From: William Sweet
Sent: Tuesday, February 21, 2012 2:12 PM
To: Meghan Grillone; Geoffrey Merris; Michael Morreale; Joe Haygood; John Harold; Shawn Lally; Christopher Egger; Chris Brown
Cc: Randy Spokane
Subject: FW: New Hire Training Guide
Attachments: FINAL PAIN TRAINING GUIDE 2-2-12.pdf

Importance: High

Hi everyone,

Attached is the new hire training guide that was sent to the new reps. It provides a good outline of what the they received in their new start kit and a general timeline for the training. Also, Nate did confirm that the train the trainers training will be May 14th-18th. The logistics are being finalized and he will send out the info when they are complete.

Bill

From: Ross, Nathan
Sent: Tuesday, February 21, 2012 10:56 AM
To: Sweet, William
Subject: New Hire Training Guide

Hey Bill,

Good talking to you. Per our discussion, attached is the PCS Phase 1 Sales Specialist Training Guide for their home study.

It is a 3 week complete at your own pace guide, with general guidelines for how long certain sections should take. The interaction between the trainers and the new hires is totally up to you – we recommend all new hires do a field ride with a trainer to practice verbalization, reports, etc….

I sent an email to all new hires that the FAQ document referenced on page 19 has been pulled off smart link for revisions, so they should skip that section for now until we are able to make the changes and communicate that it is back up.

Hopefully this helps – my line is always open if you need me.

Nate Ross
Training Specialist II
Teva Pain Care
Office: 610.727.6355
Cell: 813.447.1404
nathan.ross@tevapharm.com

PLAINTIFFS TRIAL EXHIBIT
P-29688_00001

SALES TRAINING
& DEVELOPMENT

PAIN

PHASE I Sales Specialist TRAINING GUIDE

Congratulation on joining the Teva CNS Sales Organization! This document is your guide to navigating the next few weeks. In that time, you will complete several modules designed to help you obtain an understanding of topics that will help you promote your product to healthcare professionals. The topics include, but are not limited to disease state, marketplace, product information, selling skills, managed markets, and customer profiles.

Complete each activity at your own pace to ensure a thorough understanding of the content and completion of the learning objectives. Below is a suggested agenda to follow and help you plan the 3 weeks accordingly. In these weeks, you should coordinate field ride days with your Field Trainer and Regional Manager.

Week 1:

1. Sales Administration
2. Good Business Practices
3. *Patient Focused Selling Approach*
4. Pain Physiology, Assessment and Management Module

Week 2:

1. *FENTORA* Annotated Prescribing Information Module
2. Comparative Claims Video
3. Pharmacologic Treatment in the Current Marketplace Module
4. Product Promotional Resources

Week 3:

1. *FENTORA* Frequently Asked Questions and Responses
2. *ACTIQ* and *FENTORA REMS* Program
3. Managed Care and Reimbursement Tools
4. HCP Profiles
5. HCP Promotional Programs

There may be additional activities that you will need to complete in your home study period, that are not related to product training. Please monitor SMART Link, Compliance Wire, Teva LMS and your email communications to ensure these are completed in the time set forth.

Regards,
Sales Training and Development

1. Sales Administration

Introduction/Purpose

The Sales Administration module has been created to provide you with guidelines and resources needed to gain awareness of common Teva administrative activities. At the end of this module you should be aware of the various administrative resources available, and respond to the administrative activities you are required to complete.

Learning Objectives

At the end of this module, you should be able to:

- Demonstrate how to locate Rep-triggered mail, Budco Literature Distribution, the Sales Force page, and the Sales Training pages on the Smart Link intranet website.
- Demonstrate how to log onto ComplianceWire.
- Explain the Teva policy on laptop use and where to find out answers to common IT questions.
- Demonstrate how to complete an expense report.

Timing/Duration

The duration of the training in this module is approximately 1 hour.

Process for Completing the Module

Complete the following assignments, activities and/or certification requirements to finish this module:

- Locate the SMART Link intranet website and find the following links: ComplianceWire, Rep-triggered mail, Budco Literature Distribution, the Sales force page, and the Sales Training pages.
- Locate Teva LMS (https://www.kaplanwire.com/Secure/login.aspx)
- Be prepared to explain the type of information and support that can be found at each link.
- Log onto ComplianceWire and Teva LMS to complete the training requirements listed prior to attending PHASE II training.
- Read the IT&S FAQ/Overview Sheet. Locate the Teva policy on laptop and be prepared to describe what will happen if you violate this important corporate policy.
- Read the Sales Administration Resource Guide to obtain information on common Sales Administration activities.

