
From: David Myers
Sent: Monday, December 14, 2009 1:59 PM
To: Elisabet Hjaltadottir
Subject: RE: Actavis Brand Project update
Attachments: kadian.pdf

Elisabet,

I have attached a booklet that our Kadian sales team uses to promote Kadian to doctors. The director in charge of Kadian said this would be the best piece to supply to you. (FYI - we do not advertise Kadian at this point beyond our sales force and the Kadian.com website.)

Also, I have one additional customer who has agreed to talk about our branding efforts. He is the buyer for Kroger, a large grocery chain here in the US. His contact info is:

Mr. Bob Breetz
Email: bob.breetz@kroger.com
PH: 513-762-1503

I am working on getting one or two more contacts, but am waiting for the sales team to get back to me with the customers okay.

Best regards,
David

David Myers
Manager, Products & Communications



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From: Elisabet Hjaltadottir [<mailto:ehjaltadottir@actavis.com>]
Sent: Monday, December 14, 2009 8:37 AM
To: David Myers
Subject: FW: Actavis Brand Project update

Dear David

Do you think you can assist with the below?

Also do you have any ads/flyers or other kind of promo material for Kadian?

I am collecting promo material for all our top selling products and it would be good to include kadian if we did sth there, as it is our far highest selling product.

Best regards
Elisabet

From: Elisabet Hjaltadottir
Sent: 9. desember 2009 09:38
To: David Myers
Subject: FW: Actavis Brand Project update

Dear David

As you have been so helpful in this process, do you think you or any of your colleagues can assist in tracking down the US customers in the next few days (see request below from our consultants). We are working very fast and efficiently in this project and intend to present the findings at the leadership kick off meeting in January.

Best regards
Elisabet

OTHER BUSINESS

US Research

- We're having problems getting the Walgreens and AmericsourceBergen buyers to commit to being interviewed in the timescales we need.
 - Walgreens: Shannon Rivero says she isn't available until w/c 28th December (our researcher is away that week and it's rather late)
 - AmericsourceBergen: Robin Strzeminski hasn't replied to our voicemails or emails.
- We're very sensitive to the fact that these are important sources of business for you and we don't want to annoy them. Is there anything you can do to help?

From: Guy Lambert [mailto:Guy.Lambert@branded.co.uk]
Sent: 8. desember 2009 18:52
To: Elisabet Hjaltadottir
Cc: Ed Hebblethwaite; Andy Brown; Simon Thompson
Subject: Actavis Brand Project update

Elisabet,

Good to talk to you this morning. A quick update on a few things.

KEY MEETINGS

Pre-workshop meeting: 21st December, London.

- At this meeting, we'll take you through all of our research findings (value maps, customer and stakeholder research) and our thoughts and observations on it to get your ideas and feedback and prepare for the workshop.

The Workshop

- *Let's move the workshop, as discussed.* New date is **Monday 11th January in London.**

- The revised time and venue in London is great. It will give us the time to incorporate all your feedback and allow us to have extra materials we wouldn't be able to take on an aeroplane.
- I'll let you know the venue in London for the Actavis attendees by the end of this week.

Amsterdam Conference: 21st January

- We'll present our research findings and thoughts on best practice principles (drawn up from the workshop) at the conference to your country managers.
- Once we have done this we will finalise the best practice principles (Stage 2) and create the Stage 3 recommendations over the following 3-4 weeks
- I'll update the project plan this week to reflect all of these new timings.

OTHER BUSINESS

US Research

- We're having problems getting the Walgreens and AmericasourceBergen buyers to commit to being interviewed in the timescales we need.
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 - AmericasourceBergen: Robin Strzeminski hasn't replied to our voicemails or emails.
- We're very sensitive to the fact that these are important sources of business for you and we don't want to annoy them. Is there anything you can do to help?

Value Maps

- You're going to send us the top 5 products/brands in each of the categories on Chart 1 along with their packaging and promotions.
- We'll then use this to create a brand architecture organisation chart
- You'll send us the results of the promotional survey when it's ready for us to analyse.

Stakeholder Research

- Ed and myself spent 3 hours today discussing his findings from this stage. There are lots of really interesting observations and insights. Once Ed's finished the final interviews he'll write up a report. Look forward to taking you through it.

I'm out of the office tomorrow (I'll be checking email at the end of the day). If you need me please call on my mobile +44-7974-220398 or speak to Andy +44-207-842-6900.

