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Database ID	Product	Name	Job Code	Type	Gatekeeper	Start Date	Archived Date	Withdrawn Date	Status	Objective	Notes
57	ACTIQ	HCP Website ACTIQ 2010	ACT-2001	Website - Product Branded	Lisa Gdowik	12/10/2009	12/21/2009 0:00	11/3/2011 0:00	Withdrawn	Updates to the current ACTIQ.com website incorporating changes based on the new label. Attached is the patient and prescriber pages.	
58	ACTIQ	ACTIQ ISI Update to Cephalon.com HCP section	ACT-2002	Corporate Website - Product Page	Lisa Gdowik	12/15/2009	12/21/2009 0:00	12/5/2011 0:00	Withdrawn	Update to ISI on corporate Web site listing of products (Cephalon.com). Update to product listings on Cephalon.com in the Patients section. Updates are to the ISI in the scroll box and the addition of a link to the Medication Guide (in the list underneath the product logo).	Update to ISI in scroll box on page and links to new PI are also being updated across the site.
59	ACTIQ	ACTIQ ISI Update to Cephalon.com Patient section	ACT-2003	Corporate Website - Product Page	Lisa Gdowik	12/15/2009	12/21/2009 0:00	12/5/2011 0:00	Withdrawn		This is in addition to the HCP section update and posting of updated PI across the site.
61	ACTIQ	Patient Website ACTIQ 2010	ACT-2004	Corporate Website - Product Branded	Lisa Gdowik	12/17/2009	12/21/2009 0:00	11/9/2011 0:00	Withdrawn	ACTIQ PATIENT WEBSITE PAGES	
62	FENTORA	Quasima Segment - Disease State	FEN-2001	Other	Lisa Gdowik	12/17/2009	12/21/2009 0:00	9/23/2010 0:00	Withdrawn	Deck to be displayed on Quasima.com including a KOL voiceover.	
85	FENTORA	BTP Workshop	FEN-2002	Sales Meeting Workshops/ slides- Product Related	Lisa Gdowik	12/23/2009	2/2/2010 0:00	1/13/2011 0:00	Withdrawn	BTP workshop for HTC	
86	FENTORA	OWTech Workshop	FEN-2003	Sales Meeting Workshops/ slides- Product Related	Lisa Gdowik	12/23/2009	2/2/2010 0:00	1/13/2011 0:00	Withdrawn	Orchestrate technology workshop for new hires	
87	FENTORA	PI Workshop	FEN-2004	Sales Meeting Workshops/ slides- Product Related	Lisa Gdowik	12/23/2009	2/2/2010 0:00	1/13/2011 0:00	Withdrawn	PI workshop for new hires	
90	ACTIQ	ACTIQ Fact Sheet	ACT-2006	Other	Lisa Gdowik	1/4/2010	3/25/2010 0:00	3/15/2011 0:00	Withdrawn	Product Fact Sheet for posting on the media resource section of Cephalon.com	Do not believe a code was assigned as this piece was older and it was considered PHI material.

The anticipated review date and date of first use are uncertain until additional information is secured from Medical. Dates may need to be amended.
91	FENTORA	FENTORA Fact Sheet	FEN-2005	Other	Lisa Gdowik	1/4/2010	3/25/2010 0:00	3/15/2011 0:00	Withdrawn	Product Fact Sheet for posting on the media resource section of Cephalon.com	Do not believe a code was assigned as this piece was older and it was considered PHI material.

The anticipated review date and date of first use are uncertain until additional information is secured from Medical. Dates may need to be amended.
118	FENTORA	Dinner Meeting Sales Rep Invite	FEN-2013	Speaker Slides and Program Invites	Lisa Gdowik	1/19/2010	1/19/2010 0:00	9/16/2010 0:00	Withdrawn	APPROVED DOCUMENT 10/2009: One-page invitation plus FENTORA PI that sales reps will hand deliver to appropriate HCPs to invite to dinner program.	ONE ADDITION - Compliance approved disclosure statement was added.
121	FENTORA	Dinner Meeting Fax Invite	FEN-2014	Speaker Slides and Program Invites	Lisa Gdowik	1/19/2010	1/19/2010 0:00	9/16/2010 0:00	Withdrawn	APPROVED DOCUMENT 10/2009: One-page fax invitation plus PI that will be faxed to appropriate healthcare providers to invite to dinner program.	ONE ADDITION - Compliance approved disclosure statement was added.
