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**From:** Mulholland, Michael [/O=CEPHALON/OU=US01 ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=MMULHOLL]  
**Sent:** 12/14/2006 4:33:20 PM  
**To:** Roche, Robert [rroche@cephalon.com]  
**Subject:** FW: FENTORA Launch Assessment  
**Attachments:** Launch Assessment\_Final\_12-14-06.ppt

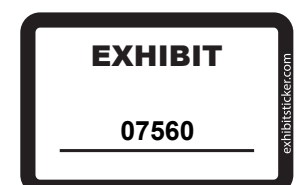
Here is the Fentora info you requested for tomorrow. Call me if you have any questions.

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**From:** Napoletano, Matthew  
**Sent:** Thursday, December 14, 2006 4:28 PM  
**To:** Mulholland, Michael  
**Cc:** Richardson, Michael; Brookes, Lynne  
**Subject:** FENTORA Launch Assessment

Michael,  
Changes have been made based on your comments....

**Matt Napoletano**  
Assoc Prod Dir, Pain Franchise  
610-883-5746 (w)  
610-858-5919 (c)



# Document Produced in Native Format

## Preliminary Launch Assessment

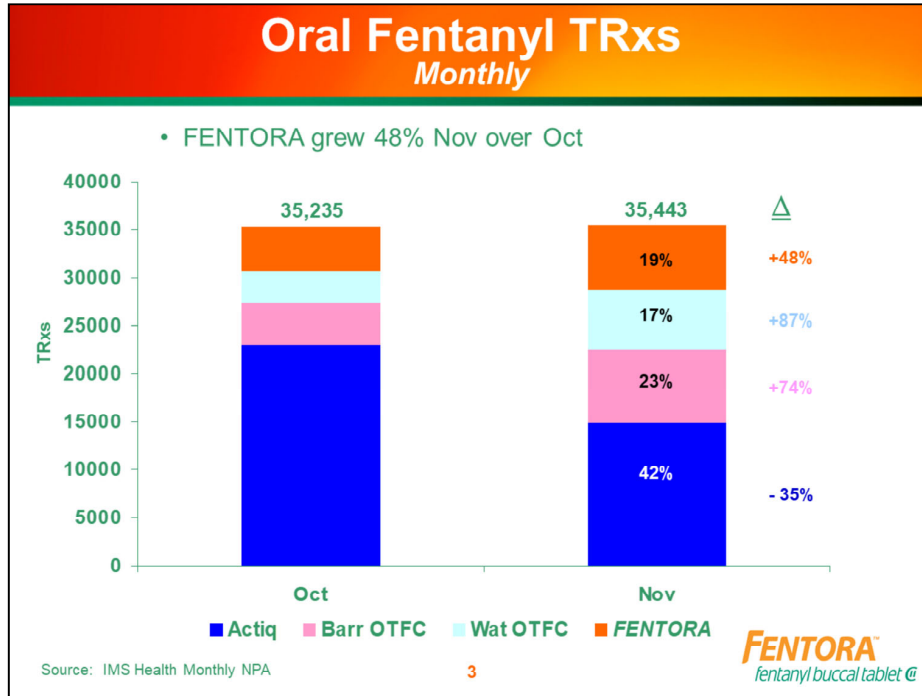
**FENTORA™**  
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Confidential:  
For internal discussion  
purposes only