Regards as ever

Guy Lambert

Branded

t: +44 (0)20 7842 6900 m: +44 (0)7974 220398

We have moved down the river with some of our colleagues from The Loewy Group. Our new address is as follows:-

Branded Ltd, First Floor, 30 Park Street
London, SE1 9EQ
www.branded.co.uk

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less pain **KADIAN**
KADIAN more options

Prescribe **KADIAN**[®] —
Less pain for your patients.
More options for you.

KADIAN 
Morphine Sulfate Extended-Release Capsules
10mg - 20mg - 30mg - 50mg - 60mg - 80mg - 100mg - 200mg

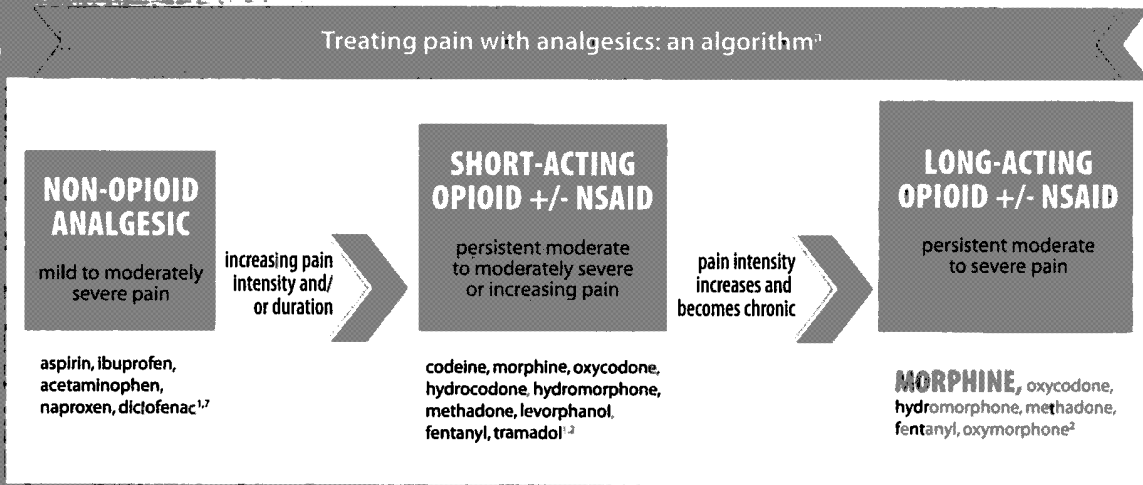
Less Pain. More Options.

Distinct benefits with morphine >

Morphine formulations give benefits that other opioids might not

- The gold standard in pain control—reliable, with proven efficacy and safety when taken appropriately¹⁻⁴
- Appropriate for both malignant and nonmalignant chronic pain⁵
- No acetaminophen toxicity⁶

World Health Organization (WHO) guidelines recommend treating chronic pain with a long-acting opioid²



⁷Adapted from WHO 3-step analgesic ladder.

KADIAN[®] capsules are an extended-release oral formulation of morphine sulfate indicated for the management of moderate to severe pain when a continuous, around-the-clock opioid analgesic is needed for an extended period of time.

