
From: Jeffrey Sapia
To: John C. Jacobs; Wendy J. Miller; Kris Cappo
Sent: 6/1/2012 1:27:27 PM
Subject: RE: Questions on Sugar Free ACTIQ
Attachments: Actiq Historical Sales & Volume - Actuals.xlsx

John,

Attached is historical data for Actiq. Actiq was acquired through the merger with Anesta back in 2000. I have sales data starting from 2001 through Q1 2012.

Current generic penetration is 93% (Ext. Units per IMS NSP 1Q/2012) and generic pricing is approx. 14% of Brand WAC.

Best Regards,

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From: John C. Jacobs
Sent: Thursday, May 31, 2012 6:37 PM
To: Wendy J. Miller; Kris Cappo; Jeffrey Sapia
Cc: John C. Jacobs
Subject: Questions on Sugar Free ACTIQ

Hi Everyone

I was hoping to get some answers to these questions for Project Spring. Will send questions in chunks like this to categorize and hopefully save us some time.

- 1] How can we best gauge reaction of HCPs and managed care to a Sugar Free Actiq?
- 2] What should the price point be? Branded Generic? (Putnam? Other, less expensive methods for price testing)
- 3] History for ACTIQ (when did we launch it, sales and volume year on year to today, current volume (generic by mfr and brand)

Thanks!!!

Best regards,



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