Required Resources

Sales Administration Resource Guide	SalesAdmin-RS
IT&S FAQ/Overview Sheet	IT&S-OS

2. Good Business Practices

Introduction/Purpose

The Good Business Practices module outlines the series of required training around good business practices and global compliance and provides an understanding of how to apply this training in the field.

Learning Objectives

After completing the series of Good Business Practices assignments, you should be able to:

- Define Teva's Good Business Practices and Global Compliance related policies and operating procedures that impact the way we conduct business at Teva.
- Describe how to apply good business practices when conducting day-to-day business as a Sales Specialist.

Timing/Duration

The duration of the training in this module is approximately 12 hours in total. Activities and certification requirements should be finished ***within the first week*** of PHASE I training. It is recommended to complete the assignments in several sittings. Please plan accordingly to complete each activity.

Required Resources

Please see the specific assignments in ComplianceWire and Teva LMS.

3. *Patient Focused Selling Approach*

Introduction/Purpose

The *Patient Focused Selling Approach* module provides a fundamental understanding of Teva's strategic approach for communicating and interfacing with customers. This solutions based approach is aligned with brand messaging for all products, with the focus on solutions based on patient type presentations that are in line with the conditions that Teva products are approved to treat. It reinforces the principles of traditional selling and emphasizes an advanced solution focused 2-way discussion that is relevant to the Healthcare Professional's (HCP's) practice.

You will learn how the approach is aligned with HCP's methodologies of diagnosing and treating and includes considerations for managed care, total office call and call continuity. It will become apparent that it is applicable to all HCPs, any provider that influences a patient's ability to fill and receive reimbursement for a prescription, including the nurse, pharmacist, and reimbursement specialist, and any selling channel such as office or hospital/institution. The four core steps of the approach are identified and examples of ways for how they are applied are included.

Learning Objectives

After completing this module, you should be able to:

- Apply a standardized approach when conducting data analysis to uncover trends and opportunities, analyzing business intelligence, developing a call strategy that includes pre-call planning and post-call analysis.
- Create more meaningful customer engagement by involving the health-care professional in a patient type discussion and establishing clinical relevance.
- Transition appropriately from a patient and or disease discussion to a Teva product discussion where solutions are aligned to meet the treatment needs of the focused patient presentation.
- Gain a commitment to action based on the agreed upon solutions on a specific appropriate patient type that advances the HCP through product adoption continuum.

Timing/Duration

The duration of the training in this module is approximately 1 hour.

Process for Completing the Module

Complete the following assignments, activities and/or certification requirements to finish this module:

- Complete the Patient Focused Selling Approach e-learning on ComplianceWire.
- Discuss the core elements of the Patient Focused Selling Approach with your Regional Manager to confirm your understanding of concepts and how it should be used in the field.

- Use the Patient Focused Selling Application Aid to reinforce your understanding of the concepts and to support your efforts in the field.
- After completing the product training, on a Field Trainer field ride, identify best practice examples for applying Patient Focused Selling Approach in the field, then build a small patient focused call for your core product and practice verbalizing with your Field Trainer.
- Obtain verbalization certification for a Patient Focused Selling Approach call for your core product(s) from your Regional Manager.

Required Resources

Patient Focused Selling e-learning	ComplianceWire
Patient-Focused Selling Application Aid	PFSA Aid

4. Pain Physiology, Assessment And Management

Introduction/Purpose:
The Pain Product Learning Materials: Pain Physiology, Assessment and Management Module is designed to help you develop a fundamental understanding of the disease state within the approved product indication. The disease state awareness promotional materials will introduce you to resources that can be used to appropriately identify patients within the product indication.

Learning Objectives:
At the end of this module, you should be able to:
- Define the disease state and describe its causes and consequences.
- Discuss diagnostic options, disease prognosis, disease progression and co-morbidities.
- Use the disease awareness promotional materials to describe the prevalence and diagnosis of the disease, and to identify patients within the approved indication for whom use of the product is appropriate.

Timing/Duration:
The duration of the training in this module is approximately 7 hours.