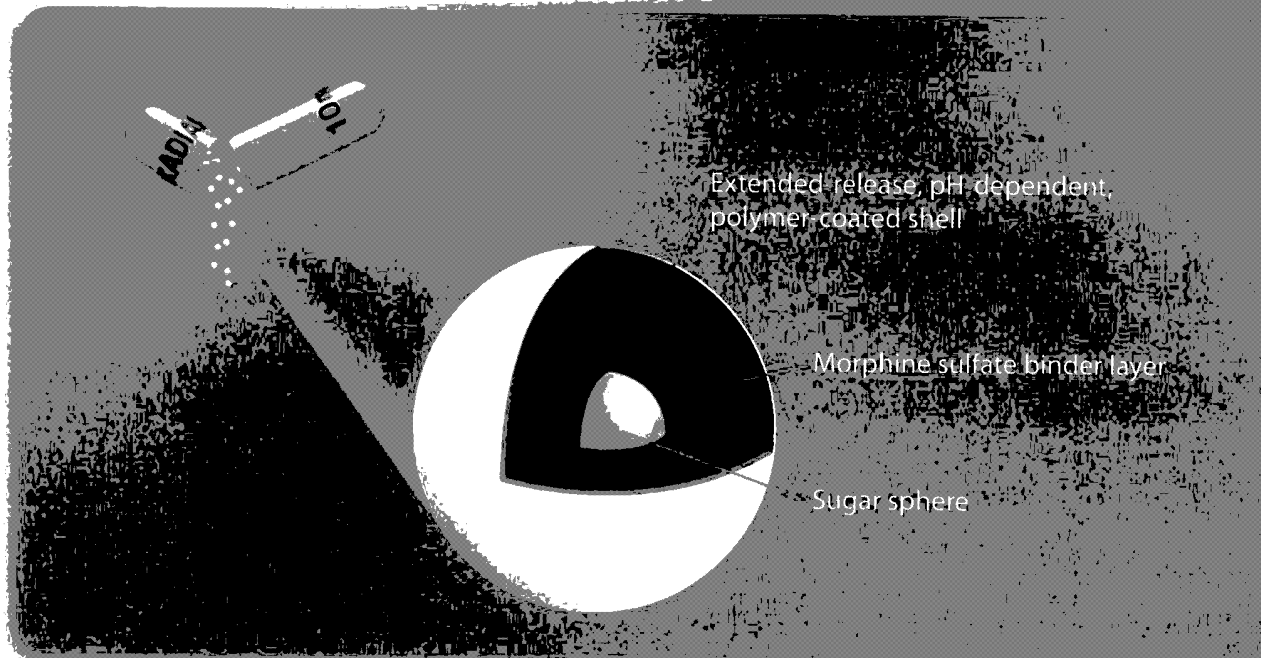
KADIAN[®] capsules are not for use as a prn analgesic.

Safety considerations:

KADIAN[®] (morphine sulfate extended-release) Capsules contain morphine sulfate, an opioid agonist and a Schedule II controlled substance, with an abuse liability similar to other opioid analgesics. KADIAN[®] can be abused in a manner similar to other opioid agonists, legal or illicit. This should be considered when prescribing or dispensing KADIAN[®] in situations where the physician or pharmacist is concerned about an increased risk of misuse, abuse, or diversion.

> Unique morphine delivery

KADIAN® presents innovative polymer-coated morphine delivery



Pellet and capsule are not shown at actual size.

- Distinctive pellet composition releases morphine steadily into the bloodstream for up to 24 hours^b



Photograph and profile exemplify a chronic pain patient case. This is not an actual patient.

Jim G.

- Car accident left him with **chronic back and neck pain**
- Taking 5 mg of short-acting hydrocodone tablets 6 times a day for 3 months
- Side effects are too extreme, pain relief is inadequate

Recommendation: Prescribe him 20 mg KADIAN® once a day or 10 mg twice a day, and titrate upwards. Keep short-acting opioid on hand to treat breakthrough pain until proper analgesic level is reached.

Switching from a short-acting morphine can't

KADIAN 

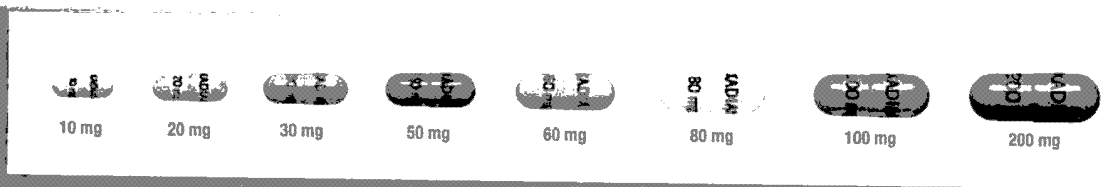
Morphine Sulfate Extended-Release Capsules
10mg - 20mg - 30mg - 50mg - 60mg - 80mg - 100mg - 200mg

Less Pain. More Options.

More flexibility with KADIAN®



The unique dosing flexibility of KADIAN® gives you more options with a morphine

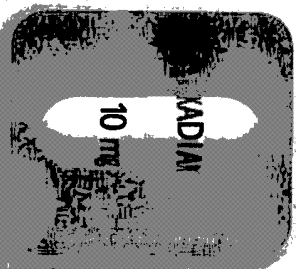


Capsules are not shown at actual size.

- 8 dosing strengths—the most of any extended-release morphine^{6,8,9}
- Flexibility to dose q12h or q24h⁶
- No immediate-release (IR) component
- Allows for titration in increments of 10 mg, with a low dose of 10 mg⁶
 - In accordance with American Pain Society guidelines about low initial dosing¹

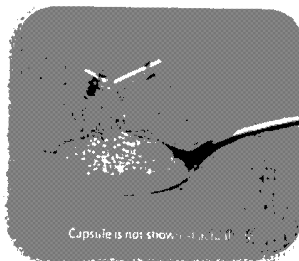
Flexibility of administration fits individual patient need⁶

As a capsule:



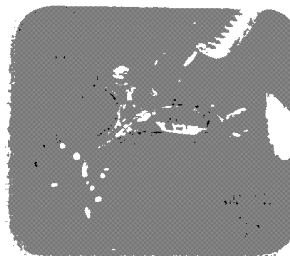
Capsule can be swallowed whole.

