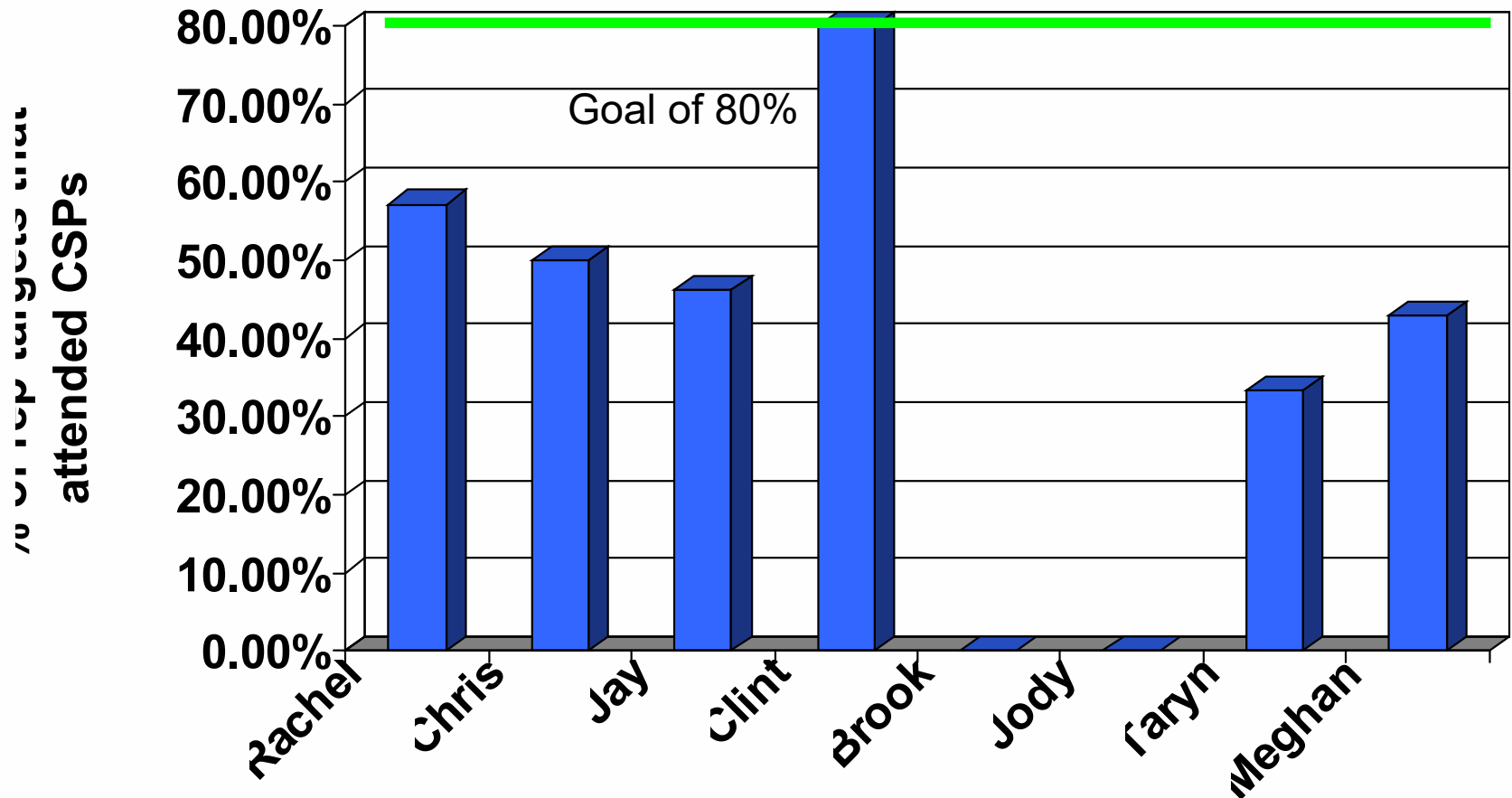
Q2 Frequency Results on Rep Targets



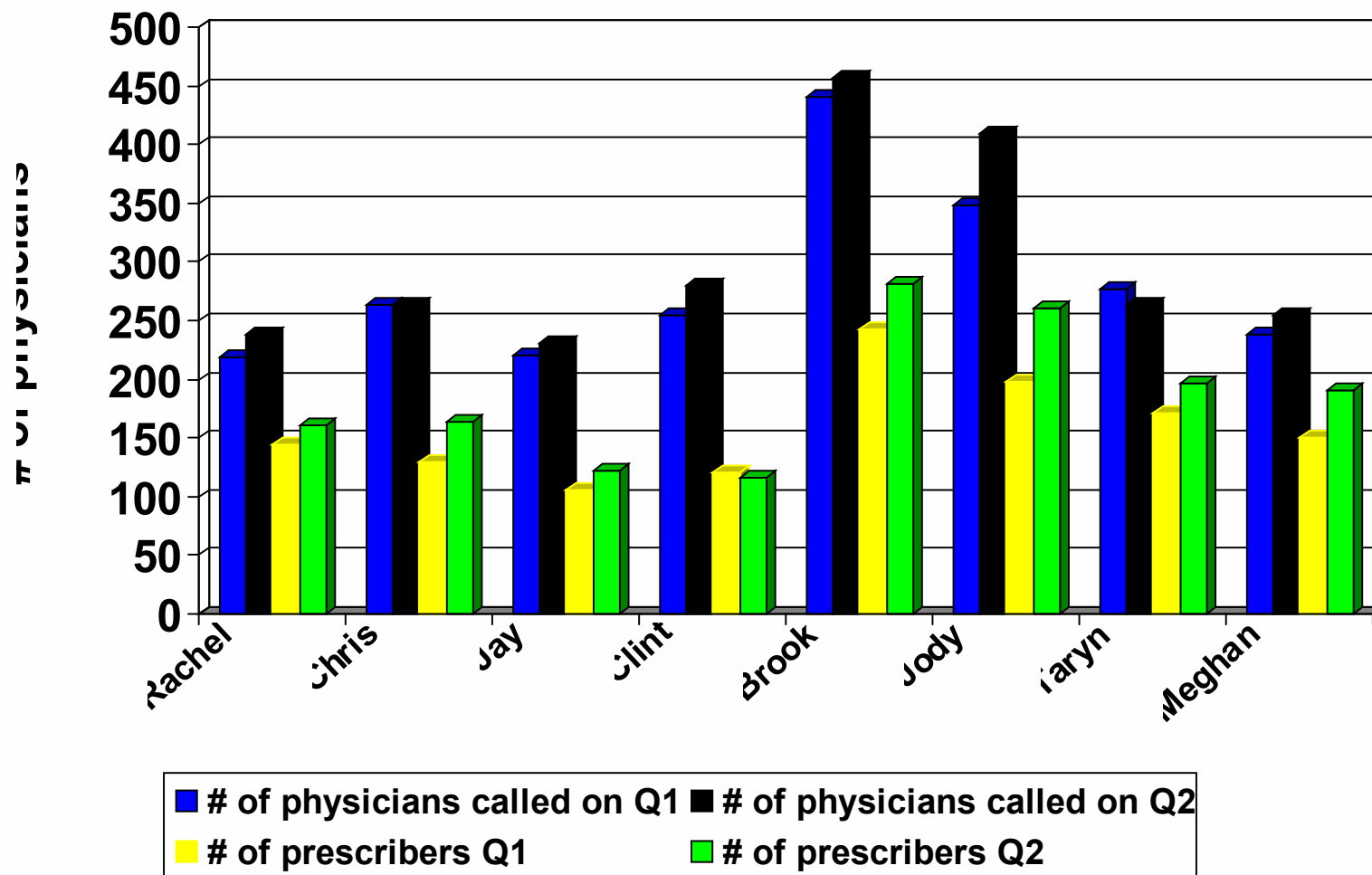
% of Rep Target calls with Samples



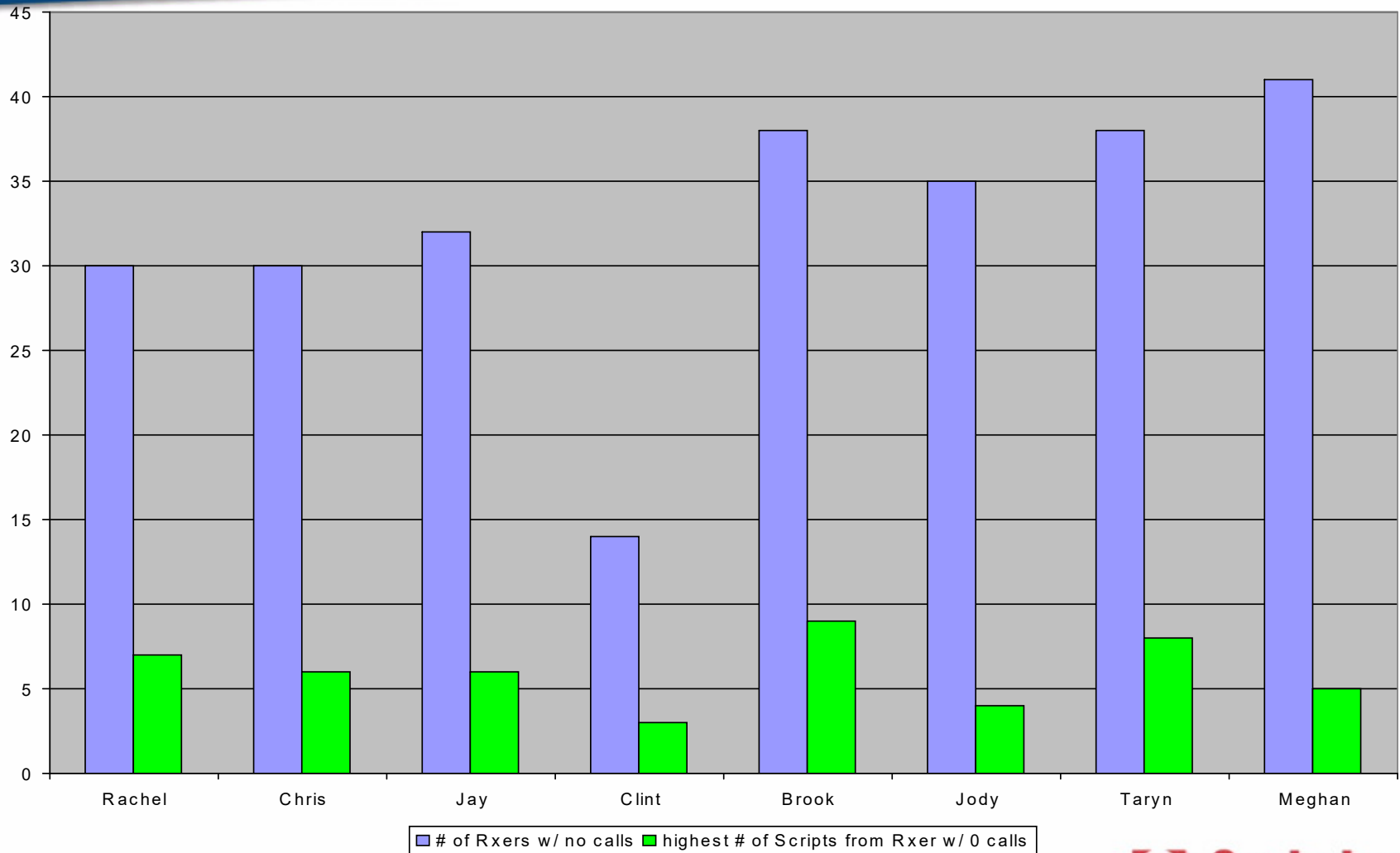
% of CSP attendees = Rep targets



Prescribers called on, # of prescribers from called on physicians (all sales forces)