Process for Completing the Module:
Complete the following assignments, activities and/or certification requirements to finish this module:
- Read the Pain Products Learning System: Pain Physiology, Assessment and Management module.
- Complete the self-check assessments at the end of each module.
  Complete the Disease State Compliance Wire assessment.
- Review the available disease state promotional materials to describe the prevalence and diagnosis of the disease, and to discuss identification of appropriate patients within the approved product indication with your Field Trainer.

Required Resources

Pain Products Learning System: Pain Physiology, Assessment and Management Module	FEN-2301	Received from BUDCO Available on SMART Link
Pain Products Learning System: Pain Physiology, Assessment and Management Module	FEN-2301a	ComplianceWire
Cancer Pain Glossary	PAIN-2038	Available on SMART Link
Training Guide: BTP Patient Assessment Tool	PAIN-2054a	Available on SMART Link
Stop, Look, Listen Leave-Behind	FEN-2184	Received from BUDCO

5. *FENTORA* Prescribing Information

Introduction/Purpose:
This module provides an in-depth understanding of one of the most important pieces of information about the products you promote, the Prescribing Information (PI).

Learning Objectives:
After completing this module, you should be able to:
- Identify the components of the *FENTORA* (fentanyl buccal tablet) [C-II] PI to understand how to analyze them, and utilize the information to support the product's characteristics.
- Locate the key areas in the *FENTORA* PI and identify the specific information that might be of particular importance to HCPs.
- Identify best practice examples identify best practice examples for how to appropriately use the PI to support approved product messaging or answer questions.

Timing/Duration:
The duration of the training in this module is approximately 5 hours.

Process for Completing the Module:
Complete the following assignments, activities and/or certification requirements to finish this module:
- Read the Pain Products Learning System: *FENTORA* Annotated PI Module.
- Complete the self-check assessments at the end of each module to validate knowledge and understand the content. Refer to the glossary and reference guide for additional information.
- Complete the *FENTORA* Annotated PI Compliance Wire assessment
- Review the available Prescribing Information promotional materials to describe the prevalence and diagnosis of the disease, and to discuss identification of appropriate patients within the approved product indication with your Area Trainer.
- Identify examples of how to appropriately use the PI to support approved product messaging or answer on-label questions.

Required Resources:

Pain Products Learning System: *FENTORA* Annotated Prescribing Information Module	FEN-2378	Received from BUDCO Available on SMART Link
FENTORA Prescribing Information and Medication Guide	FEN-2336	Received from BUDCO

6. Annotated Clinical Reprints

Introduction/Purpose:
The purpose of the clinical reprint training module is to ensure that you have a fundamental understanding of framework of a clinical paper and can identify the key aspects of the clinical reprints available for Pain Products.

Learning Objectives:
At the end of this module, you should be able to:

- Identify the components of a study, including study design, objectives, statistics, endpoints, important safety information and key findings for each clinical reprint.
- Read and identify key areas within your core clinical reprints.

Timing/Duration:
The duration of the training in this module is approximately 2 hours.

Process for Completing the Module:
Complete the following assignments, activities and/or certification requirements to finish this module:

- Read the Pain Products Annotated clinical reprints and the associated training guides.
- Identify the key aspects of each clinical reprint, including study design, patient demographics, results, and adverse events with your Field Trainer and/or Regional Manager to confirm your understanding.
- Identify best practice examples of how to effectively use each clinical reprint in a promotional setting.

Required Resources:

Annotated Clinical Reprint – Portenoy (2006)	FEN-2294	Available on SMART Link
Training Guide: Portenoy Clinical Reprint (2006)	FEN-2248	Received from BUDCO Available on SMART Link
Annotated Clinical Reprint – Weinstein (2009)	FEN-2295	Available on SMART Link
Training Guide: Weinstein Clinical Reprint (2009)	FEN-2247	Received from BUDCO Available on SMART Link

7. Comparative Claims Training

Introduction/Purpose:
The purpose of the module is to provide you with information regarding Comparative Claims.

Learning Objectives:
At the end of this module, you should be able to:

- Understand what a comparative claim is.
- Know when it is appropriate to use a comparative claim when promoting products.
- Be confident when verbalizing the approved messages when promoting products.

Timing/Duration:
The duration of the training in this module is approximately 30 minutes.