Sprinkle dosing:



Capsule can be opened and the contents sprinkled on apple sauce for patients who have difficulty swallowing.

G-tube dosing:



*Contents of capsule can be sprinkled in water and administered through a 16-French or larger gastrostomy tube.**

The administration of KADIAN® pellets through a nasogastric tube should not be attempted.

Safety considerations:

KADIAN® capsules are to be swallowed whole or the contents of the capsules sprinkled on apple sauce. The pellets in the capsules are not to be chewed, crushed, or dissolved due to the risk of rapid release and absorption of a potentially fatal dose of morphine.

Fewer barriers to prescribing

The distinctive dosing advantages of KADIAN[®] give you more options with a morphine^{6,8,9}

	Number of strengths ^{6,8,9}	Frequency ^{6,8,9}	Modes of administration ^{6,8,9}	Lowest strength ^{6,8,9}	Highest strength ^{6,8,9}
KADIAN[®]	8 (10, 20, 30, 50, 60, 80, 100, 200 mg)	2 (q12h, q24h)	3 (capsule, sprinkle, G-tube)	10 (10 mg)	200 (200 mg)
AVINZA[®]	6 (30, 45, 60, 75, 90, 120 mg)	1 (q24h)	2 (capsule, sprinkle)	30 (30 mg)	120 (120 mg)
Controlled-release (CR) morphine tablets	5 (15, 30, 60, 100, 200 mg)	2 (q8h, q12h)	1 (tablet)	15 (15 mg)	200 (200 mg)



Photograph and profile exemplify a chronic pain patient case. This is not an actual patient.

Mohinder R.

- **Chronic back and neck pain** from work injury forced retirement
- Taking 60 mg of AVINZA[®] once a day
- Wants to increase dosage but doesn't want to titrate by 15 mg to reach the next strength of AVINZA[®]

Recommendation: Prescribe him 60 mg KADIAN[®] once or 30 mg twice a day, and titrate upwards by 10 mg.

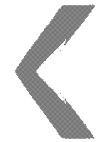
KADIAN[®] provides long duration of action and the most flexible dosing of an oral morphine. Titration by only 10 mg at a time.

KADIAN[®]

Morphine Sulfate Extended-Release Capsules
10mg • 20mg • 30mg • 50mg • 60mg • 80mg • 100mg • 200mg

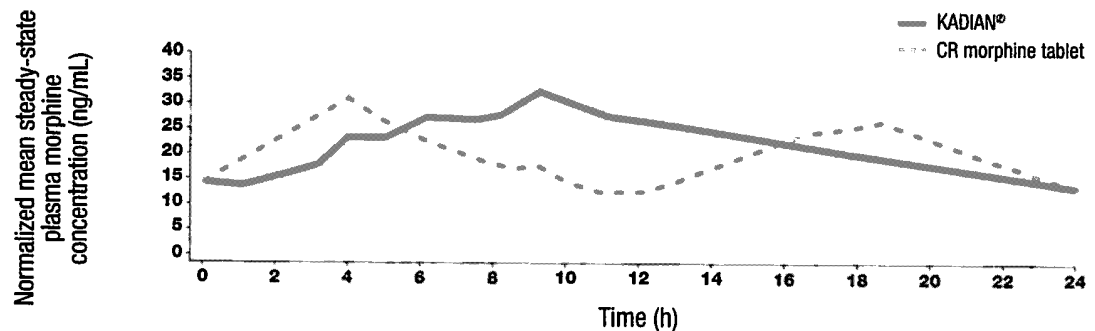
Less Pain. More Options.

