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**From:** Fortescue, Timothy [/O=CEPHALON/OU=US01 ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=TFORTESC]  
**Sent:** 9/1/2004 9:04:13 AM  
**To:** Haygood, Joe [/o=cephalon/ou=us01 administrative group/cn=recipients/cn=jhaygood]  
**Subject:** RE: Top 2 Obstacles (Action Required)

Joe,

Here are my two top obstacles that I face in the field.

1. Managed care denying Provigil. I hear this quite often in the territory from a wide variance of plans, but Health Alliance Plan seems to be the top culprit. My plan of action to get past this hurdle has been to use the ICD 9 codes sell sheet in conjunction with the ESS. I recommend that the physician (or office staff) screen briefly with the ESS, and then use a diagnosis code that for OSA, or SWSD—even if it is as a secondary code. If the insurance asks for validation, then I tell the customer to fax in the ESS and let the plan know that the patient is being referred for a sleep study, but **NEEDS** Provigil for quality of life in treating the Excessive Daytime Sleepiness. Finally, I take a proactive approach, in that I try to coach the office through this process before it ever comes up, so that they feel more prepared to handle it.

2. Actiq is too “big of a gun” for me to try based on rapid onset (potential for a high), habit forming, and abuse potential. This is a common complaint from an office that is new to Actiq. To handle this concern, I go straight to an MEP. Dr. Simon was able to change the perception of Actiq within many of my top offices within one visit or dinner program. By educating the physicians through quality MEPs, the perception changes very quickly and the “light bulb” seems to go on. Physicians soon realize that fast onset is the best way to assure that a patient will spend less time in pain. They also understand that Actiq is no more habit forming than any other opioid and the abuse potential is equal or lesser than other opioids.

***Tim Fortescue***

Territory Sales Specialist  
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-----Original Message-----

**From:** Haygood, Joe  
**Sent:** Monday, August 30, 2004 12:37 AM  
**To:** Yaksic, Jessica; Brian Taylor; Cain, Darren; Christine Finks; Fortescue, Timothy; Goerge, Joe; Herr, Stephen; O'Connor, David; Roncone, Jennifer; Rondeau, Adam  
**Subject:** Top 2 Obstacles (Action Required)

Hi Team,

I have been asked to solicit feedback from each of you on the top 2 obstacles that you currently face within your territories. I would like for you to provide a thorough description of your issues and the action steps that you have implemented to date to overcome them. At my upcoming managers meeting, we are going to brainstorm as a team to develop some strategies to overcome these obstacles. Please forward your obstacles and action steps to me via email by 5PM on Thursday the 2<sup>nd</sup>. Feel free to contact me with any questions that you may have.

Thanks,

Joe

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EXHIBIT  
**P-22570\_00001**