

The Emerging Solutions in Pain Tool Kit

Sales Training Overview

PLAINTIFFS TRIAL
EXHIBIT
P-29951_00001

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DATE	2-21-19
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Introduction

Today's Objectives...

- Review the ESP Tool Kit as a fundamental component of our educational therapeutic initiative:

Emerging Solutions in Pain

- Explore the Tool Kit's immediate benefits to practicing pain management clinicians
- Introduce the comprehensive benefits of the various components of the Tool Kit as one element of the diverse, multimodal ESP platform

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The ESP Initiative

- ESP: a comprehensive educational program focusing on opioid pain management while addressing the issues of abuse, misuse, addiction and diversion
- Audience: physicians, physician assistants, nurses, and pharmacists, and other healthcare professionals
- 2006 Program Components
 - Website
 - Tool Kit CD-ROM
 - Live peer-to-peer CME events
 - Exhibit booth
 - Multimedia case studies
 - Print monograph series published in targeted medical journal

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Tool Kit: Features

- Resource for clinicians who treat patients with opioids
 - Tools
 - A brief slide/audio introduction with background material specific to each tool and pertinent instructions
 - The tool as a downloadable PDF or as a modifiable electronic document
 - Information
 - Slide/audio summaries of topics related to practice management and prescribing of scheduled pharmaceuticals
 - Resource
 - Glossary of relevant pain management tools
 - Bibliography
- Three modules
 - Assessment
 - Monitoring
 - Best practices
- Available on multimedia CD-ROM and on ESP website

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Tool Kit: Features

- **Assessment**
 - American Pain Foundation (APF) Tools
 - “CAGE” (Cutting down, Annoyance by criticism, Guilty feeling, Eye-opener) Tool
 - Opioid Risk Tool (ORT)
- **Monitoring**
 - Return Visit Tool
 - Urine Drug Testing Monograph
- **Practice Management**
 - Opioid Agreement
 - Summary of Federal Prescribing Regulations
 - State Prescribing Regulations
 - Guidelines to Effective Clinician/Pharmacist Interactions

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Benefits

- Improved patient care
 - Contributes to increased confidence in prescribing appropriate scheduled medications
 - Minimize abuse, addiction and diversion risks with scheduled drugs
- Improved practice efficiencies
- Provides resource for clinical practice aids
- Provides clinical practice-focused updates for office staff
- Assists in satisfying regulatory standards and elucidates best practices

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Improved Patient Care

- Tools contributing to improved patient care
 - APF Tools
 - CAGE Tool
 - ORT
 - Return Visit Tool
 - Urine Drug Testing
 - Opioid Agreement
- Benefits
 - Proper assessment and documentation from onset of therapy with clinically tested tools that support more efficient identification and management of treatment
 - Appropriate monitoring tools support and document ongoing dose adjustments, changes in agents for optimized therapy
 - An agreement between clinician and patient that outlines informed consent, defines the understanding of respective roles and expectations, and supports/documents clinician-patient communication

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Improved Practice Efficiencies

- Time-efficient, practical tools
 - APF Tools
 - ORT
 - Return Visit Tool
 - Opioid Agreement
- Benefits
 - Enables rapid assessment of patient, patient functionality
 - Supports and encourages consistent and standardized documentation
 - Streamlines identification of appropriate therapy
 - Supports more efficient development and monitoring of treatment plan
 - Improved clinician-patient communication supports reduced staff time required for clarification of treatment
 - Improved clinician-pharmacist relationships support effective, efficient delivery of therapy to patient

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Provide Clinical Practice Aids

- Clinically tested tools
 - APF Tools
 - CAGE
 - ORT
 - Opioid Agreements
- Benefits
 - Tools supported by peer-reviewed literature
 - Demonstrated efficacy in patient care through clinical use
 - Supports efficient and consistent documentation
 - Significant background information for effective integration into practice

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Provide Clinical Practice Updates

- Tool Kit contains timely and diverse resources for updated training and education of multidisciplinary staff
 - Summary of Federal Prescribing Regulations
 - State Prescribing Regulations
 - Guidelines to Effective Clinician/Pharmacist Interactions
- Benefits
 - Provides efficient and consistent information updates to new clinicians and support staff
 - Yearly review of Tool Kit topics encourages Tool Kit utilization
 - Uniform utilization of tools contributes to standardized patient care
 - Thorough knowledge of state and federal regulations improves legal compliance and documentation practices