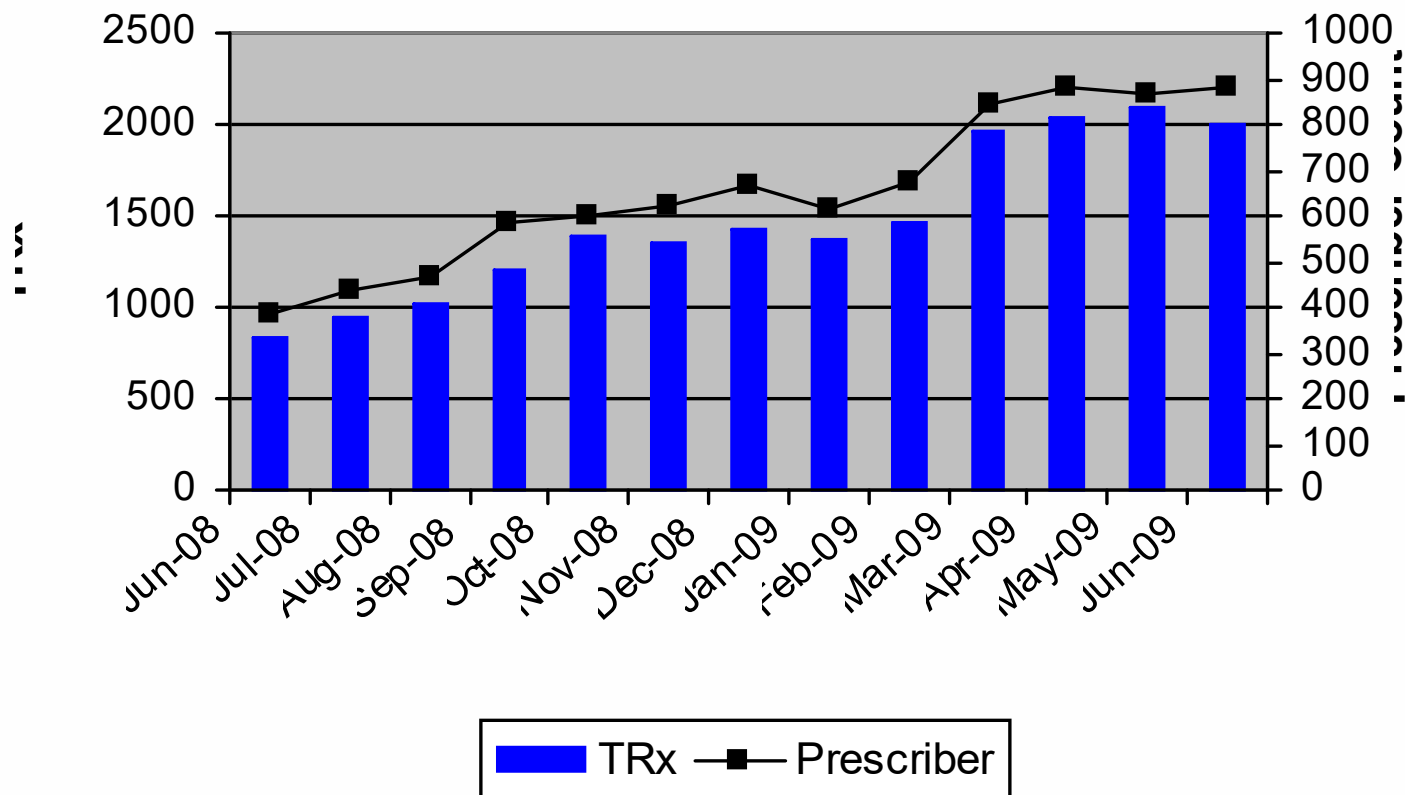
Amrix prescribers without calls



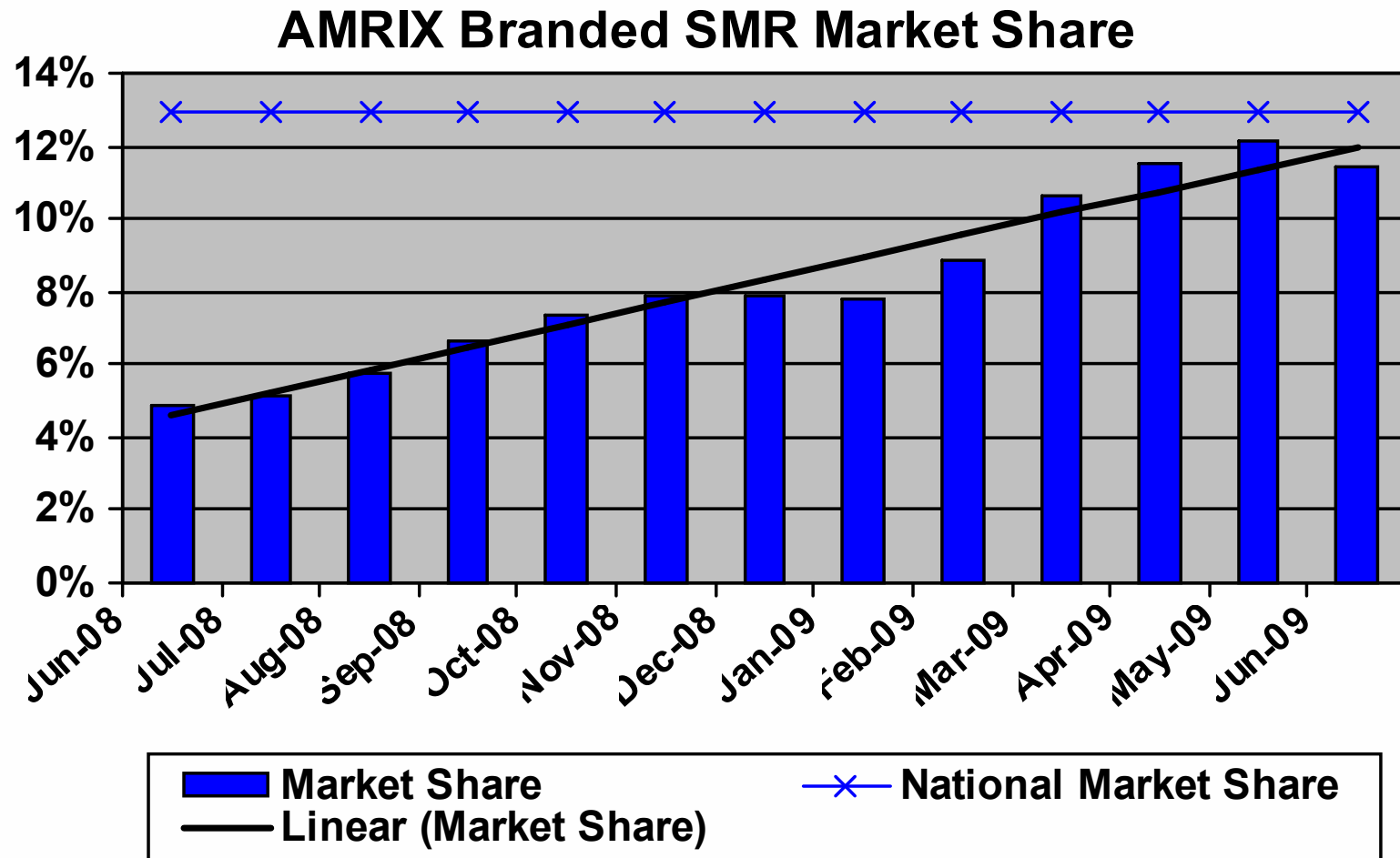
Area Prescriber Monthly Trend



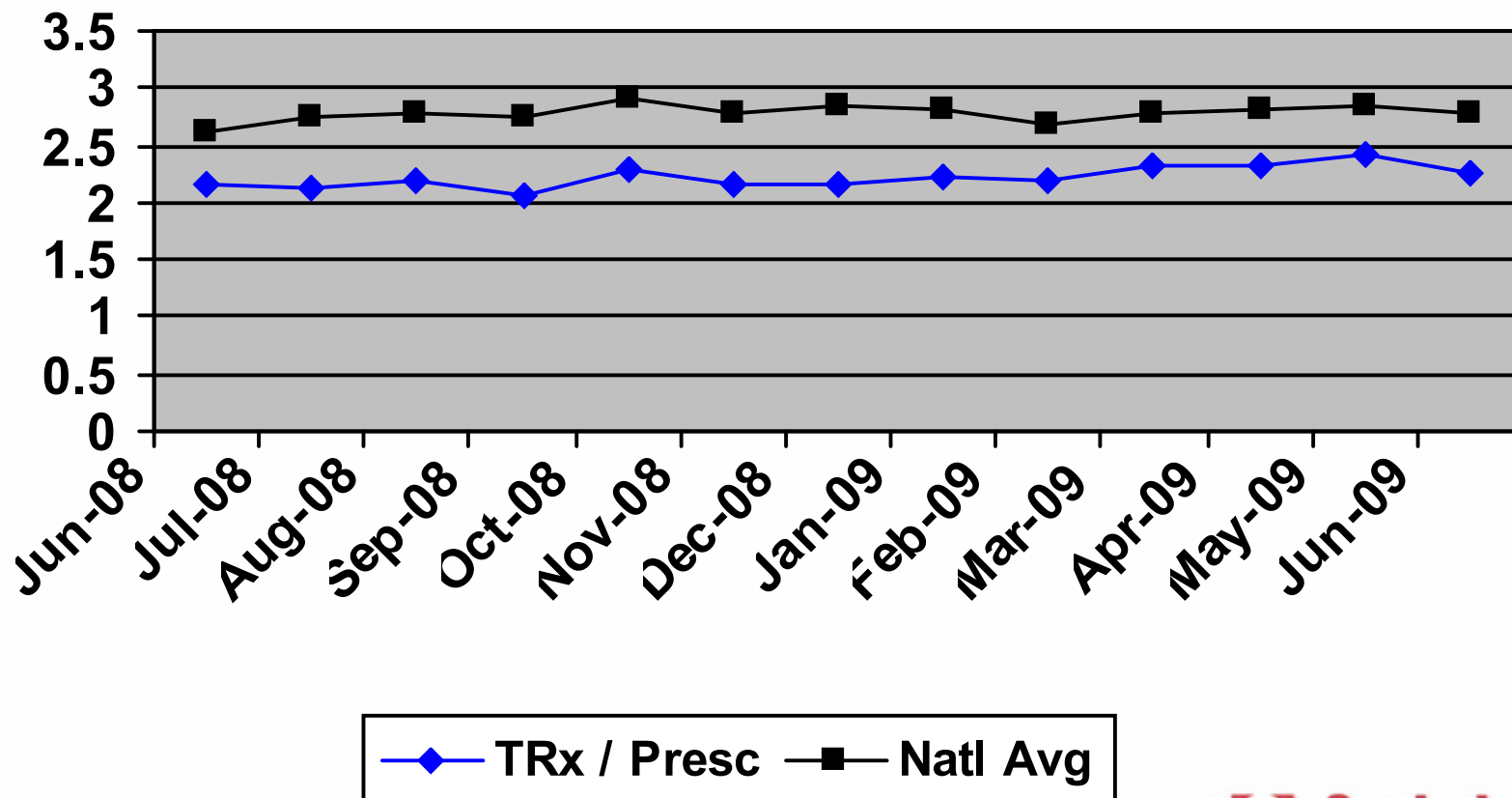
AMRIX TRx & Prescriber Monthly Trend




Area v. National BSMR



Amrix TRx/Prescriber



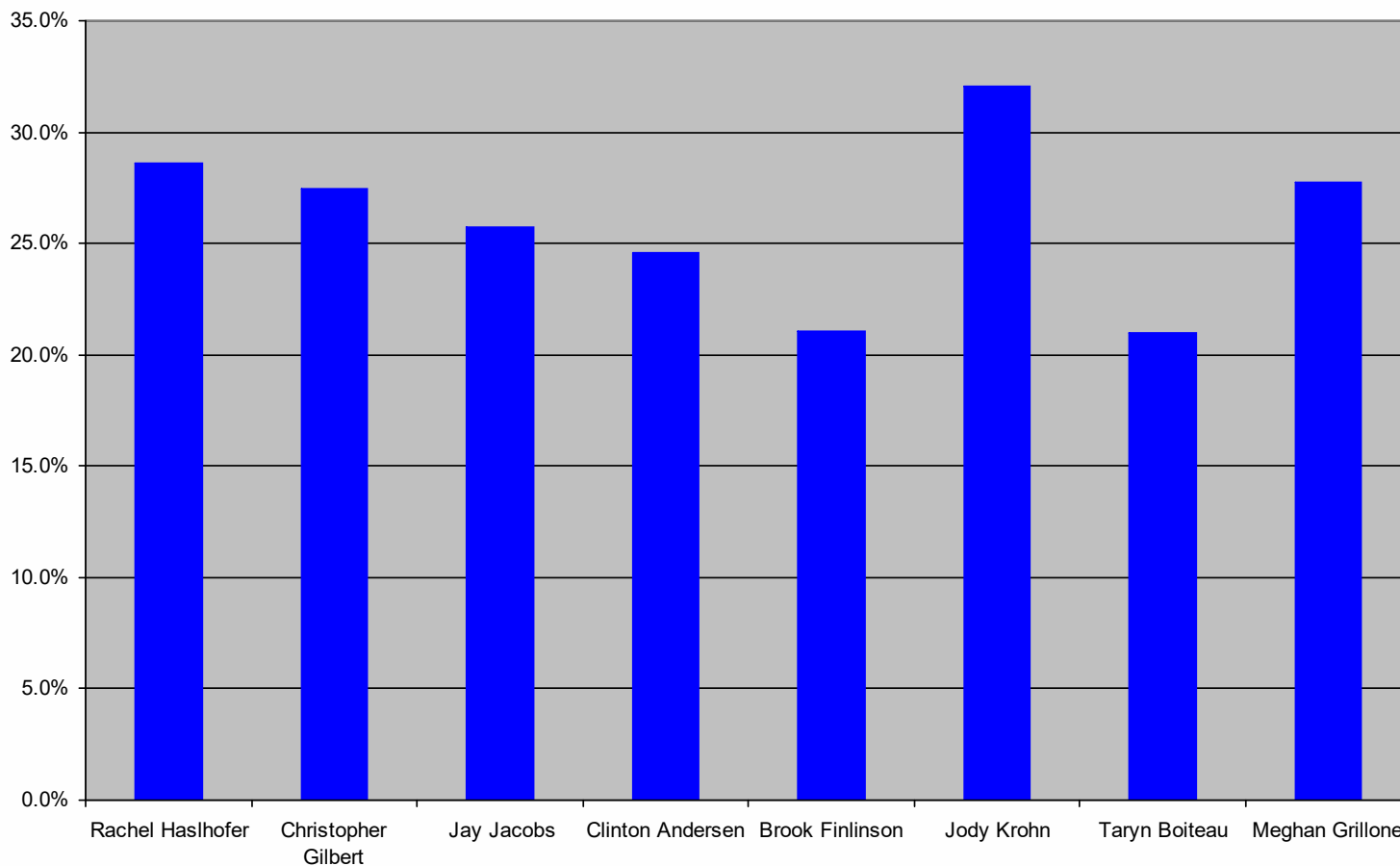
Changes in Bonus Plan from Q2-Q3

AMRIX	Q2	Q3	Change
Target Payout	\$6,125 (70% weighting)	\$6125 (70% weighting)	No Change
Sales Base	Average of Last 2 Quarters	Average of Last 2 Quarters	No Change
Target Quota	The target quota was based on the amount of sales required to earn \$6,125 using detailed commission rates.	The target quota was based on the amount of sales required to earn \$6,125 using detailed commission rates.	No Change
Tiered Commission Plan	Rep was paid \$0.08 commission on Amrix sold in your territory <i>over your sales base</i> and \$27.00 for each % increase in Amrix sold in your territory <i>over your sales base</i> to a tier 1 maximum payout of \$8,750. You were then paid a \$0.05 commission on each dollar of Amrix generated in your territory <i>over your sales base</i> after achieving tier 1 maximum payout.	(Component 1- AMRIX TOTAL SALES) TARGET QUOTA - \$4,125.00 Rep will be paid a \$0.048 commission on each dollar of Amrix sales generated in your territory over your sales base and \$17.25 for each percent increase of Amrix sold in your territory over your sales base.	Changed from a Tiered Commission plan in Q2 to a two component bonus plan in Q3. For 1st component, commission on Amrix sold in your territory over sales base changed from \$0.08 to \$0.048 . Commission for each % increase in Amrix sold in your territory over your sales base changed from \$27.00 to \$17.25 . There is no maximum payout or reduced commission rate with this component as there was in Q2.
		(Component 2 - AMRIX MARKETING A and B TARGETS) TARGET QUOTA - \$2,000.00 Rep will be paid a \$0.07 commission on each dollar of Amrix sales generated in your sales territory over your sales base and \$25.00 for each percent increase of Amrix sold in your territory over your sales base	This component is new for Q3. This second component based off the sales of your Marketing A and B targets . There is no maximum payout or reduced commission rate with this component.