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## Launch Assessment

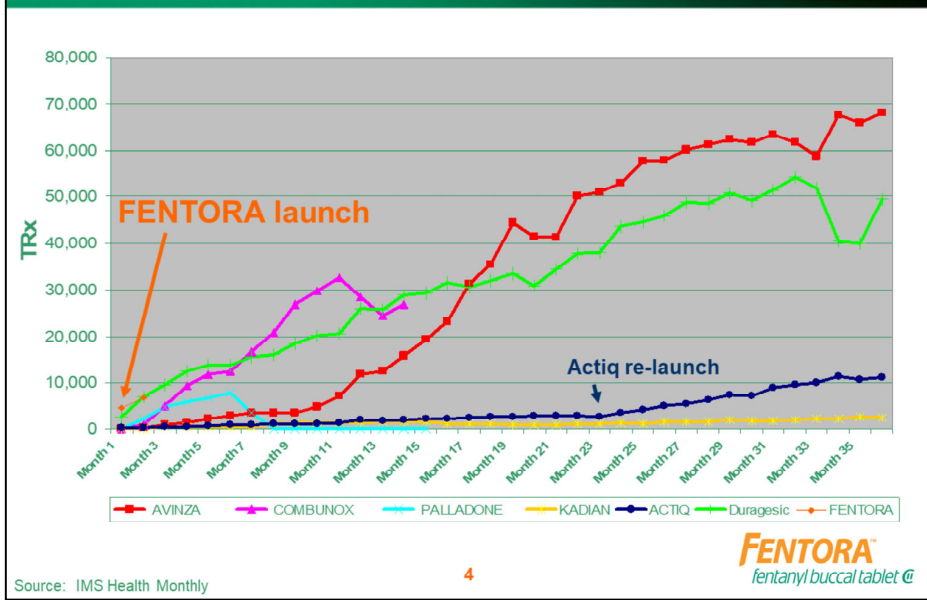
- Early demand exceeded expectations due to a bolus of Actiq switches
  - Driven by extensive Market Conditioning
    - Initial Actiq switches due to delivery platform & sugar issues
- Demand (TRxs) expected to normalize
  - Future growth coming from physician conversion, not Actiq switches
- Targeting Strategy
  - Initial focus on key Actiq prescribers (2,100)
    - Only 50% received >5 details
    - Only 25% prescribed
  - Focus will continue on these prescribers until they are converted
- Factory sales continue at steady rate
  - Demand driving stocking

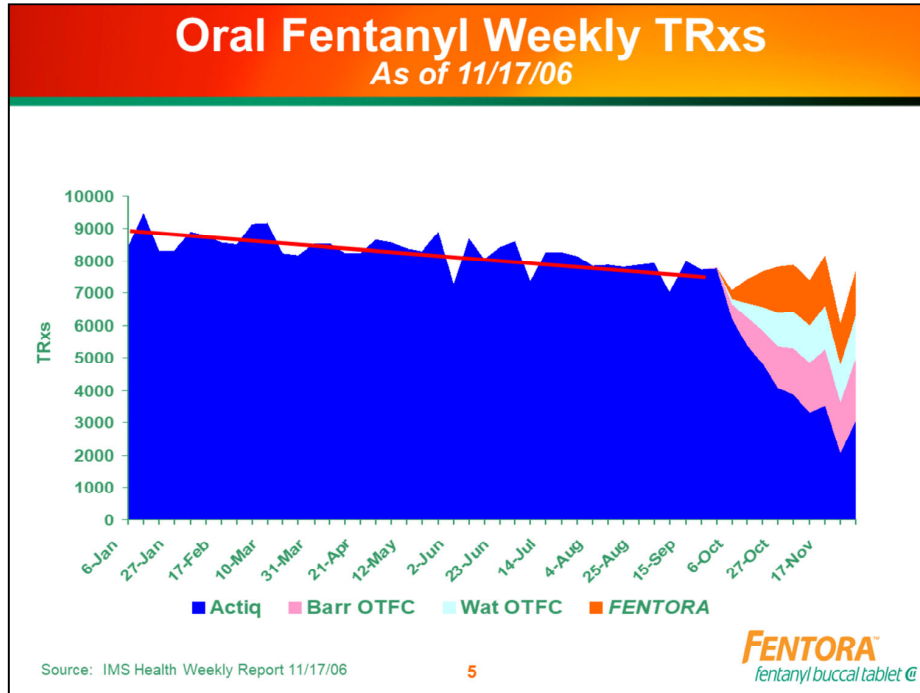


Initial demand exceeded expectations as FENTORA captured 19% of the oral fentanyl market in the second month