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Assist with Regulatory Standards

- Uniform distribution, utilization of Tool Kit among clinic support staff can contribute to improved adherence to third-party inspection standards
- Benefits
 - Regularly scheduled reviews on topics, tools and resources contained in Tool Kit documents facility support of standards and guidelines
 - JCAHO pain standards: pain as the 5th vital sign
 - Scheduled and documented education on Tool Kit resource information contributes to quality improvement

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The Educational Value Proposition of the Tool Kit and ESP

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Case Vignette One

Inappropriate Use by Representative to Overcome Clinical Objections Regarding Fentora™ and Abuse

- Dr. A voices concerns about prescribing Fentora™ for Mr. P, a patient with a history of abuse.
- Sales Rep, Jim, concerned about his quarterly quota, insists that Dr. A join him at the computer so that Jim can explain how each one of the tools, from assessment to regulatory guidance, applies specifically to prescribing Fentora™ in regard to abuse.
- He suggests to Dr. A that she review the FAQ section on the ESP website to hear expert opinion confirming the successful use of Fentora™ in patients with a history of prior abuse.

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Case Vignette One

Inappropriate Use by Representative to Overcome Clinical Objections Regarding Fentora™ and Abuse

- Jim also mentions to Dr. A how the ESP website is really an extension of the Fentora™ promotional site, designed to highlight how versatile Fentora™ is, and to showcase alternate clinical applications.
- At the next sales call, Jim is prepared, and has downloaded some CME case studies that pertain specifically to the topic of abuse to review and discuss with Dr. A in relationship to Fentora™.

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Case Vignette Two

Representative Inappropriately Uses the Tool Kit as a Detail Aid to Encourage Prescribing of Fentora™

- Sales Rep, Laura, asks Dr. B, who is not prescribing Fentora™, if most of his patients exhibit symptom control and increased functionality from the analgesics he currently prescribes.
- Dr. B states that many of his patients still complain about pain, but due to current legal and regulatory implications, he doesn't feel comfortable prescribing Fentora™.

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Case Vignette Two

Representative Inappropriately Uses the Tool Kit as a Detail Aid to Encourage Prescribing of Fentora™

- Laura, who is always prepared for this type of sales scenario, spent the previous evening modifying and customizing the Tool Kit opioid agreement for use specifically with Fentora™. She even printed the name of Dr. B's practice in color at the top of the agreement and added the Fentora™ product logo. She knows this extra effort will enable Dr. B to easily make additional copies.

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Case Vignette Two

Representative Inappropriately Uses the Tool Kit as a Detail Aid to Encourage Prescribing of Fentora™

- On her subsequent visit, Laura mentions to Dr. B that she has another great tool to offer the practice: a binder full of CME content and promotional materials that she downloaded from both the ESP and product website.
- Laura knows how important continuing education is for doctors and nurses and wanted to be sure to partner the product messages with education. Laura, who considers herself a proactive sales representative, was fortunate to find Fentora™ branded color binders at the dollar store and has since customized a set for each of her customers.

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Draft 2, 08/24/06: Sales Training Slides: Emerging Solutions in Pain Tool Kit

Case Vignette Three

Representative Inappropriately Explains to the Clinician How to Use a Tool in the Tool Kit

- Dr. C is interested in using the ORT pain assessment aid and wants to know how to use it correctly.
- Christine, the sales rep, proceeds to instruct Dr. C on the use of the ORT. She is pretty sure she remembered all of the Tool Kit's ORT tutorial.
- Dr. C appears distracted through Christine's explanation, and to help, Christine jots down the key points of instruction for him.

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Case Vignette Three

Representative Inappropriately Explains to the Clinician How to Use a Tool in the Tool Kit

- On a subsequent sales call, Christine follows up with Dr. C to determine if he is now using the assessment aid. She provides him with a notebook of key instructions, of her own creation, for the remaining assessment tools. She also provides several articles downloaded from the Internet that address other pain assessment tools not included in the ESP Tool Kit.