"Fentora-Amrix Kicker" Incentive	Anyone who achieves % 100 or greater for their Fentora Q2 % to Target Quota will be eligible to extend their commission amount of \$0.08 up to a tier one maximum Amrix payout \$14,000.	Anyone who achieves 100% or greater for their Fentora Q3 % to target quota will receive a 10% increase to their Amrix payout for Component 1 and Component 2.	Since the commission plan was changed from a tiered plan to a two component plan the "Fentora-Amrix kicker" percentage is a 10% increase to their Amrix payout for both components for anyone who achieves 100% or greater for their Fentora Q3 % to target quota.
"Amrix Market Share Growth Kicker" Incentive	Each PCS Specialist who grows their Amrix 2nd Quarter 2009 market share 2.2 share points over their 1st Quarter 2009 market share will receive a 5% increase to their Amrix payout. If you grow your Amrix 2nd Quarter 2009 market share 4.5 share points over your Amrix 1st Quarter you will receive a 10% increase to your Amrix payout	(CONTINUED FOR COMPONENT 2 ONLY) Each PCS Specialist who grows their Amrix 3rd Quarter 2009 market share 2.2 share points over their 2nd Quarter 2009 market share will receive an additional \$1500.00 increase to their Amrix payout. If you grow your Amrix 3rd Quarter 2009 market share 4.5 share points over your Amrix 2nd Quarter you will receive an additional \$3,000.00 increase to your Amrix payout. (Any generic Skelaxin entry into the market will be included in the branded market share)	"Amrix Market Share Growth" Incentive is for Component 2 only. Instead of % increases to your bonus in Q2, the increases are now \$ increases for this incentive.
"Amrix Top Area Per Region Kicker" Incentive	Each PCS Specialist in the area with the highest Q2 Amrix rank in their region will receive a 10% increase to their Amrix payout	Each PCS Specialist in the area with the highest Q3 Amrix rank in their region will receive a 10% increase to their combined (component 1 and component 2) Amrix payout.	 No Change

