File Provided Natively

Marketing Execution Scorecard - National Summary

TEVA | **FENTORA** *fentanyl buccal tablet* ℂ

Timeframe >>	3 Months ending June'15	View >>	National

Cross Area | Print | Glossary

	Fentora Volume	TIRF Market Volume	Fentora Rx Share
NRx	4,441 (+5.1%)	24,062 (+9.1%)	18.5% (-0.7%)
TRx	4,462 (+5.0%)	24,234 (+9.2%)	18.4% (-0.7%)

	Tactic[2]	Activity (3 Months ending June'15)	Key Metrics				Predicted ROI (3 Months ending June'15)
Origination	Search[3]	Impressions ↑ 529.6K	Clicks ↑ 6.6K	Cost per Click $5.5			(ROI > 50%)
	Display	Impressions ↑ 92.5K	Clicks ↑ 49	Cost per Click ↑ $248.8			(0 < ROI < 50%)
Brand Choice	Sales Force Details	Details ↑ 10,454	Reach (Tier 1) 82%	Frequency (Tier 1) ↑ 7.0	Details to Tier 1 ↓ 15%		(ROI > 50%)
	Office Based Speaker Programs	Programs ↑ 70	Total Attendees (Tier 1) ↑ 38	Attendees per Program ↑ 4.7			(ROI > 50%)
	Venue Based Speaker Programs	Programs ↑ 74	Total Attendees (Tier 1) ↑ 55	Attendees per Program ↑ 5.9			(ROI > 50%)
	Ipad Based Speaker Programs	Programs ↑ 39	Total Attendees (Tier 1) ↑ 30	Attendees per Program 4.7			(ROI > 50%)
Fulfillment	Reimbursement Support	# of Calls ↓ 137	# of Appeals ↓ 7	# of PA ↑ 43	# of BI ↑ 39		
	PA Plus	Billed Transactions 202	Dispensed TRx ↓ 86				(ROI > 50%)
	NPP[3]	# of Touch Points 47,555	Direct Mail Engagement 60%	E-Mail Engagement 51%			
Persistence	Rx Savings Cards	Card Uses 1,949	Uses as Copay (Ratio of total card uses) 88%	Use per Card ↑ 3.4	Utilization 43.7%		(ROI > 50%)

Footnotes

ROI Legend	ROI > 50%	0 < ROI <50%	ROI < 0%	NA - ROI not calculated

1. Data sources and ROI benchmarks are cited on Glossary page.

   Growth indicators for the metrics represent relative growth as compared to previous period (greater than or less than 5%)

2. Search &Display,Reimbursement Support, PA plus and NPP data not available at Geographic level

3. NPP data last updated for Mar'15 Iteration