123	FENTORA	Dinner Meeting Confirmation Letter	FEN-2015	Speaker Slides and Program Invites	Lisa Gdowik	1/19/2010	1/19/2010 0:00	9/16/2010 0:00	Withdrawn	APPROVED DOCUMENT 10/2009: One-page confirmation letter plus FENTORA PI that will be faxed to appropriate HCPs to confirm attendance at dinner meeting.	ONE ADDITION - Compliance approved disclosure statement was added.
124	FENTORA	FENTORA Flyer	FEN-2016	Speaker Slides and Program Invites	Lisa Gdowik	1/19/2010	1/19/2010 0:00	9/16/2010 0:00	Withdrawn	HCPs to dinner program.	ONE ADDITION - Compliance approved disclosure statement was added.
127	FENTORA	Patient/ Dosing Workshop, ITC	FEN-2017	Sales Meeting Workshops/ slides- Product Related	Lisa Gdowik	2/7/2010	2/7/2010 0:00	1/13/2011 0:00	Withdrawn	Workshop for ITC	
131	FENTORA	CSP Invite	FEN-2019	Speaker Slides and Program Invites	Lisa Gdowik	1/7/2010	2/19/2010 0:00	9/23/2010 0:00	Withdrawn	Promotional invitation used to recruit for programs.	
133	FENTORA	Customer Question Workshop, ITC	FEN-2020	Sales Meeting Workshops/ slides- Product Related	Lisa Gdowik	1/8/2010	2/2/2010 0:00	1/12/2011 0:00	Withdrawn	Workshop for ITC	
148	FENTORA	Fentora Banners - Static	FEN-2023	Convention Banners, Panels, Promo Mtl	Lisa Gdowik	1/13/2010	1/28/2010 0:00	9/23/2010 0:00	Withdrawn	Two (2) static banners - 728x90 and 300x250	The 2 banner sizes will be featured within an email sent to attendees and potential attendees.
159	FENTORA	Fentora Banners - Flash storyboards	FEN-2024	Convention Banners, Panels, Promo Mtl	Lisa Gdowik	1/13/2010	1/28/2010 0:00	9/23/2010 0:00	Withdrawn	Storyboards for 728x90 flash banner	
160	FENTORA	PDH Prescribing Guide Content	FEN-2025	Advertisement: print DTC or journal	Lisa Gdowik	1/13/2010	4/30/2010 0:00	4/15/2011 0:00	Withdrawn	Series of ads/contents to be placed in the PDH prescribing guide.	
202	FENTORA	Oncology Leave Behind	FEN-2026	Core Visual Aid / Slim Jims	Lisa Gdowik	1/22/2010	4/30/2010 0:00	4/15/2011 0:00	Withdrawn	6 page brochure for reps to use with oncs and onc nurses to promote awareness of BTP and treatment of BTP with FENTORA.	
204	FENTORA	Promotional PI	FEN-2027	Other	Lisa Gdowik	2/12/2010	2/12/2010 0:00	5/16/2011 0:00	Withdrawn	Promotional PI	
228	FENTORA	Patient Case Study Detailer - FOLDER	FEN-2028	Core Visual Aid / Slim Jims	Lisa Gdowik	1/25/2010	5/12/2010 0:00	3/3/2011 0:00	Withdrawn	Tool that allows the reps to use hypothetical patient case studies and a tear sheet questionnaire as a detail aid to help HCPs identify appropriate FENTORA patient.	
230	FENTORA	Patient Case Study Detailer - Case Study #1	FEN-2028a	Core Visual Aid / Slim Jims	Lisa Gdowik	1/25/2010	5/12/2010 0:00	3/3/2011 0:00	Withdrawn	Tool that allows the reps to use hypothetical patient case studies and a tear sheet questionnaire as a detail aid to help HCPs identify appropriate FENTORA patient.	
231	FENTORA	Patient Case Study Detailer - Case Study #2	FEN-2028b	Core Visual Aid / Slim Jims	Lisa Gdowik	1/25/2010	5/12/2010 0:00	3/3/2011 0:00	Withdrawn	Tool that allows the reps to use hypothetical patient case studies and a tear sheet questionnaire as a detail aid to help HCPs identify appropriate FENTORA patient.	