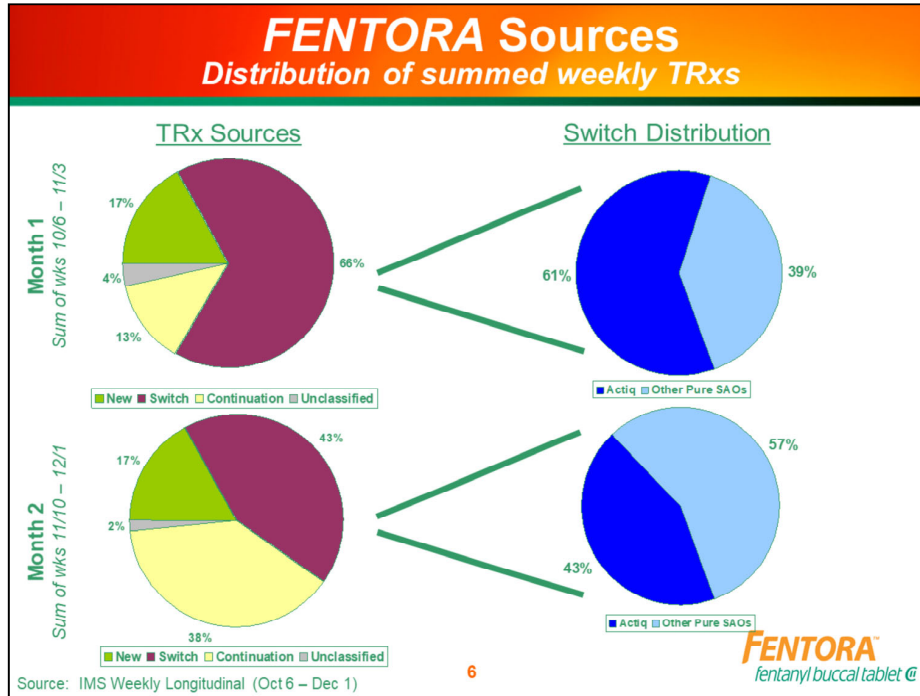
Transition – early demand came largely from Actiq switches

## Launch Curves: Opioid Analogs





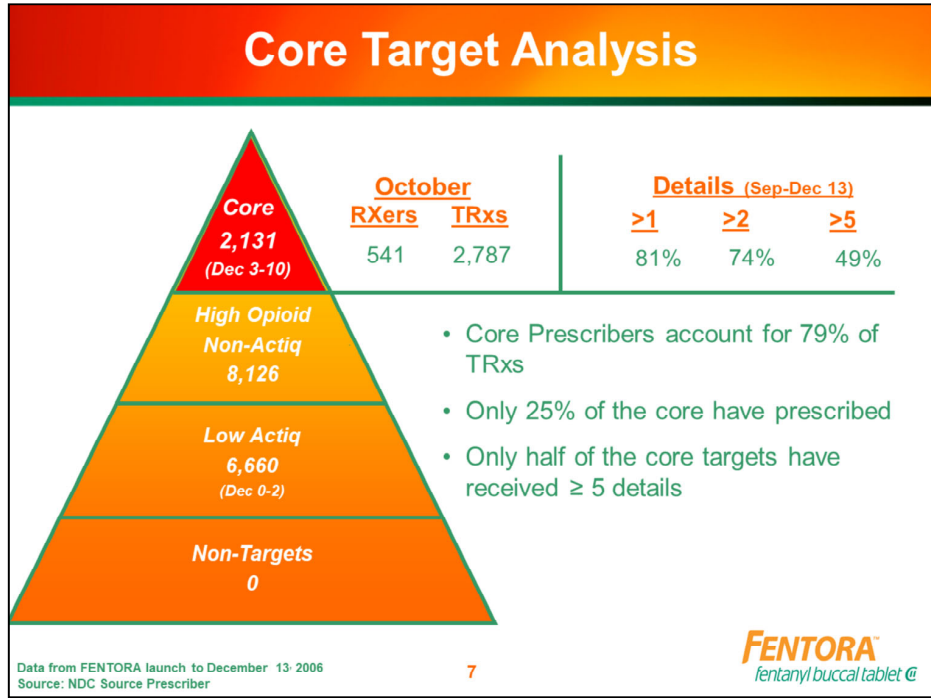
Actiq (only ROO prior to LOE) slightly declining in 2006 prior to LOE.  
Partially related to price increases