AMRIX % to Goal - July



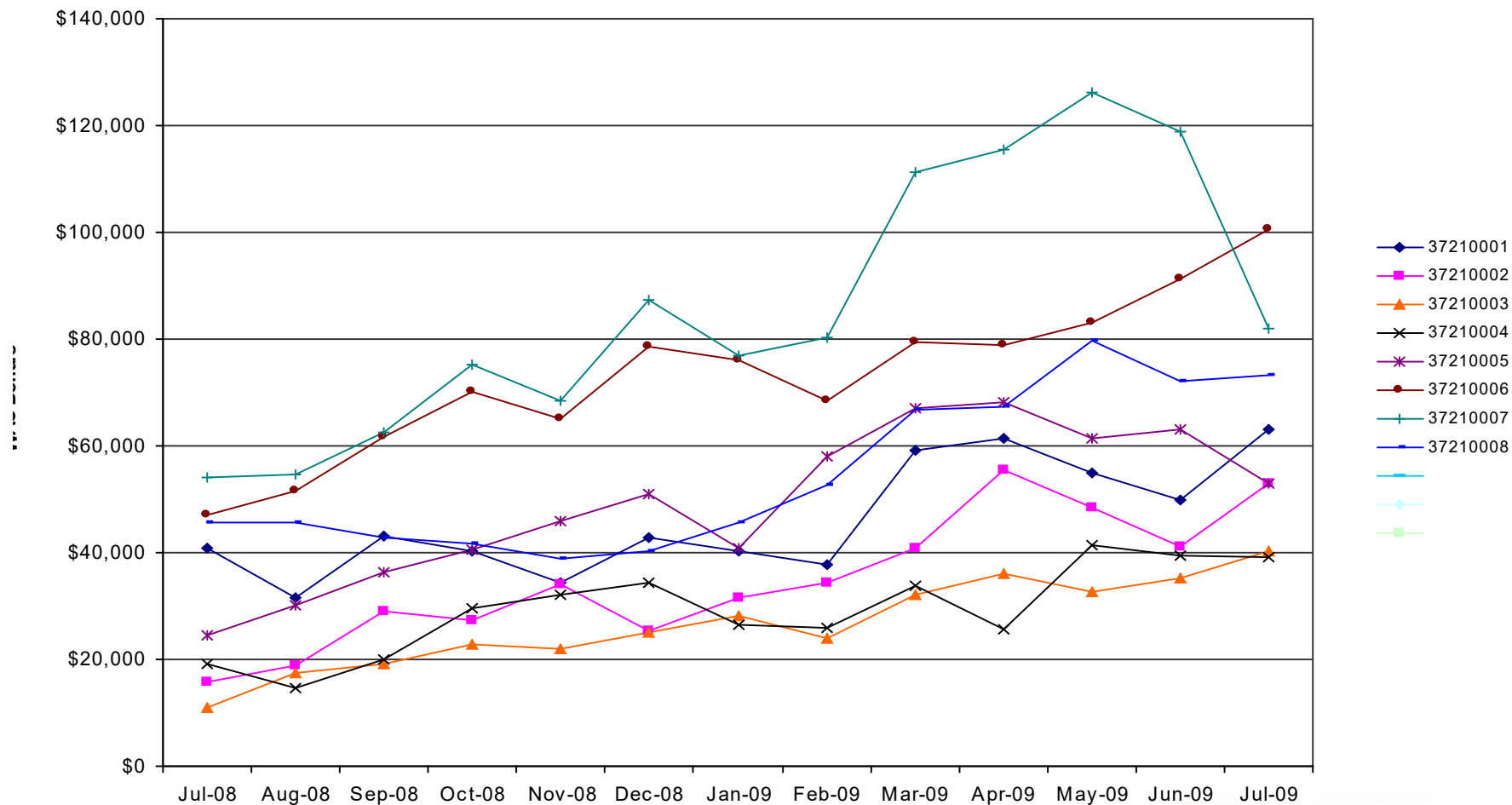
July % to goal



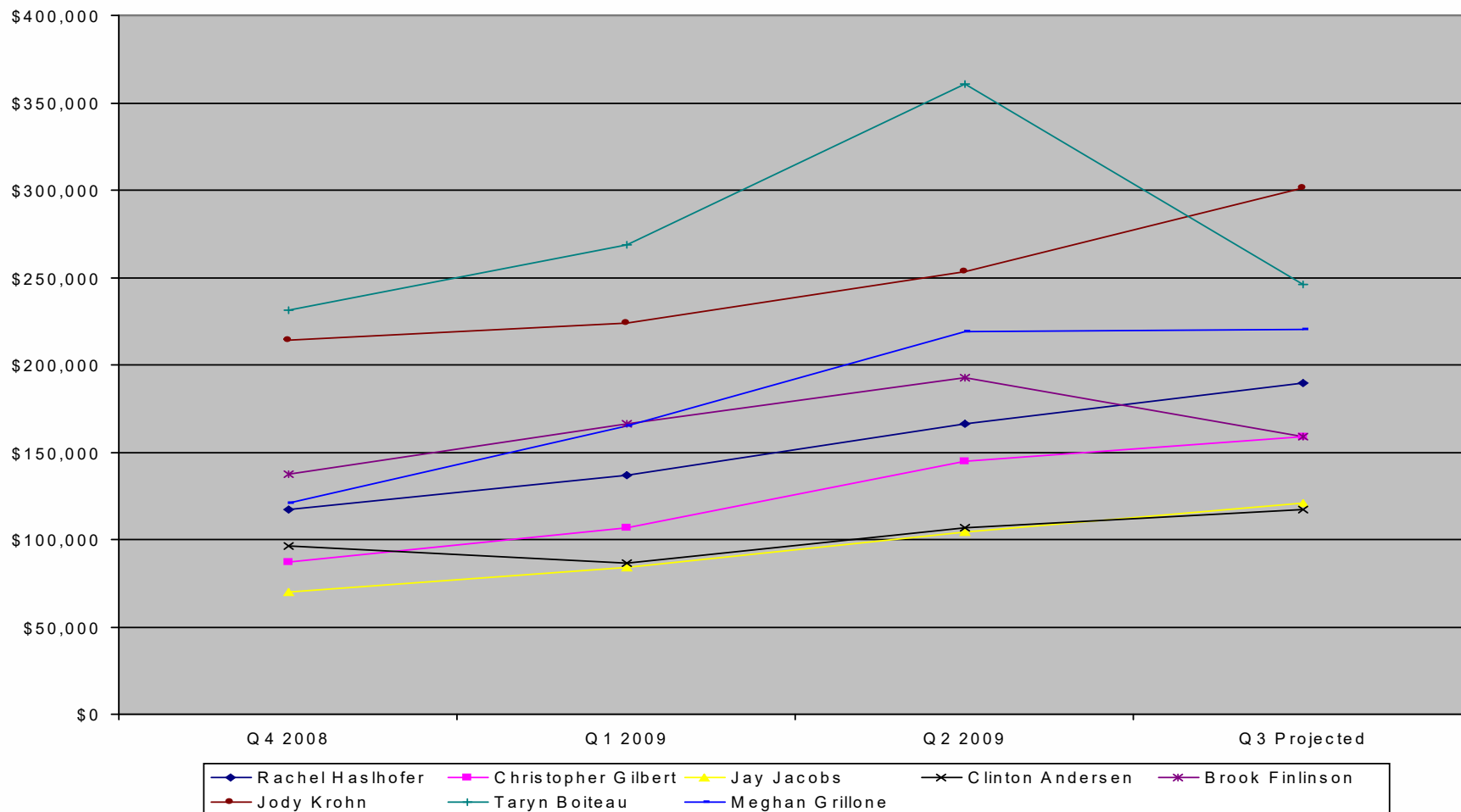
Standard View Report - July

Amrix - July

Amrix Total Sales Graph



July Early View





Amrix Q4 90 Day Plan

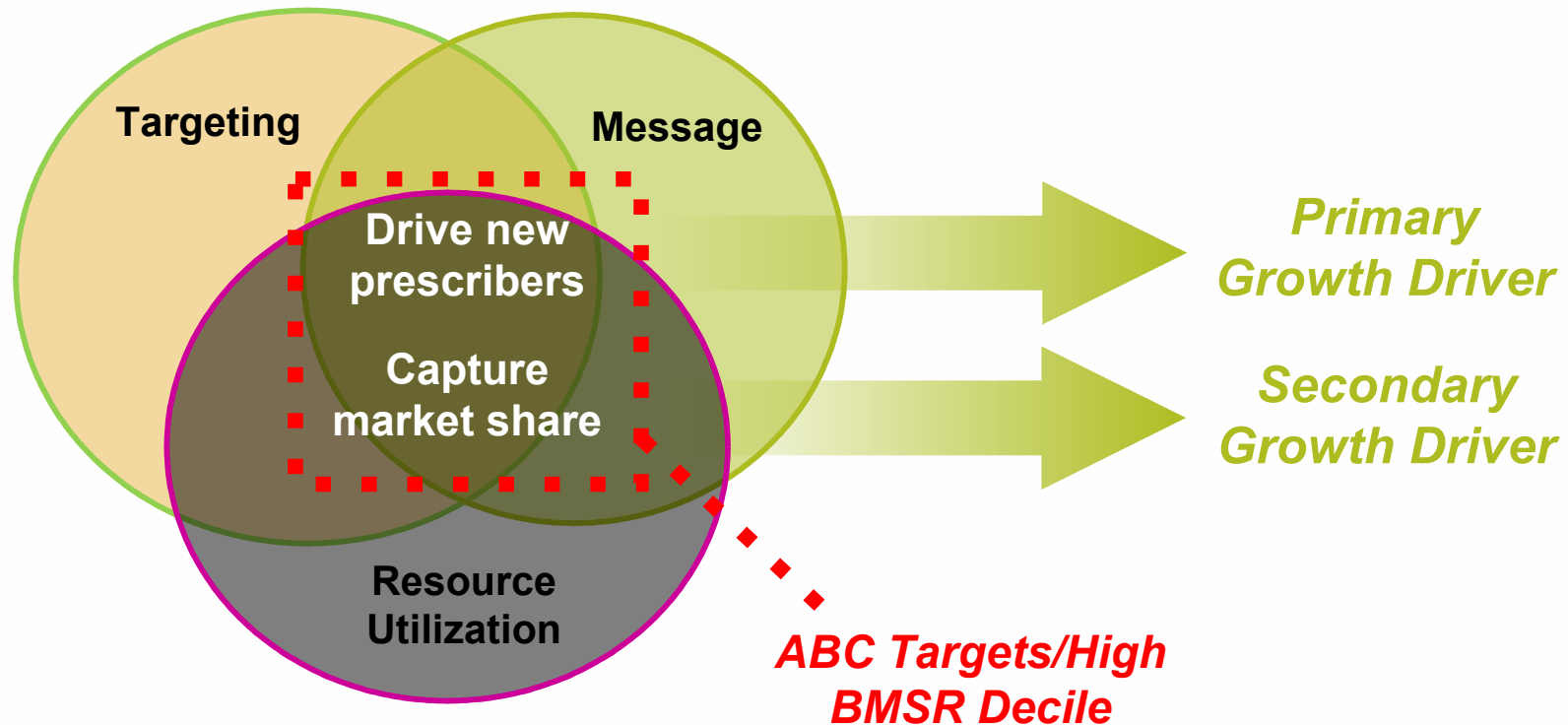
“Ramping Up the Prescriber Drive”

deliver more>

Q4 90 Day Plan – “The Prescriber Drive”



Formula for Success



90 Day Plan

- 1. Targeting**
- 2. Critical Call Activities**
- 3. Message**
- 4. Resource Utilization**



Targeting

50 Rep Identified Targets – 2X Month Frequency

- > Include Room for Growth of New Prescribers
- > High Potential (ABC/High Decile BSMR)
- > Consider Payer Mix and Accessibility

Work the “Blitz”! – 1X Week Frequency

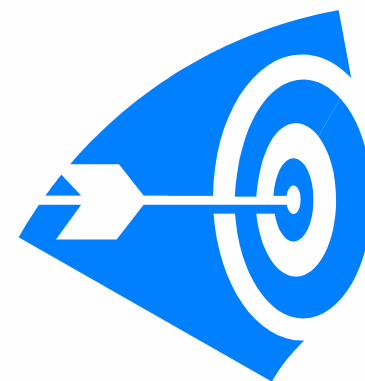
- > “Super” Targets
- > Former CNS Targets

“C” Targets (Coordinate)

Incorporate Target Pharmacy Calls Each Day

Ensure Efficient Routing

Grow “Gainers” and Reverse “Decliners”



Messaging: Selling and the 3 Cs



Capture

Example

Ask a question that engenders thinking.
Did you know once-daily AMRIX is the fastest growing SMR on the market? Can I have a few minutes to show you why?

Convince

Example

Probe for need & objections.
AMRIX provides the proven efficacy of cyclobenzaprine with benefits to differentiation.
AMRIX is to somnolence of less than 2%.
Share MD benefits

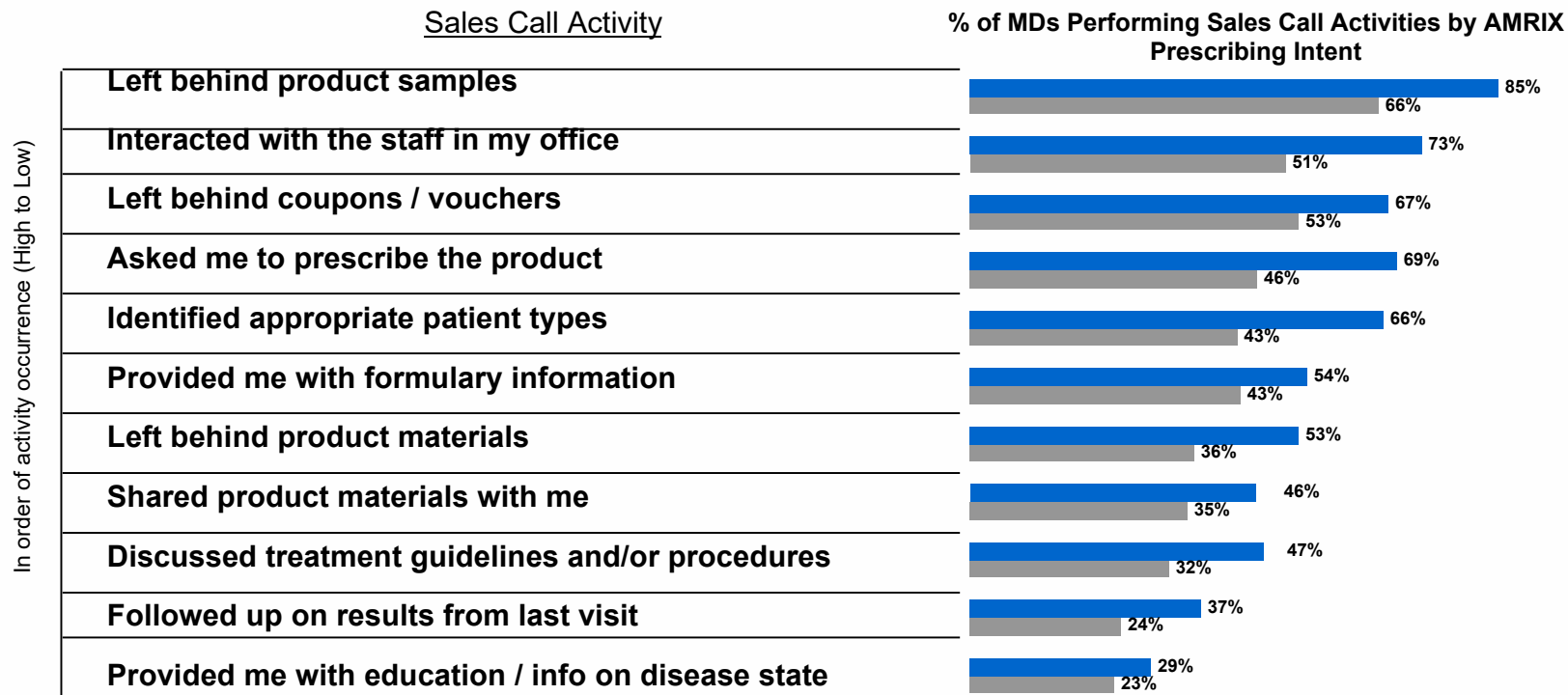
Compel

Example

Confirm understanding & agreement with trial close.
Will you offer your patients the benefits of proven efficacy of cyclobenzaprine, low rates of somnolence and once-daily dosing by prescribing AMRIX today?