232	FENTORA	Patient Case Study Detailer - Tearsheet	FEN-2028c	Core Visual Aid / Slim Jims	Lisa Gdowik	1/25/2010	5/12/2010 0:00	3/3/2011 0:00	Withdrawn	Tool that allows the reps to use hypothetical patient case studies and a tear sheet questionnaire as a detail aid to help HCPs identify appropriate FENTORA patient.	
242	Pain Therapeutic Area	Muscle Spasms Fact Sheet	PAIN-2001	Other	Lisa Gdowik	1/26/2010	3/1/2010 0:00	3/15/2011 0:00	Withdrawn	This item was previously reviewed by PDRC on 12/9/09. All proposed changes have been incorporated. This item is an unbranded fact sheet on breakthrough pain in patients with cancer for general background information for the media. The fact sheet includes information on breakthrough pain, including prevalence, causes, symptoms, diagnosis, and treatment. This fact sheet does not specifically mention any products. The primary purpose of this fact sheet is to be posted on the Cephalon.com Media Resources section, but also may be sent directly to the media as needed.	
245	Pain Therapeutic Area	Breakthrough Pain in Patients with Cancer Fact Sheet	PAIN-2002	Other	Lisa Gdowik	1/27/2010	5/7/2010 0:00	3/15/2011 0:00	Withdrawn	This item is an unbranded fact sheet on drug scheduling by the Drug Enforcement Administration for general background information for the media. The fact sheet includes information on how scheduling is determined and provides a list of drug schedules with details on each classification. The primary purpose of this fact sheet is to be posted on the Cephalon.com Media Resources section, but also may be sent directly to the media as needed.	
246	Pain Therapeutic Area	Drug Scheduling Fact Sheet	PAIN-2003	Other	Lisa Gdowik	1/21/2010	4/7/2010 0:00	3/15/2011 0:00	Withdrawn	This item is an unbranded glossary of terms associated with breakthrough pain for general background information for the media. The glossary includes definitions for common words often used when describing breakthrough pain, including the types of pain (chronic and acute), types of breakthrough pain, opioid medications, medical terms, and inappropriate use, abuse, and diversion. The primary purpose of this fact sheet is to be posted on the Cephalon.com Media Resources section, but also may be sent directly to the media as needed.	
247	Pain Therapeutic Area	Glossary: Cancer-Related Breakthrough Pain	PAIN-2004	Other	Lisa Gdowik	1/27/2010	4/7/2010 0:00	3/15/2011 0:00	Withdrawn	Media Resources section, but also may be sent directly to the media as needed.	
249	FENTORA	Pain Products Learning System - M4 Update	FEN-2029	Product Modules	Lisa Gdowik	1/27/2010	4/7/2010 0:00	4/15/2011 0:00	Withdrawn	Updates to the Product Background module based on the 12/09 label update.	
250	FENTORA	FENTORA Annotated PI	FEN-2030	Announcement/ Package Insert	Lisa Gdowik	1/27/2010	4/7/2010 0:00	4/15/2011 0:00	Withdrawn	Updated FENTORA Annotated PI based on the FENTORA December 2009 label revision	
257	FENTORA	FENTORA NSMM Workshop	FEN-2031	Sales Meeting Workshops/ slides- Product Related	Lisa Gdowik	2/1/2010	3/9/2010 0:00	1/12/2011 0:00	Withdrawn	DVD Script for FENTORA NSMM Workshop.	
269	FENTORA	NSM Fentora Rep-HCP Video Storyboard	FEN-2032	Other	Lisa Gdowik	2/1/2010	4/7/2010 0:00	9/23/2010 0:00	Withdrawn	Fentora Rep-HCP video storyboard, for video to be used during initial portion of sales force Fentora training sessions at March 2010 national sales meeting.	