Process for Completing the Module:
Complete the following assignments, assessments and/or certification requirements to finish this module:

- Complete the Comparative Claims web-based training via Smart Link.
https://teams.cephalon.com/salesandmarketing/salestraining/Pages/GeneralVideoChapter1.aspx
- Discuss with your Field Trainer and Regional Manager.

Required Resources:

Appropriately Communicating Comparative Claims Video	Available on SMART Link

8. Marketplace

Introduction/Purpose:
The Marketplace module provides a comprehensive understanding of the alternative treatment options for various pain states and a basic understanding of the marketplace. The marketplace module includes materials and activities designed to help you understand key similarities and differences of competitive products.

Learning Objectives:
At the end of this module, you should be able to:

- Identify the manufacturers, indications, contraindications, adverse reactions, and warnings for each alternative pain treatment option.
- Describe and distinguish the characteristics of the product treatment options and the alternative treatment options, per class.
- Describe the rapid-onset opioid marketplace and identify characteristics of the following products: *FENTORA*®, ACTIQ®/OTFC, ONSOLIS®, ABSTRAL® and Lazanda®.
- Identify and discuss the appropriate use of comparative claims.

Timing/Duration:
The duration of this training is approximately 5 hours.

Process for Completing the Module:
Complete the following assignments, activities and/or certification requirements to finish this module:

- Read the Pain Products Learning System: Pharmacologic Treatment in the Current Marketplace module.
- Complete the self-check assessments at the end of each module.
- Complete the Marketplace ComplianceWire assessment
- Review the available Marketplace promotional materials to gain an understanding of the medications currently available to treat pain in the U.S. market.

Required Resources

Pain Products Learning System: Pharmacologic Treatments in the Current Marketplace	FEN-2302	Received from BUDCO Available on SMART Link
PPLS: Pharmacologic Treatments in the Current Marketplace exam	FEN-2302a	ComplianceWire
Pain Marketplace Guide	PAIN-2046	Available on SMART Link
ABSTRAL® New Product Bulletin	PAIN-2052	Available on SMART Link
Marketed ROO Product Grid	PAIN-2053	Available on SMART Link

9. Product Promotional Materials

Introduction/Purpose:
This module is to provide you with an overview of the current promotional materials for *FENTORA*. It is important to utilize the appropriate promotional resource in discussions with Healthcare Professionals. These materials can enhance understanding of disease awareness, appropriate patient selection, treatment options and the efficacy and safety profile for *FENTORA.*

Your Core Visual Aid is the product promotional item that you will use most frequently when calling on healthcare professionals. Additional product promotional materials are supplemental to the Core Visual Aid.

Learning Objectives:
At the end of this module, you should be able to:
- Accurately communicate the product information using the CVA to present key messages about efficacy and safety in a fair and balanced manner.
- Describe the purpose of and accurately present each additional product promotional item in a fair and balanced manner.

Timing/Duration:
The duration of the training in this module is approximately 3 hours.

Process for Completing the Module:
Complete the following assignments, activities and certification requirements to finish this module and other promotional materials:
- Complete the Core Visual Aid e-learning Explorer and Annotated Core Visual Aid.
- Review the *FENTORA* Core Visual Aid and any additional product promotional materials listed in the Required Resources section.
- Review the Core Visual Aid and the additional product promotional materials comprehensively with the Regional Manager.
- Identify best practice examples for using the product promotional materials during your field Trainer field ride.
- Present the Core Visual Aid and the additional product promotional materials to the Regional Manager in a role-play presentation.

Required Resources

FENTORA Core Visual Aid	FEN-2176	FedEx
Training Guide: Dosing Leave-Behind	FEN-2251	Available on SMART Link
Dosing Leave-Behind	FEN-2183	Received from BUDCO
Training Guide: Efficacy Leave- Behind	FEN-2257	Received from BUDCO
Efficacy Leave-Behind	FEN-2185	SMART Link (add link)
Training Guide: Pharmacokinetics	FEN-2256	Received from BUDCO
Pharmacokinetics Leave-Behind	FEN-2187	Received from BUDCO
Training Guide: FENTORA Patient Profile #1	FEN-2286	Received from BUDCO
FENTORA Patient Profile #1	FEN-2297	Available on SMART Link
Training Guide: FENTORA Patient Profile #2	FEN-2298	Available on SMART Link
FENTORA Patient Profile #2	FEN-2287	Received from BUDCO
FENTORA HCP Brochure – Slim Jim	FEN-2285	Received from BUDCO

10. Frequently Asked Questions And Responses

Introduction/Purpose:
The *FENTORA* Frequently Asked Questions & Responses module has been created to introduce you to the A.C.T. Model to appropriately address common healthcare professional questions. As a sales representative you should address questions and concerns proactively. Keep in mind that opposition is a sign of involvement.