Critical Call Activities

HCPs plan to increase prescribing of AMRIX when they are aware of critical sales call activities

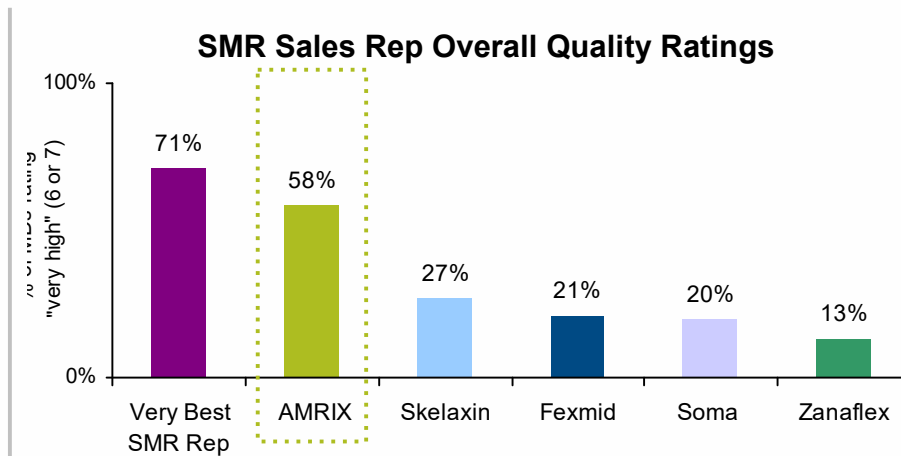


■ MDs planning to increase their prescribing of AMRX (n=152)

■ MDs planning to decrease/maintain their prescribing of AMRIX (n=148)

Source: ZS Associates

Very Best SMR Sales Representative Quality Summary



ZS Associates

% of MDs rating sales rep "very high" (6 or 7 on a scale of 1-7, except for Best Category Rep mentions)

HCP Definition of Quality

What does it mean to be professional?

- > Respectful of time
- > Not pushy

What does good service include?

- > Supplies samples
- > Provides valuable information

How are reps personable?

- > Friendly
- > Good personality

What makes a rep knowledgeable?

- > Intelligent/educated
- > Strong product knowledge

What is valued in rep communication?

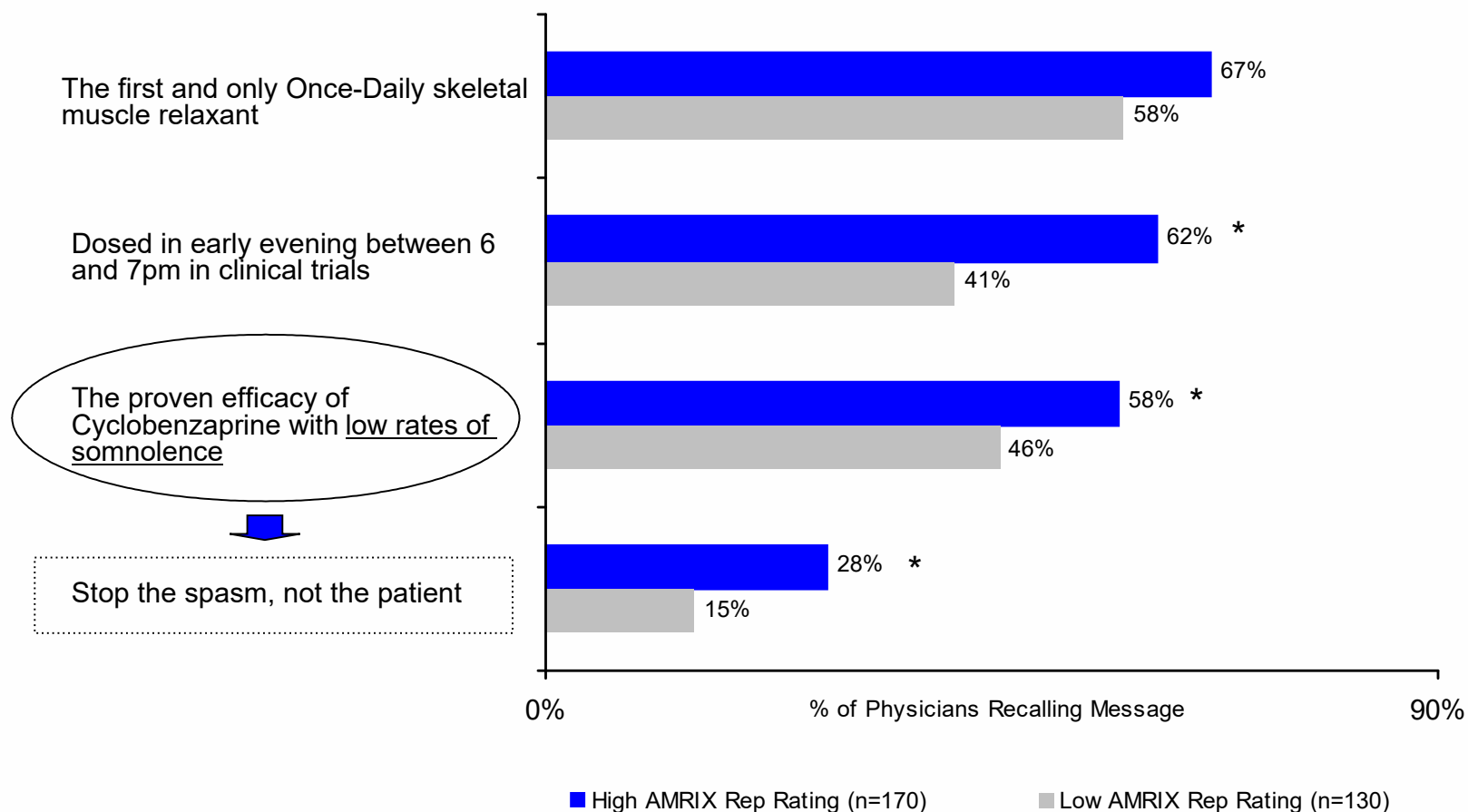
- > Being succinct

What is good relationship management?

- > Regular visits

Physicians who rate their AMRIX representative higher on overall quality are significantly more likely to recall AMRIX messages

% of MDs Recalling AMRIX Messages by Overall Rep Quality¹ Rating



ZS Associates

Note: Significant differences between segments (p -value < 0.05) denoted by asterisks;¹ Physicians with "High AMRIX Rep Rating" are those rated 6 or 7 on overall quality and "Low AMRIX Rep Rating" are those rated less than or equal to 5. D1. During your most recent sales call with your AMRIX sales representative, which of the following messages did the sales representative specifically communicate about AMRIX? (n=300)

Resource Utilization

- **Sample to the Needs of Each Prescriber**
- **Maximize CSPs**
 - Right Speaker, Right Targets, Right Venue, Right Follow Up (48 Hours)
 - Coordinate with Counterparts
 - Leverage Scimedica Programs
- **Utilize Copay Coupons to Limit Switching**
- **Utilize Pre Call Planning Report/Data to Prepare for Each Call**
- **Utilize CVA/Flashcard/Visual Studies to Support Selling Effort/Message**



Objectives for Q4 Flawless Execution

	Category	Goal	Objectives
<i>Growth Drivers</i>	Prescriber Count	Increase Total # of Prescribers	> Work with AM the Number of Rxers Needed to Achieve Sales Objective
	Market Share	Capture Branded SMR Market Share	> ≥ 20% branded SMR Market Share/Target
<i>Key Activities</i>	Frequency	Rep ID & High BSMR Decile Receive High Call Frequency	> ≥ 2 calls per month on rep ID targets > = Weekly calls on "Super Targets" > = Weekly Calls on Former CNS Targets
	Samples	Rep ID/Super/Formal CNS Targets Receive High Frequency of samples	> Sample to the Needs of Each Prescriber
	Peer-to-Peer Programs	Leverage with Key Targets	> Programs Built Around High Decile HCPs > Invest Q4 CSP Budget by November 30th

Q4 PCS Bonus Plan

Target Date for Dissemination: 1st week in October

Proposed AMRIX Breakdown

- > 30 - 40% Paid on Entire Territory
- > 60 - 70% Paid on High Potential Targets

Objective

- > Intense Focus and Productivity on Highest Potential Targets
- > Accountability
- > Incentive to Continue to Collaborate with Court Reports

Proposed Product Split

- > AMRIX 70%
- > Fentora 30%





BREAK

PDA Follow-up/Expectations



Targeting Workshop



Blitz





BREAK

Field Force Coordination – “Rules of Engagement”

Always Strive to Adhere to “Stay in your Lane” Targeting Principle

Always “Look and Think” Before Acting

Always Attempt to Make Decisions at Local Level about Coverage of Targets

- > Follow Direction and Guidance for Respective Sales Forces
- > Use Local Knowledge & Established Relationships to Support Optimal Target Coverage
- > Once Target Decision is Made - Stay in Lane

Always be Respectful of Others

- > Group Practices
- > Understand that Mistakes Happen
- > Respect Assigned Targets

Always Strive to Maximize Efficiency of Effort/Resources

- > Limiting Overlap Critical with CNS Focus on Nuvigil
- > Communicate often about Optimal Coverage on Top Deciles, CSPs and Allocation of Samples/Resources



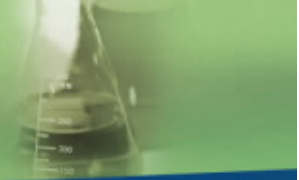
Insightful Quote



“When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion.”