324	FENTORA	FENTORA NSMM Workshop - CVA	FEN-2034	Sales Meeting Workshops/ slides- Product Related	Lisa Gdowik	2/1/2010	3/9/2010 0:00	1/12/2011 0:00	Withdrawn	60-min workshop walking through the CVA	
343	FENTORA	FENTORA NSMM Workshop - Physician Profile Facilitator Guide	FEN-2035	Sales Meeting Workshops/ slides- Product Related	Lisa Gdowik	2/1/2010	3/9/2010 0:00	1/12/2011 0:00	Withdrawn	Facilitator Guide for the Physician Profile Workshop for the FENTORA NSMM	This is the facilitator guide for FEN2031
436	FENTORA	2010 AMCP Booth Layout	FEN-2036	Other	Lisa Gdowik	1/9/2010	3/25/2010 0:00	9/23/2010 0:00	Withdrawn	Booth layout for 2010 AMCP meeting.	
522	Pain Therapeutic Area	Breakthrough Cancer Pain Podcast Series Interview: Impact	PAIN-2006	Patient Awareness	Lisa Gdowik	3/17/2010	8/17/2010 0:00	5/16/2011 0:00	Withdrawn	This item is an outline of an interview to be used for filming of the Breakthrough Cancer Pain Initiatives Podcast Series. This is the first interview in the series, which focuses on the impact of cancer-related breakthrough pain on patients and caregivers. This document is meant to aid in the interview, but not provide the interviewee with scripted answers; the final filmed podcast will be submitted to PDRC along with the transcript for final approval prior to use.	
539	Pain Therapeutic Area	Breakthrough Cancer Pain Podcast Series Interview: Coping	PAIN-2007	Patient Awareness	Lisa Gdowik	3/22/2010	8/17/2010 0:00	5/16/2011 0:00	Withdrawn	This item is an outline of an interview to be used for filming of the Breakthrough Cancer Pain Initiatives Podcast Series. This is the second interview in the series, which focuses on how patients and caregivers can cope with cancer-related breakthrough pain. This document is meant to aid in the interview, but not provide the interviewee with scripted answers; the final filmed podcast will be submitted to PDRC along with the transcript for final approval prior to use.	
540	Pain Therapeutic Area	Breakthrough Cancer Pain Podcast Series Interview #3: Oncology Nurses	PAIN-2008	Patient Awareness	Lisa Gdowik	3/22/2010	8/17/2010 0:00	5/16/2011 0:00	Withdrawn	This item is an outline of an interview to be used for filming of the Breakthrough Cancer Pain Initiatives Podcast Series. This is the third interview in the series, which focuses on the role of the oncology nurse in the treatment of cancer-related breakthrough pain. This document is meant to aid in the interview, but not provide the interviewee with scripted answers; the final filmed podcast will be submitted to PDRC along with the transcript for final approval prior to use.	
570	FENTORA	Revised FENTORA Brief Summary	FEN-2037	Other	Lisa Gdowik	3/25/2010	5/12/2010 0:00	4/15/2011 0:00	Withdrawn	Updated FENTORA brief summary based on previously approved content; revised label changes; FDA guidelines; and other schedule II opioids indicated for moderate-to-severe pain management (as well as major cancer drugs - oral targeted therapies)	Will be used in place of the full promotional PI for all professional print journal ads.