Fewer peaks and valleys

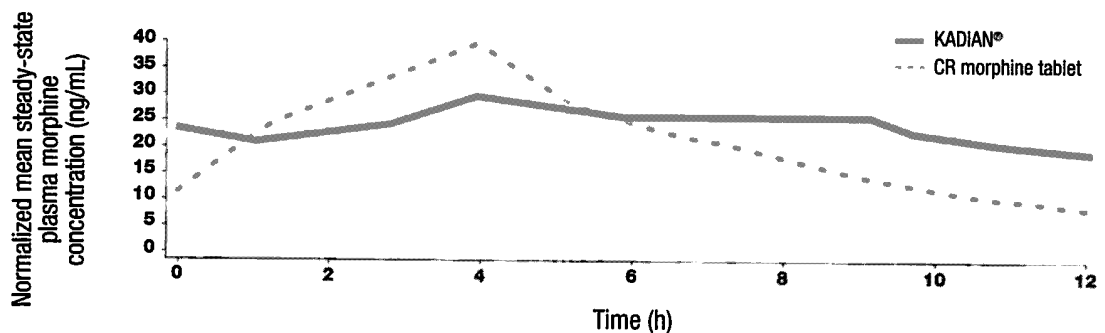


Smooth steady-state plasma levels compared with controlled-release (CR) morphine tablets q12h and q24h⁶

Pharmacokinetics of ONCE-DAILY KADIAN[®] vs twice-daily CR morphine tablets over 24 hours^{6,10}



Pharmacokinetics of TWICE-DAILY KADIAN[®] vs twice-daily CR morphine tablets over 12 hours^{6,10}



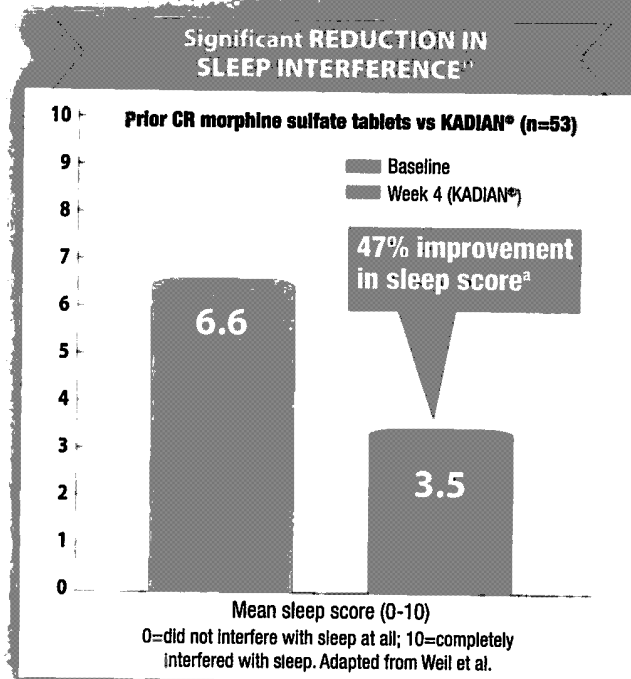
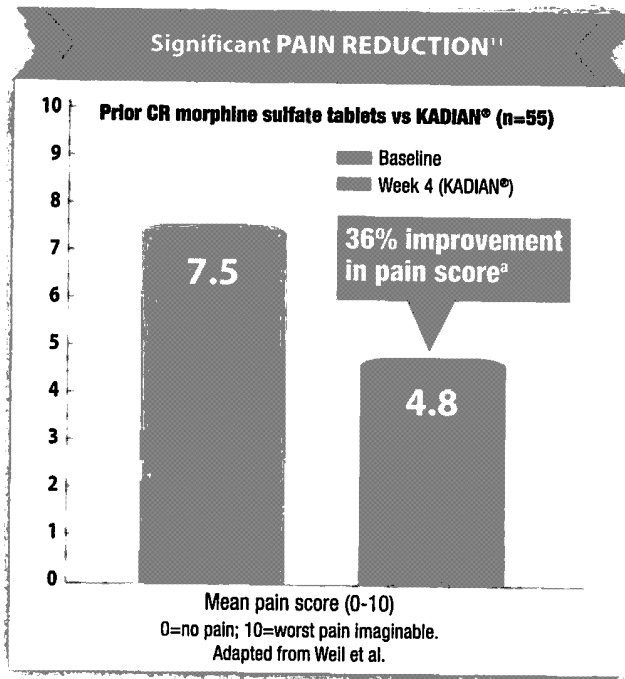
When plasma morphine concentrations drop, patients may feel more pain, requiring rescue medication¹⁰

Safety considerations:

KADIAN[®] 100 mg and 200 mg capsules are for use in opioid-tolerant patients only. Ingestion of these capsules or of the pellets within the capsules may cause fatal respiratory depression when administered to patients not already tolerant to high doses of opioids.