- **A** = Acknowledge the question or concern by letting the Healthcare Professional know that you recognize there is a question.
- **C** = Clarify - Use clarifying probes to determine the reason or need behind the question
- **T** = Provide a targeted response that directly addresses the uncovered need and show a proof source

Frequently check in with the Healthcare Professional to ensure you have adequately addressed their question or concern. After addressing the question or concern proceed with the call by continuing to align solutions or gaining commitment.

Learning Objectives:
After completing this module, you should be able to:

- Identify and describe the A.C.T. Model and the three (3) steps used to answer questions related to use of the product.
- Use the A.C.T. Model to respond appropriately to frequently asked questions related to the use of the product.

Timing/Duration:
The duration of the training in the module is approximately 2 hours.

Process for Completing the Module:
Complete the following assignments, activities and/or certification requirements to finish this module:

- Read the *FENTORA* Frequently Asked Questions (FAQs) and responses document for the product.
- Work with your Field Trainer to practice answering the questions found in the document following the A.C.T. model and guidelines provided.
- Be prepared to answer questions covered in the FAQ document with your Field Manager.

Required Resources:

**FENTORA* Frequently Asked Questions and Responses	FEN-2232	SMART Link

11. *ACTIQ/FENTORA* REMS

Introduction/Purpose:
The ACTIQ/*FENTORA* REMS Program is a restricted distribution program designed to help ensure appropriate patient selection and the safe use of *ACTIQ* and *FENTORA.*

The ACTIQ/*FENTORA* REMS e-learning series explains the purpose of the REMS goals, which are to mitigate the risks of misuse, abuse, addiction, overdose, and serious complications due to medication errors by:

- Prescribing and dispensing only to appropriate patients, which includes use only in opioid tolerant patients.
- Preventing inappropriate conversions between fentanyl products.
- Preventing accidental exposure to children and others for whom it was not prescribed.
- Educating prescribers, pharmacist, and patients on the potential for misuse, abuse, addiction, and overdose.

Learning Objectives:
After completing this module, you should be able to:
- Explain the REMS goals.
- Describe each of the elements comprising the REMS.
- Describe the process of enrollment for Healthcare Professionals, including completion and submission of the Patient Prescriber Agreement Form.
- Explain how a patient can obtain a prescription for ACTIQ or *FENTORA* once enrolled in REMS.
- Explain implementation process for the ACTIQ and *FENTORA* REMS.

Timing/Duration:
The duration of the training for this series is approximately 4 hours.

Process for Completing the Module and related assignments:
Complete the following assignments, activities and/or certification requirements to finish this module:
- Review the History of E-learning. Complete the ComplianceWire assignment.
- Review the (3) e-learning modules assigned in ComplianceWire
  - Lesson 1: ACTIQ/*FENTORA* REMS
  - Lesson 2: Follow the Patient
  - Lesson 3: Presenting ACTIQ/*FENTORA* to HCPs
- Review the REMS Reference Guide to become familiar with all promotional materials.
- Review HCP promotional materials and FAQs for ACTIQ/*FENTORA* REMS Program.

Required Resources

History of REMS E-learning	NPS-0024	ComplianceWire
Lesson 1: ACTIQ/*FENTORA* REMS	FEN-2333a	ComplianceWire assignment
Lesson 2: Follow the Patient	FEN-2333b	ComplianceWire assignment
Lesson 3: Presenting ACTIQ/*FENTORA* to HCPs	FEN-2333c	ComplianceWire assignment
REMS Reference Guide	FEN-2333d	Received from BUDCO
ACTIQ/*FENTORA* REMS Program Kit	FEN-2323	Received from BUDCO
ACTIQ/*FENTORA* REMS Sell Sheet	FEN-2328	Received from BUDCO
ACTIQ/*FENTORA* REMS	FEN-2357	FedEx
ACTIQ/*FENTORA* REMS	FEN-2358	FedEx
ACTIQ/*FENTORA* REMS	FEN/ACT-0002	FedEx

12. Managed Care And Reimbursement Tools

Introduction/Purpose:
The HCS, Managed Care Markets and Reimbursement Resources module has been created to provide you with an introduction to the Teva Healthcare Systems (HCS) department, the managed care marketplace, and some of the key reimbursement tools and resources that are available to help you analyze and manage your territory.