583	FENTORA	Convention Booth Quiz	FEN-2038	Convention Banners, Panels, Promo Mtl	Lisa Gdowik	3/29/2010	5/19/2010 0:00	4/29/2011 0:00	Withdrawn	3-7 questions to be used in conjunction with the FENTORA CVA	
595	FENTORA	Nurse Education Workshop - Speaker Deck	FEN-2040	Speaker Slides and Program Invites	Lisa Gdowik	3/29/2010	5/12/2010 0:00	9/23/2010 0:00	Withdrawn	Oncology nurse education workshop speakers presentation with speakers notes	
596	FENTORA	Print-Convention Direct Mail	FEN-2041	Direct Mail to HCPs	Lisa Gdowik	3/29/2010	6/28/2010 0:00	5/16/2011 0:00	Withdrawn	Direct mail to FENTORA convention booth visitors captured by lead retrieval	
606	FENTORA	Nurse Education Workshop - Attendee Workbook	FEN-2042a	Speaker Slides and Program Invites	Lisa Gdowik	4/1/2010	5/12/2010 0:00	9/23/2010 0:00	Withdrawn	Oncology nurse education workshop speakers presentation with speakers notes	
607	FENTORA	Nurse Education Workshop - Invite Email	FEN-2042	Speaker Slides and Program Invites	Lisa Gdowik	4/1/2010	4/20/2010 0:00	4/15/2011 0:00	Withdrawn	Email invitation to drive workshop registration	
608	FENTORA	Nurse Education Workshop - Invite Fax	FEN-2043a	Speaker Slides and Program Invites	Lisa Gdowik	4/1/2010	4/20/2010 0:00	4/15/2011 0:00	Withdrawn	Fax invitation to drive workshop registration	
609	FENTORA	Nurse Education Workshop - Registration Confirm Email	FEN-2044	Speaker Slides and Program Invites	Lisa Gdowik	4/1/2010	4/23/2010 0:00	4/15/2011 0:00	Withdrawn	Program registration confirmation email	
610	FENTORA	Nurse Education Workshop - Registration Confirm Fax	FEN-2044a	Speaker Slides and Program Invites	Lisa Gdowik	4/1/2010	4/23/2010 0:00	4/15/2011 0:00	Withdrawn	Nurse Education Workshop - Registration Confirm Fax	
611	FENTORA	Nurse Education Workshop - Signage	FEN-2045	Speaker Slides and Program Invites	Lisa Gdowik	4/1/2010	5/12/2010 0:00	9/23/2010 0:00	Withdrawn	Nurse education workshop signage at ONS congress.	
612	FENTORA	Nurse Education Workshop - BTP Survey	FEN-2046	Other	Lisa Gdowik	4/1/2010	5/12/2010 0:00	9/23/2010 0:00	Withdrawn	3-5 question BTP survey	
613	FENTORA	Nurse Education Workshop - Attendee Survey	FEN-2047	Other	Lisa Gdowik	4/1/2010	5/12/2010 0:00	9/23/2010 0:00	Withdrawn	3-5 question nurse education workshop attendee feedback survey	
620	FENTORA	FENTORA Convention Booth Fabric Ring	FEN-2048	Convention Banners, Panels, Promo Mtl	Lisa Gdowik	4/1/2010	5/12/2010 0:00	4/15/2011 0:00	Withdrawn	FENTORA Convention Booth Fabric Ring	
637	FENTORA	FENTORA Core Visual Aid Coaching Guide	FEN-2051	Other	Lisa Gdowik	4/5/2010	4/29/2010 0:00	4/15/2011 0:00	Withdrawn	This is a coaching guide for the Area Managers to continue to pull through the training from the NSMM.	
638	Pain Therapeutic Area	ShareYourPain.com	PAIN-2009	Other	Lisa Gdowik	4/5/2010	5/12/2010 0:00	4/29/2011 0:00	Withdrawn	ShareYourPain.com - unbranded website for consumers, caregivers, and oncology nurses	
639	FENTORA	Oncology Leave Behind Implementation Guide	FEN-2053	Other	Lisa Gdowik	4/5/2010	5/7/2010 0:00	4/15/2011 0:00	Withdrawn	Oncology Leave Behind Implementation Guide for topline key message descriptions and rationale.	
650	FENTORA	Oncology Leave Behind Implementation Guide - Cover Letter	FEN-2053a	Other	Lisa Gdowik	4/5/2010	5/7/2010 0:00	4/15/2011 0:00	Withdrawn	Oncology Leave Behind Implementation Guide for topline key message descriptions and rationale.	
657	FENTORA	ONS Booth Video - Discussion Guide	FEN-2054	Other	Lisa Gdowik	4/7/2010	5/7/2010 0:00	9/23/2010 0:00	Withdrawn	11 question discussion guide to be used for ONS congress attendee interviews within the FENTORA convention booth. Copy only, no design elements	
658	FENTORA	ONS Booth Video - Booth Signage	FEN-2054a	Convention Banners, Panels, Promo Mtl	Lisa Gdowik	4/7/2010	5/12/2010 0:00	9/23/2010 0:00	Withdrawn	FENTORA booth signage to drive participation in booth video interview	
679	FENTORA	FENTORA Oncology Leave Behind Training	FEN-2055	Role Playing Scripts - Product Related	Lisa Gdowik	4/9/2010	4/26/2010 0:00	4/15/2011 0:00	Withdrawn	learning script designed to train PCS sales representatives on how to use the new Oncology Leave Behind training.	