~Dale Carnegie

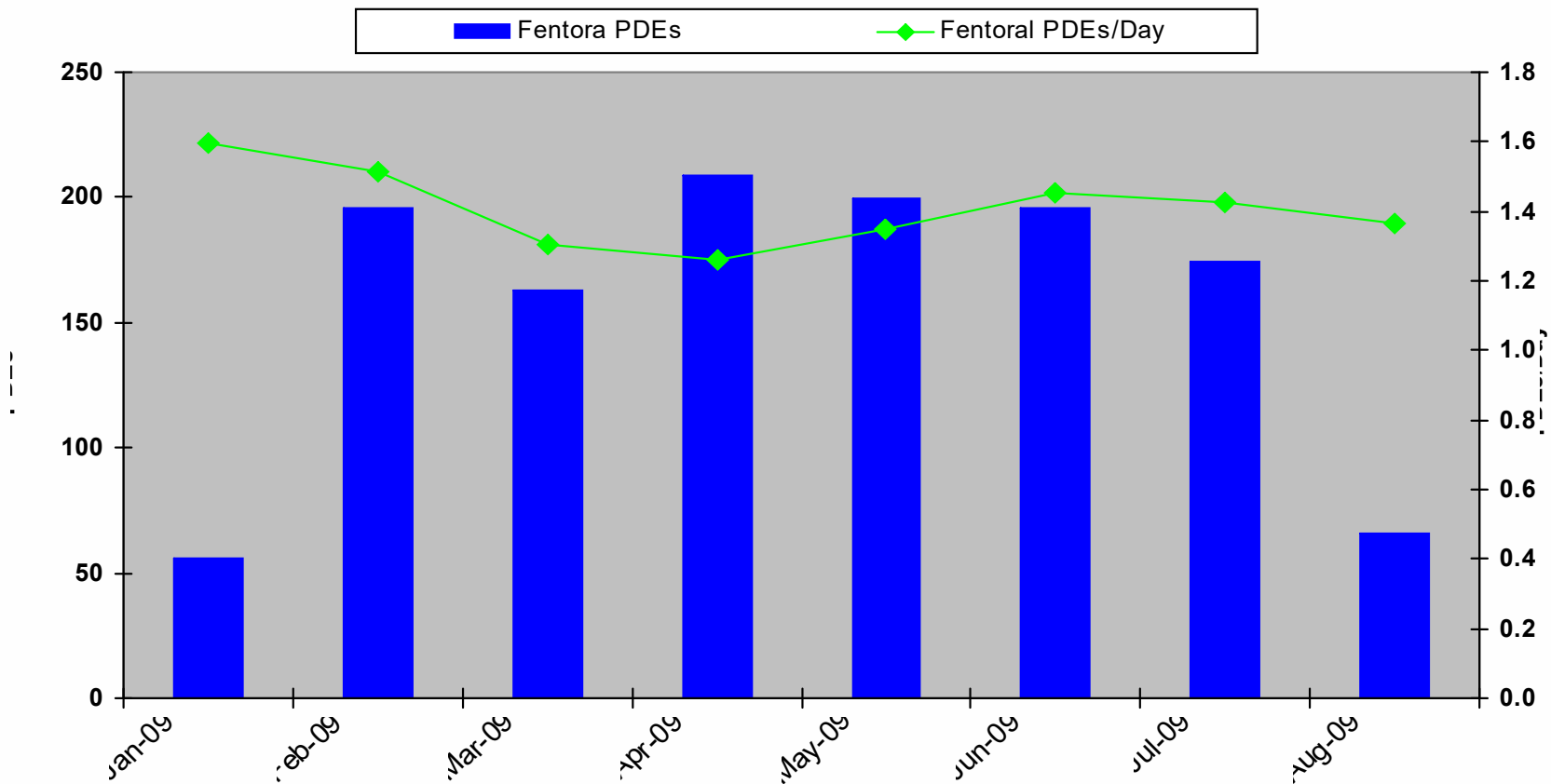
Fentora 90 Day Plan Debrief



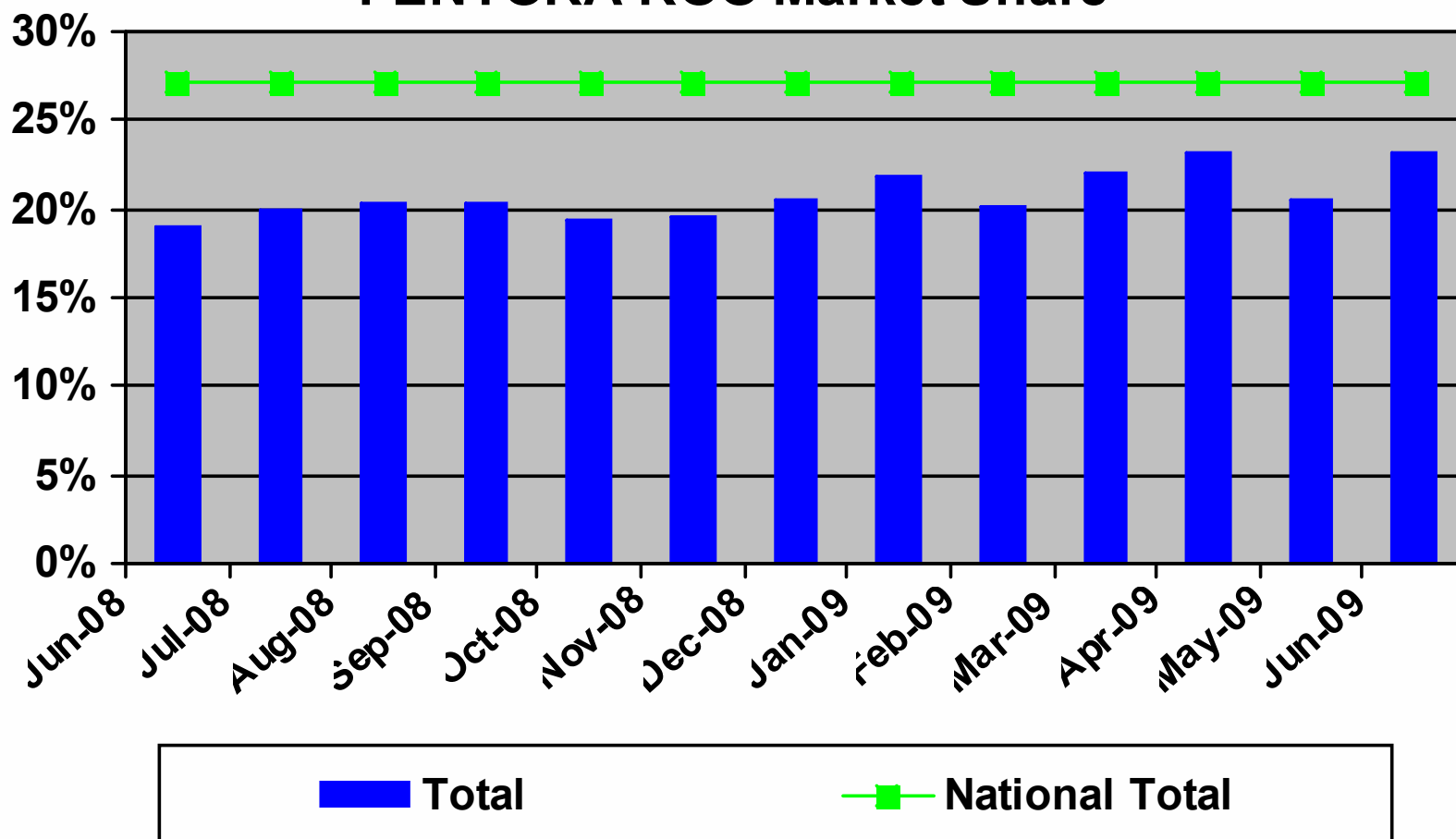
How did we measure up to the plan?

Activity...FENTORA PDE/Workday Trend

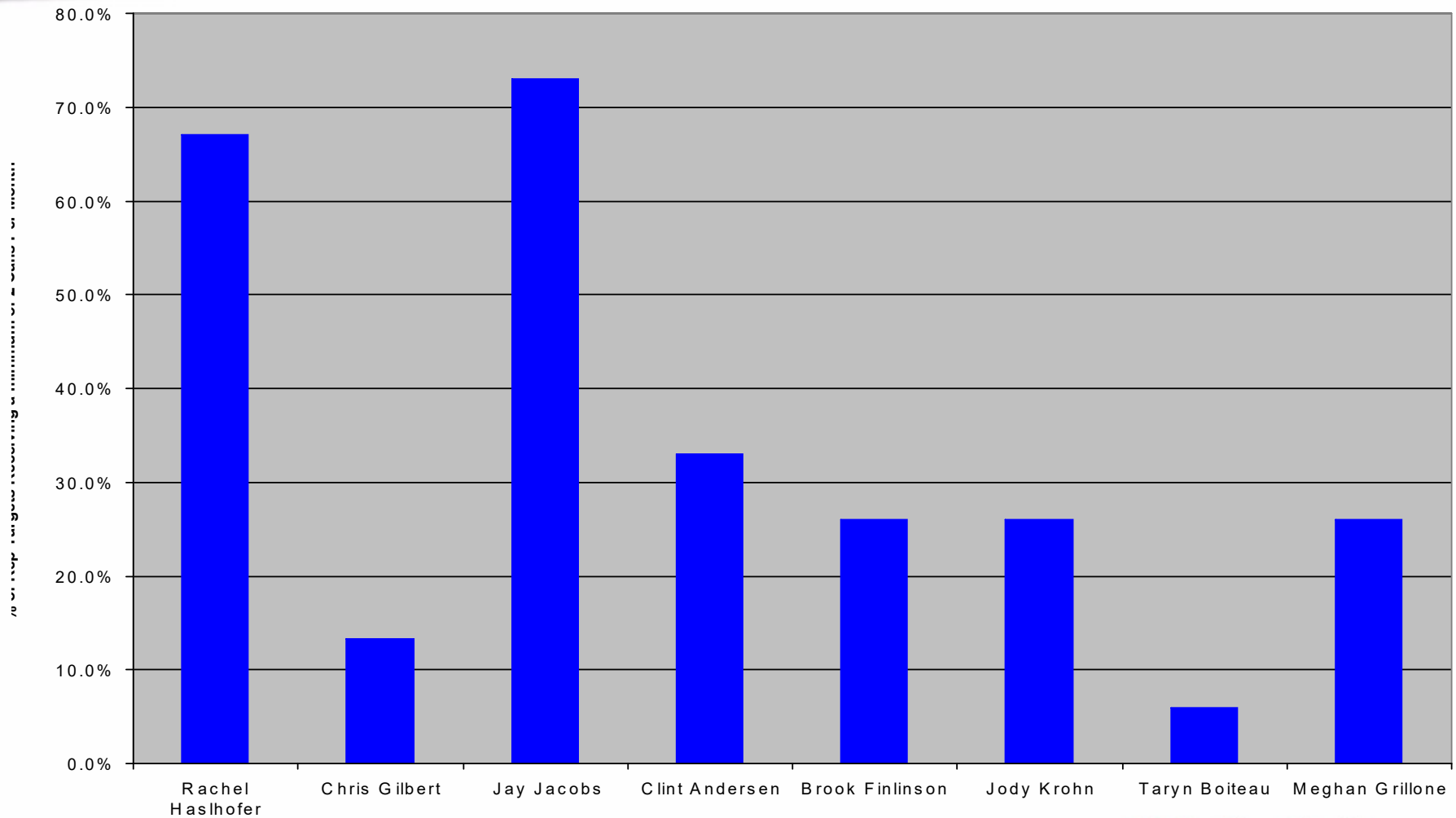
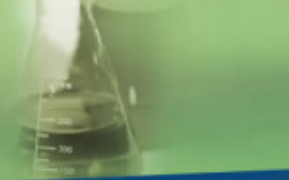
Fentora PDEs Per Workday Trend