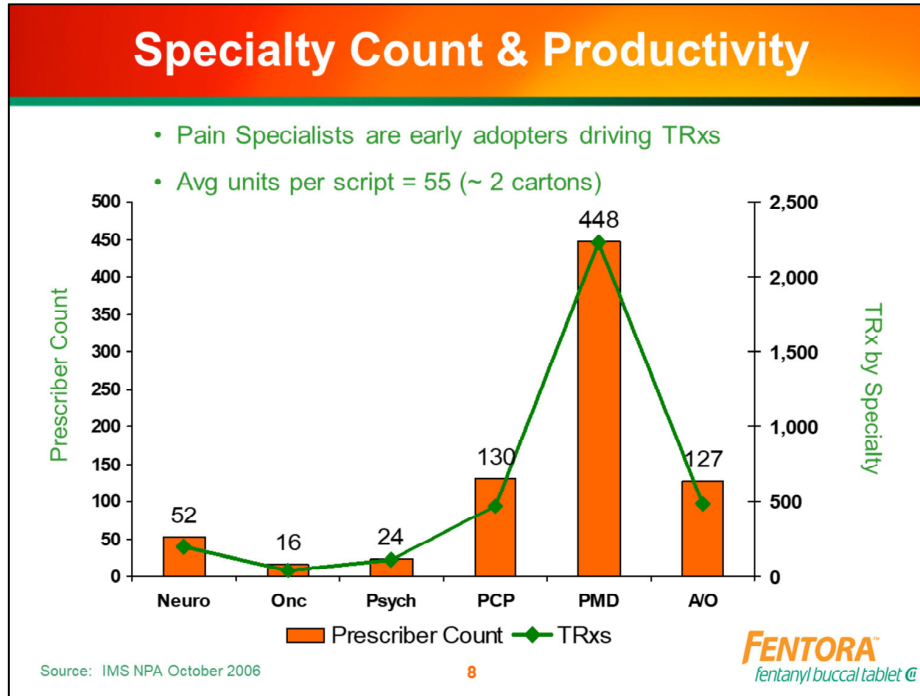


In the first month, switches accounted for 66%; 61% were Actiq in the first month

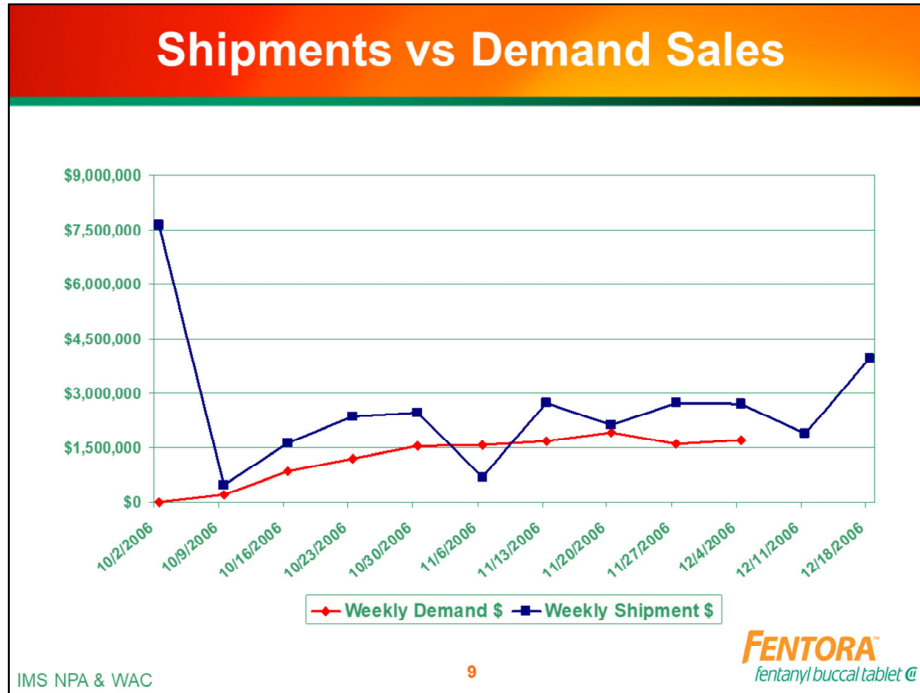
In the second month, greater number continuing; Pure SAOs now greater percent than Actiq