682	FENTORA	eDetail Email Invitation and Assistance Card Order Screen	FEN-2056	e-detailing material	Lisa Gdowik	4/9/2010	4/23/2010 0:00	4/29/2011 0:00	Withdrawn	Email with link to eDetailer,

Last screen of eDetailer - the FENTORA Assistance Card fulfillment directions

eDetailer is Quantia Deck (already approved)

	
709	FENTORA	BTP Education Station BRC	FEN-2057	Other	Lisa Gdowik	4/13/2010	5/12/2010 0:00	4/29/2011 0:00	Withdrawn	BRC-like piece that will be completed by ONS attendee and left behind. Completed cards will drive/enable live FENTORA field force office visit to deliver a BTP pain station.	
719	Pain Therapeutic Area	Breakthrough Cancer Pain Podcast Series Interview #4: Pain Awareness Month	PAIN-2012	Patient Awareness	Lisa Gdowik	4/14/2010	9/14/2010 0:00	6/16/2011 0:00	Withdrawn	This item is an outline of an interview to be used for filming of the Breakthrough Cancer Pain Initiatives Podcast Series. This is the fourth interview in the series, which focuses on previewing awareness activities being planned for Pain Awareness Month in September 2010. This document is meant to aid in the interview, but not provide the interviewee with scripted answers; the final filmed podcast will be submitted to PDRC along with the transcript for final approval prior to use.	
720	Pain Therapeutic Area	Breakthrough Cancer Pain Podcast Series Interview #6: Clinical Perspective	PAIN-2013	Patient Awareness	Lisa Gdowik	4/14/2010	9/14/2010 0:00	6/16/2011 0:00	Withdrawn	This item is an outline of an interview to be used for filming of the Breakthrough Cancer Pain Initiatives Podcast Series. This is the sixth interview in the series, which focuses on clinical explanation of breakthrough pain. This document is meant to aid in the interview, but not provide the interviewee with scripted answers; the final filmed podcast will be submitted to PDRC along with the transcript for final approval prior to use.	
721	Pain Therapeutic Area	Breakthrough Cancer Pain Podcast Series Interview #8 - Healthcare Reform	PAIN-2014	Patient Awareness	Lisa Gdowik	4/14/2010	9/14/2010 0:00	6/16/2011 0:00	Withdrawn	This item is an outline of an interview to be used for filming of the Breakthrough Cancer Pain Initiatives Podcast Series. This is the eighth interview in the series, which focuses on pain management and healthcare reform. This document is meant to aid in the interview, but not provide the interviewee with scripted answers; the final filmed podcast will be submitted to PDRC along with the transcript for final approval prior to use.	
723	FENTORA	Nurse Education Workshop - Deck DVD Label	FEN-2040b	Speaker Slides and Program Invites	Lisa Gdowik	4/14/2010	5/12/2010 0:00	9/23/2010 0:00	Withdrawn	Oncology nurse education workshop speaker deck DVD label	Not to be distributed to Attendees
739	FENTORA	Patient Assessment Series at a Glance	FEN-2058	Other	Lisa Gdowik	4/15/2010	5/19/2010 0:00	5/16/2011 0:00	Withdrawn	Case study detailer implementation guide for FENTORA field sales force.	
740	FENTORA	Patient Assessment Series At a Glance - Cover Letter	FEN-2058a	Other	Lisa Gdowik	4/15/2010	5/19/2010 0:00	4/29/2011 0:00	Withdrawn	Case study detailer implementation guide cover letter for FENTORA field sales force.	
741	Pain Therapeutic Area	ShareYourPain.com Mapset	PAIN-2015	Core Visual Aid / Slim Jims	Lisa Gdowik	4/16/2010	5/17/2010 0:00	4/29/2011 0:00	Withdrawn	ShareYourPain.com Mapset layout to be distributed at ONS convention. To be placed in Literature Stands. Layout details key screens from	
743	FENTORA	Oncology Knowledge Assessment #1	FEN-2059	Other	Lisa Gdowik	4/16/2010	5/7/2010 0:00	4/15/2011 0:00	Withdrawn	One of four knowledge assessments for the PCS representatives and managers.	