FENTORA ROO Market Share



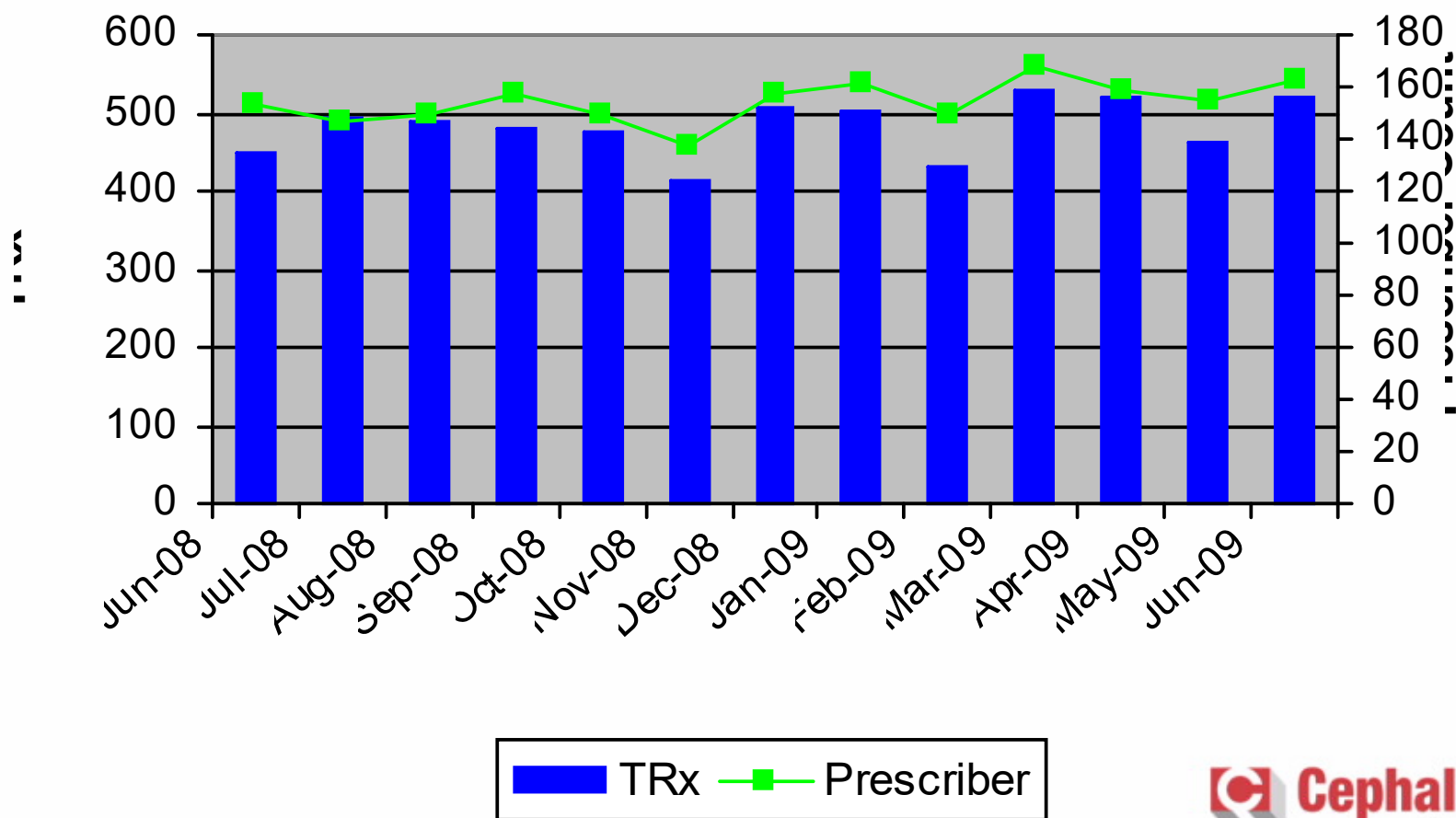
Fentora Rep Target Frequency Q2



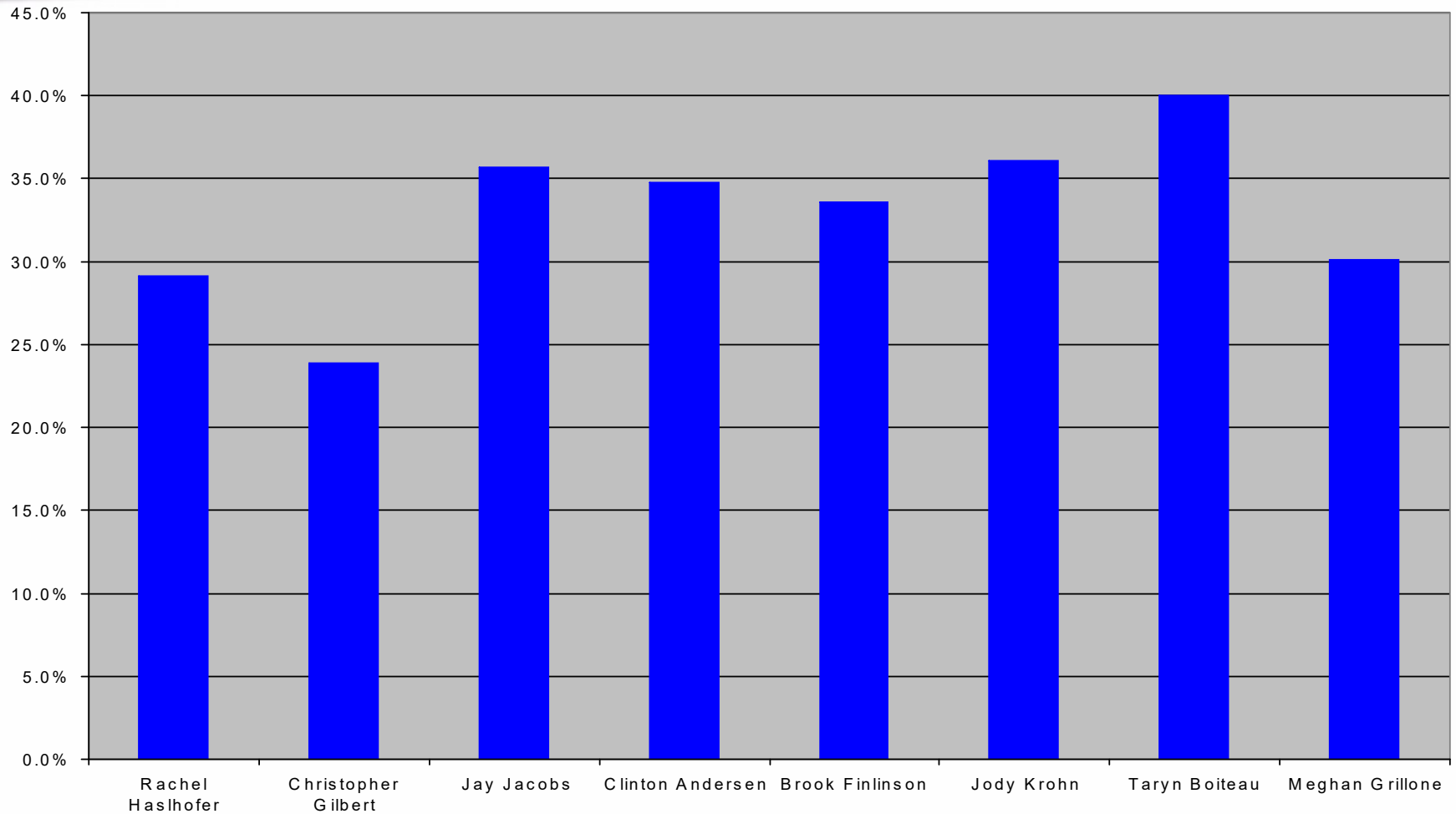
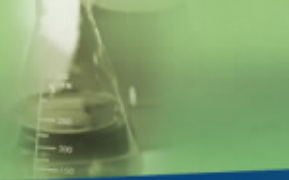
Prescriber and TRx Performance



FENTORA TRx & Prescriber Monthly Trend

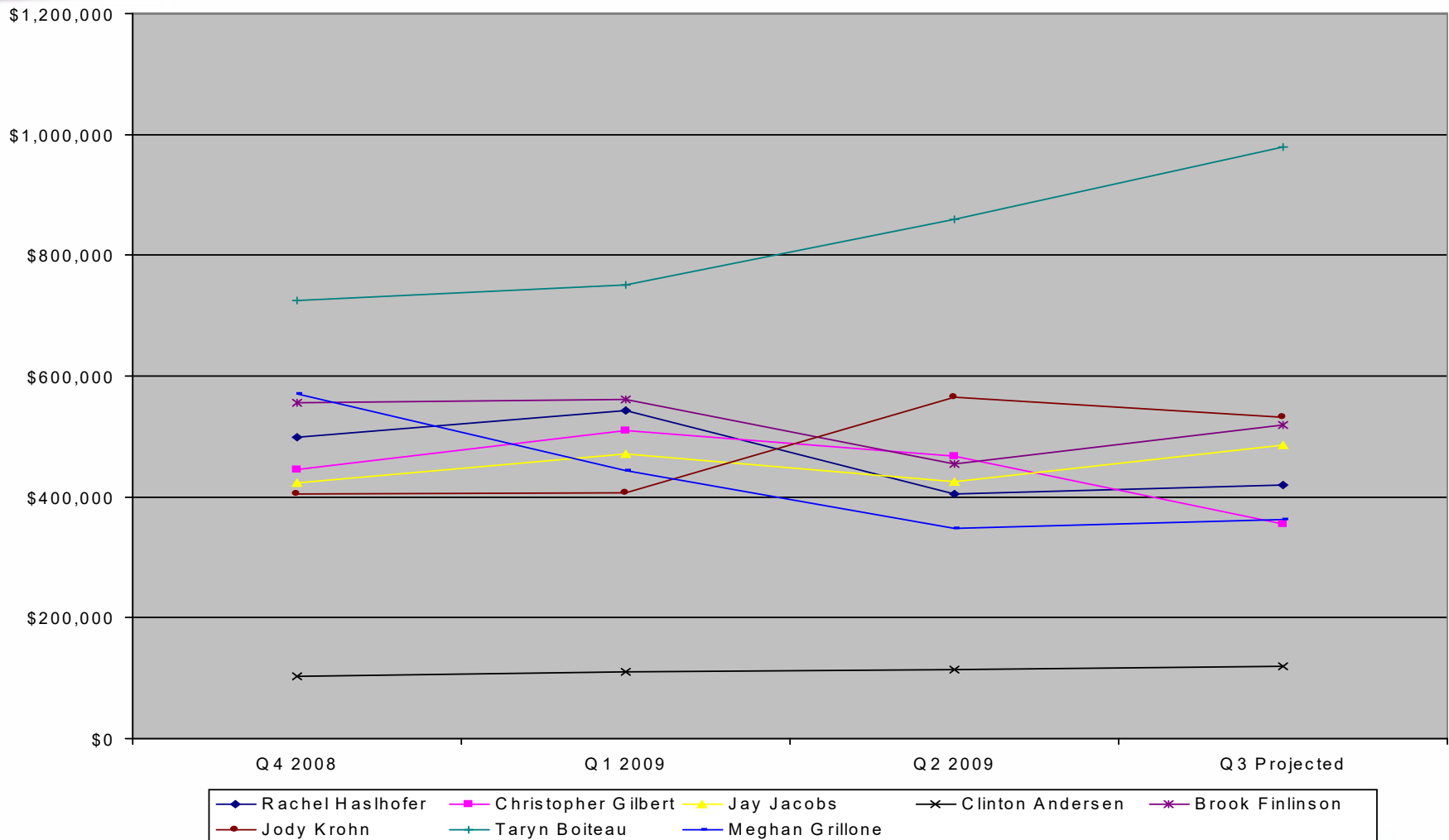


Fentora – Early View % to Goal



July Standard View

Early View Quarterly Trend



July Early View



Fentora Q3 90 day plan

“Seize the Moment”

deliver more>

FENTORA[®]
Q4 2009 90 Day Plan
“Seize the Moment”