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Case Four

Representative Notices an Educational Need and Appropriately Discusses the Tool Kit

- Michael, the sales rep, visits Dr. D's practice in hopes of meeting with the doctor.
- Instead, Michael meets with Mary, the office manager, who states that Dr. D is too busy to meet because he is back-logging patient documentation.
- As Michael and Mary continue their discussion, Mary mentions how frustrated the doctor becomes trying to document accurately and yet efficiently.

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Case Four

Representative Notices an Educational Need and Appropriately Discusses the Tool Kit

- Michael takes the opportunity to introduce Mary to the ESP Tool Kit and explains how many of the featured aids, such as the opioid treatment agreement and return visit tool, will help efficiently facilitate the documentation process.
- On a subsequent visit, Dr. D makes a point to thank Michael for the Tool Kit and to ask if he has other solutions. Michael asks if Dr. D has registered on the ESP website and mentions available key website features.

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Case Five

Representative Appropriately Uses the Tool Kit to Build a Relationship

- It is Dana's first sales call to a busy pain management practice.
- She is allotted five minutes to meet with Dr. E.
- Dr. E immediately tells Dana that he is not interested in prescribing Fentora™.
- Dana quickly explains that she is here to discuss an educational initiative that will offer Dr. E a solution for his busy practice. Once Dana begins to detail the Tool Kit, Dr. E is intrigued and asks if she can return next Wednesday when he will have more time to discuss Fentora™.

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Case Five

Representative Appropriately Uses the Tool Kit to Build a Relationship

- On the following Wednesday, Dana discusses the Tool Kit.
- In a separate context, the doctor invites her back to discuss Fentora™.
- Dr. E mentions how impressed he is with the Tool Kit aids, and Dana asks if he has registered on the ESP website. He has not.
- Dana mentions the web link contained in the Tool Kit and explains, in general terms, what the website offers.
- Dr. E tells Dana that he is especially interested in the educational component of the site and intends to register today.

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Conclusion

- The Tool Kit is a key component of the ESP initiative
- The Tool Kit is a non-branded, non-product specific program
- The Tool Kit offers practice-based clinical solutions for improved patient care, and provides regulatory guidance
- The Tool Kit may be used as a conduit to the ESP website
- The ESP website offers clinicians throughout the world an access to timely and dynamic valuable educational features

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Question One

The Emerging Solutions in Pain Tool Kit is:

- A. A non-branded collection of tools and resources for clinicians who treat patients with pain
- B. Includes literature that may be used promotionally to support use of Fentora™
- C. Is linked to the Fentora™ website
- D. All of the above

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Question Two

Which of the following is NOT a benefit of the ESP Tool Kit?

- A. Improved patient care
- B. Clinical practice updates for new staff
- C. Guarantee of immunity from federal and state prosecution
- D. Improved practice efficiencies

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Question Three

Which of the following Tool Kit benefits contribute to improve patient care?

- A. Proper assessment and documentation from onset of therapy with clinically tested tools that support more efficient identification and management of treatment
- B. Appropriate monitoring supports and documents ongoing dose adjustments, changes in agents for optimized therapy
- C. An agreement between clinician and patient that outlines informed consent, defines the understanding of respective roles and expectations, and supports/documents clinician-patient communication
- D. All of the above

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Question Four

Which of the following is an inappropriate use of the ESP Tool Kit?

- A. Presentation of the Tool Kit to address the stated need of educating new staff members
- B. Presentation of the Tool Kit resources as a support to overcome clinician objections regarding Fentora™
- C. Recommendation of the Tool Kit to assist in streamlining clinician-acknowledged cumbersome documentation practices
- D. Provision of the Tool Kit as a suggestion of a resource the clinician may find helpful

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Question Five

If a clinician asks the representative about appropriate use of the opioid agreement tool available in the ESP Tool Kit, how should the representative respond?

- A. The rep should take the clinician onto the ESP website and instruct him to just download the tool, since he (the rep) can explain how to use it
- B. The rep should modify the tool himself for the clinician's practice, print it out and give it to the clinician at the next visit
- C. The rep should tell the clinician that it's not a good idea to use the tool, since it doesn't directly address use of Fentora™
- D. The rep should explain that the ESP Tool Kit features instructions for use and background material on each tool authored by clinical experts, including the opioid agreement.

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