Learning Objectives:
After completing this module, you should be able to:
- Understand the current managed care marketplace and how to use the approved reimbursement tools and resources with Healthcare Professionals.

Timing/Duration:
The duration of the training in this module is approximately 1 hour.

Process for Completing the Module:
Complete the following assignments, activities and/or certification requirements to finish this module:
- Review the approved Reimbursement resources available for your Business Unit
- Discuss the role and expectations for working with the NAM with your Regional Manager.
- Complete the Compliance Wire Assignment.

Required Resources:

Training Guide: FENTORA Reimbursement Kit	FEN-2216	Received from BUDCO
Training Guide: Patient Assistance Cards	FEN-2217	Received from BUDCO
FENTORA Savings Card	FEN- 2373	FedEx

13. HCP Profiles

Introduction/Purpose:
The Healthcare Professionals Profiles features several specialties that you will commonly interface with in the field. The purpose of these profiles is to provide a more in-depth look at the qualifications, credentials and educational backgrounds required for each Healthcare Professional to better understand the day to day responsibilities of your customers, and the patient types that they treat.

Learning Objectives:
After completing this module, you should be able to:
- Describe each customer profile, features for each specialty, and practice characteristics.
- Identify the educational and training requirements and any subspecialties in the field.
- Determine the most common conditions treated and treatment options used.
- Explain ways to more effectively communicate and engage with each healthcare professional.

Timing/Duration:
The duration of the training in this module is approximately 1 hour.

Process for Completing the Module:
Complete the following assignments, activities and/or certification requirements to finish this module:
- Identify and read the following HCP profiles:
    - Oncologist
    - Internal Medicine
    - Nurse
    - Pain Specialist

- Identify ways in which you would use your learning to more effectively pre-call and interact with each HCP specialty type.
- Review and discuss with Area Trainer during your field ride day.

Required Resources:

HCP Profile – The Oncologist	NPS-0041	Received from BUDCO
HCP Profile – The Internist	NPS-0042	Received from BUDCO
HCP Profile – The Nurse	NPS-0044	Received from BUDCO
HCP Profile – The Pain Specialist	NPS-0045	Received from BUDCO

14. HCP Promotional Programs

Introduction/Purpose
The HCP Promotional Programs study guide provides an overview of the promotional programs that may be available for healthcare professionals, indicates the good business practices around them and to how to strategically leverage them at the territory level.

Learning Objectives
After completing this module, you will be able to:
- Identify the available HCP promotional programs resources and the process for implementing each.
- Identify the steps involved with planning and implementing a Speaker Program.
- Identify the approved content used within the peer educational programs for your business unit.
- Identify the good business practices that are associated with all aspects of these types of programs.
- Determine how to leverage HCP promotional programs and measure the impact they have on your territory / area.
- Participate in a HCP promotional program to ensure understanding of how to plan and implement one at the territory level.

Timing/Duration
The duration of the training in this module is approximately 4.5 hours, ***excluding the time of participating in a peer educational program***.

Process for Completing the Module
Complete the following assignments, activities and/or certification requirements to finish this module:
- Read the Speaker Program Planning System User Guide.
- Work with Regional Manager and/or Field Trainer to review all of the approved content for HCP Promotional Programs for your business unit (CSP deck, DAT/EAT and WebMD programs). These can be accessed via SMART Link.
- Discuss key learnings and outcomes, expectations for implementing these programs, and any upcoming scheduled programs in territory with your Regional Manager.
- Plan to participate in the planning and implementation of a HCP promotional program with Field Trainer or peer TSS. Understand how planning resources are used and how the program itself is managed; identify best practices.

Required Resources:

Cephalon Speaker Program (CSP) Planning System User Guide	CSP USER Guide - 1-2011
Approved CSP decks, DAT/EAT, and WebMD materials for your business unit	