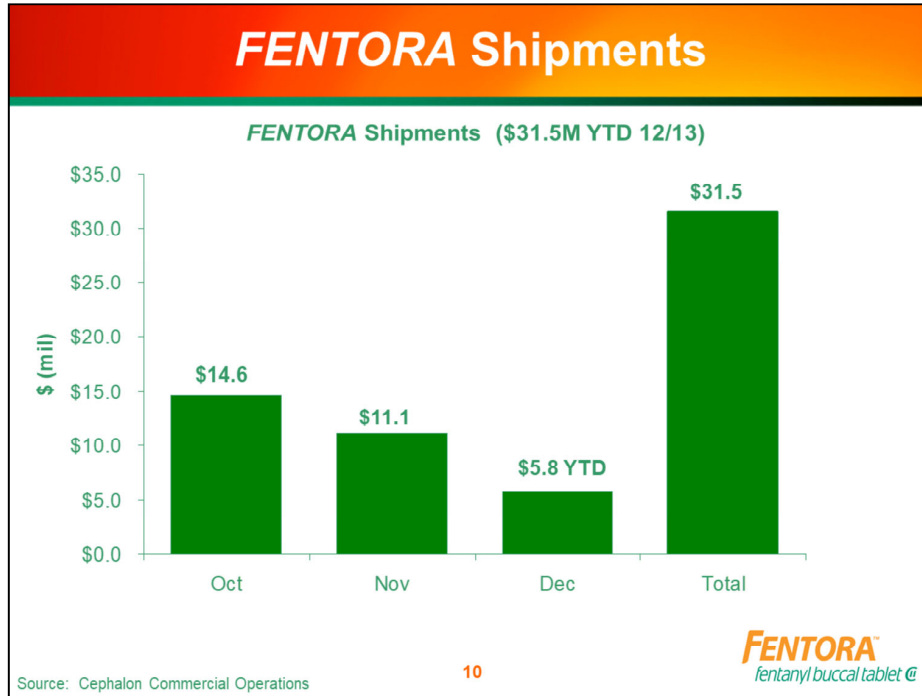




Oncologists prescribe a higher number of units/script - 79



- Initial shipment filled pipeline
- Subsequent Shipments mirror Demand
  - Increasing trend of shipments “may” indicate increase in demand
  - Shipment roughly twice market demand, suggesting two week inventory



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Factory sales ahead of expectations

## Activity

### Product Availability

- Initial supply chain stocking challenges resolved quickly
- Currently stocked in ~1,400 pharmacies
  - ~13% of the number of pharmacies stocking Actiq (11K)
  - Initial stocking more in independent pharmacies

### Call Activity

- 100 rep Field Force reached >88% of top 2,100 docs, which generated ~80% of script volume as of 11/17
- 2<sup>nd</sup> largest SOV among pain specialists anticipated to continue
- Moderate reach beyond Actiq loyalists

Source: October Pharmacy Stocking

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## Activity

### Cephalon Speaker Programs (CSPs)

- 284 Speakers Trained (148 E & 136 W)
- FENTORA YTD (2 mos) – 1,041 completed, 85 pending
  - Reach YTD: ~7,200 HCPs
  - Reach Pending: ~500 HCPs

### Marketing Direct Activity

- Targeted Media – journal ads, compendia, etc
- Direct Mail
- eDetail
- Congress Presence

### PR Outreach

- Availability & new data

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## Activity

### New Clinical Data in Public Domain

- Pivotal Study
- PK Studies
- Efficacy Studies

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