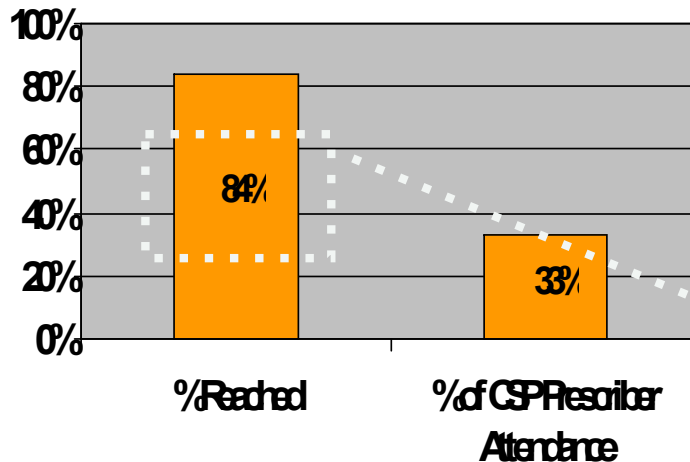
“Seize *The Moment*”

- Give *FENTORA* its time, **DO NOT RUSH THE SALES CALL**
 - Focus on top 15 *FENTORA* writers with 2-3 calls per month
 - Make it the **first** position detail when appropriate
 - Not a reminder call - Ask for the prescription/new start
- Use your *FENTORA* tools
 - New campaign – paint a picture of our patient – new pts
 - BTP education station – tool to discuss disease state & appropriate pt
 - Dosing flashcard – dosing chart is back!
 - Oncology Referral Program
- TSS Positive attitude – Sell with passion!
 - Solicit *FENTORA* success stories from prescribing physicians
 - Take pride in *FENTORA* & what it can do for patients



FENTORA Scorecard – Sales Operations

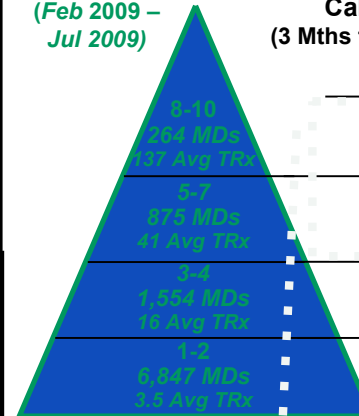
Q390 Day Plan FENTORA Rep Identified Targets Functional Activity (3 Mths through Aug 2009)



Average Frequency = 5.5
Goal = 6 Calls (3 Months through Aug 2009)

Rx Data – July 2009; Activity Data – August 2009
Source: Wolters Kluwer & Sales Operations Internal data

ROO Market
Decile
(Feb 2009 –
Jul 2009)



% Reached &
Call Frequency_
(3 Mths through Aug 2009)

1+ 3+ 6+

Feb 2009 – Jul 2009

% FENTORA
Prescribers

FENTORA TRx
Mkt Share
(Total & FENTORA
Writers Only)

92%	34%	37%
69%	28%	39%
38%	21%	54%
23%	20%	82%

Can we do better???

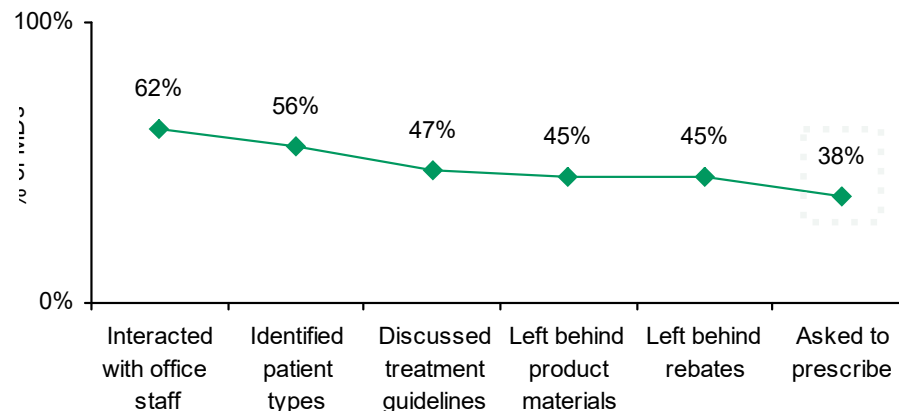


Sales Force Effectiveness Summary for FENTORA

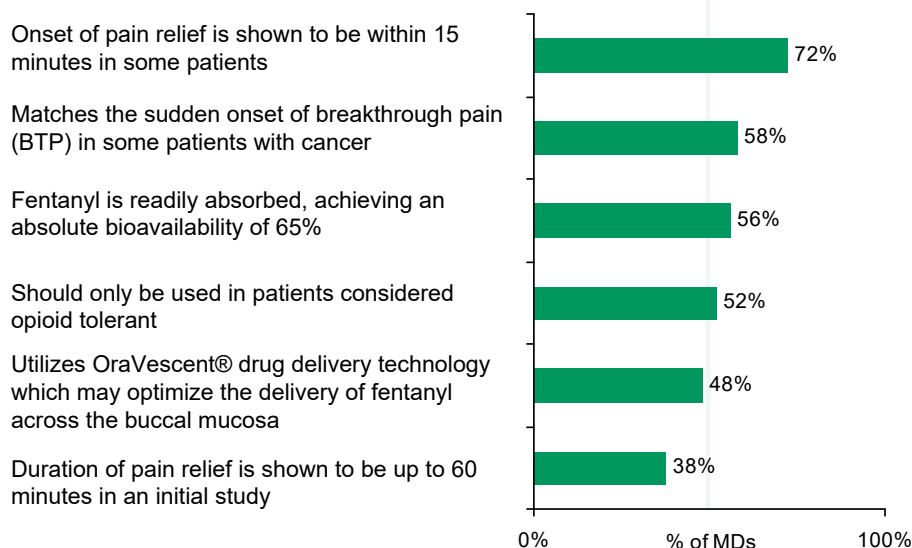
Sales Call Statistics

Metric	National Average
Call Frequency (Dec '08 – Feb '09)	
Actual:	3.1 calls
Reported:	4.0 calls
Length of Discussion	9.5 minutes
Length of Relationship	1.1 years
Average FENTORA share (self-reported)	20%

Sales Call Activities for FENTORA



Aided Message Recall of FENTORA Messages



C/BT Pain Sales Rep Quality Ratings (Top 6)

	FENTORA	Opana
Overall professionalism	72%	69%
Communication skills	65%	58%
Respect for time	63%	60%
Follows through on commitments	62%	58%
Knowledge	61%	55%
Working relationship with MD	59%	58%

% of MDs rating sales rep "very high" (6 or 7 on a scale of 1-7)



Physicians planning to increase FENTORA prescribing are directionally more likely to recall sales call activities by their FENTORA rep

% of MDs Performing Sales Call Activities by FENTORA Prescribing Intent

Sales Call Activity	Overall	MDs Planning to Increase FENTORA Prescribing (n=33)	MDs Planning to Stay the Same / Decrease FENTORA Prescribing (n=62)
Interacted with the staff in my office	62%	67%	60%
Identified appropriate patient types	56%	67%	52%
Discussed treatment guidelines and/or procedures	47%	58%	40%
Left behind product materials	45%	55%	39%
Left behind rebates /coupons /vouchers/ patient debit card	45%	55%	40%
Shared product materials with me	42%	39%	42%
Provided me with formulary information	40%	48%	35%
Asked me to prescribe the product	38%	39%	37%
Provided me with education / information on disease state	34%	39%	29%
Helped to locate a pharmacy that stocks this product	27%	30%	24%
Followed up on results from last visit	27%	33%	24%
Invited me to a professional education program	26%	33%	21%
Got me in contact with an expert	11%	21%	6%
Left behind product samples/sample request forms	10%	15%	8%

No significant differences ($p < 0.05$) between MDs planning to increase vs. those not increasing FENTORA prescribing

A12. During the most recent sales call for each of the following products, which of the following activities did the sales representative do during the sales call?

F1. Thinking about the chronic pain patients you treated for breakthrough pain with a rapid onset opioid in the past month, what percent did you prescribe the following products?

F1a. Thinking about how your prescribing of products may change in the future, for what percentage of your patients with breakthrough pain will you prescribe each of the following products six months from now?



Objectives for Q4 Flawless Execution...

	Category	Goal /Objective	
Performance	Prescriber Count	Reactivate (1-2) of Prescribers within core (15) targets >100 Prescribers	
	Market Share	Increase Productivity of Super Core (Top 5), 1-2 more TRx/Prescriber per month for the remainder of the Quarter 500-1000 TRx's	
Key Activities	Frequency	<ul style="list-style-type: none"> • Focus on Top (15) Core Targets • 2-3 Calls per month • <i>FENTORA First Position (P1)</i> 	
	Messaging	<ul style="list-style-type: none"> • Sell Value/Clinical Benefits, THE WHY • Identify Appropriate Patients • Ask for the Prescription 	
	Access	Emphasize the value and importance of: <ul style="list-style-type: none"> • Vouchers • Debit Cards 	

Onsolis Workshop



Amrix CSPs



Territory	Manager	Estimated Total Spent	Actual Spent	Remaining Est. Costs	In- Progress	Set-Up Complete	Completed	Reconciled	Cancelled	# Programs
37210001	Rachel Haslhofer	\$27,126.02	\$21,426.02	\$5,700.00	0	3	2	9.5	0	14.5
37210002	Christopher J Gilbert	\$20,269.35	\$14,519.12	\$5,750.23	0	2	1.5	3.33	0	6.83
37210003	Jay Jacobs	\$20,526.00	\$15,791.24	\$4,734.76	0	3	1.5	6.33	0	10.83
37210004	Clinton Andersen	\$8,993.53	\$7,993.53	\$1,000.00	0	0	0	3.5	0	3.5
37210005	Brook Finlinson	\$9,881.22	\$8,881.22	\$1,000.00	0	0	2	4	0	6
37210006	Jody Krohn	\$11,469.40	\$11,036.39	\$433.01	0	0	7	1	0	8
37210007	Taryn Boiteau	\$8,819.41	\$8,819.41	\$0.00	0	0	0	3.5	0	3.5
37210008	Meghan Grillone	\$13,912.19	\$10,112.19	\$3,800.00	0	2	0	4.5	0	6.5

Fentora CSPs



Territory	Manager	Estimated Total Spent	Actual Spent	Remaining Est. Costs	In- Progress	Set-Up Complete	Completed	Reconciled	Cancelled	# Programs
37210001	Rachel Haslhofer	\$10,458.49	\$10,458.49	\$0.00	0	0	0	6	0	6
37210002	Christopher J Gilbert	\$10,212.87	\$8,173.27	\$2,039.60	0	1	0	3	0	4
37210003	Jay Jacobs	\$11,803.14	\$11,803.14	\$0.00	0	0	1	5	0	6
37210004	Clinton Andersen	\$5,676.24	\$5,676.24	\$0.00	0	1	0	2	0	3
37210005	Brook Finlinson	\$7,633.13	\$7,633.13	\$0.00	0	0	0	3	1	4
37210006	Jody Krohn	\$22,544.61	\$18,969.61	\$3,575.00	0	1	0	7	0	8
37210007	Taryn Boiteau	\$14,690.66	\$14,690.66	\$0.00	0	0	0	6.5	0	6.5
37210008	Meghan Grillone	\$14,977.90	\$9,883.10	\$5,094.80	0	3	0	3.5	0	6.5

DNC Physicians



Targeting (Pharmacy)

Targeted Pharmacy Calls

- > Aggressively Address Switching with All Stakeholders
- > Ensure Stocking, Education, Coupon Knowledge
- > Solutions for the 3 Key Reasons for Switching

Stocking:

Conduct pharmacy calls
to ensure AMRIX
is on the shelf

Education:

Sell the physician and
the pharmacist on key
benefits of AMRIX

Co-pay:

Utilize co-pay coupons
to offset patient cost

- > Average One Call Per Day or More as Necessary
- > Utilize Pharmacy Sell Sheet

Wrap-up