Better pain control and sleep scores

Improved pain control and sleep scores in patients who switched to KADIAN® who were previously on CR morphine tablets



^aBoth significant at P<0.001. Baseline vs week 4 per protocol population, post hoc analysis.



Photograph and profile exemplify a chronic pain patient case. This is not an actual patient.

Eleanor S.

- Suffers from **chronic back pain**
- Takes 30 mg generic CR morphine tablets, 3 times a day
- Breakthrough pain causes her to wake up periodically through the night

Recommendation: Prescribe her 100 mg KADIAN® once a day or 50 mg twice a day. Keep short-acting opioid on hand to treat breakthrough pain until proper analgesic level is reached.

KADIAN® provides smoother plasma levels and improved sleep and pain control.

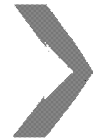
^aIn a subanalysis of a randomized, open-label, blinded endpoint study of patients previously taking CR morphine tablets and switched to KADIAN®.

KADIAN

Morphine Sulfate Extended-Release Capsules
10 mg · 20 mg · 30 mg · 50 mg · 60 mg · 80 mg · 100 mg · 200 mg

Less Pain. More Options.

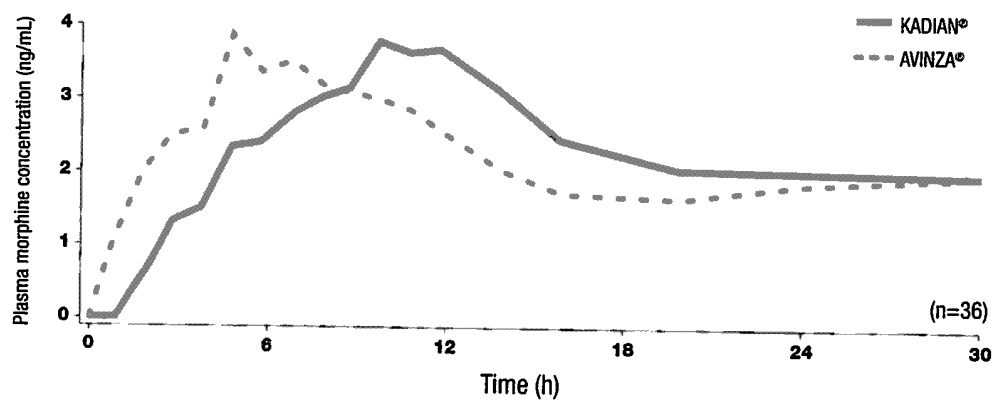
Longer duration of action



Clinical studies show that KADIAN® is a true
once-a-day oral morphine^{6,12}

- KADIAN® maintained higher concentrations than AVINZA® at each time point from 8 to 24 hours postdose¹²

Pharmacokinetics of KADIAN® and AVINZA® following a single-dose fed study¹²



A prospective, randomized, double-blind, crossover, head-to-head, single-dose trial of KADIAN® 30 mg vs AVINZA® 30 mg. Adapted from Royal.¹²

- The pharmacokinetic profiles of KADIAN® and AVINZA® 30 mg sustained-release formulation indicated that they were bioequivalent¹²

Safety considerations:

Serious adverse reactions that may be associated with KADIAN® therapy in clinical use are those observed with other oral opioid analgesics and include: respiratory depression, respiratory arrest, apnea, circulatory depression, cardiac arrest, hypotension, and/or shock.

Low incidence of side effects

Frequency of adverse events (AEs) may be minimized by careful individualization upon initiation of therapy.

Most commonly reported AEs in a clinical trial involving patients with moderate to severe, nonmalignant pain (n=1418)^{13,a}

KADIAN®	Constipation	Nausea	Somnolence
	11.6%	9.2%	3.0%

Most commonly reported AEs in patients with chronic cancer pain in controlled clinical trials^{6,a}

KADIAN®	Drowsiness	Constipation	Nausea	Dizziness	Anxiety
	9%	9%	7%	6%	6%

^aReported in ≥3% of patients.

- In general, all strong opioids have similar side effect risks at equianalgesic doses¹

WARNING:

KADIAN® contains morphine sulfate, an opioid agonist and a Schedule II controlled substance, with an abuse liability similar to other opioid analgesics. KADIAN® can be abused in a manner similar to other opioid agonists, legal or illicit. This should be considered when prescribing or dispensing KADIAN® in situations where the physician or pharmacist is concerned about an increased risk of misuse, abuse or diversion.

KADIAN® capsules are an extended-release oral formulation of morphine sulfate indicated for the management of moderate to severe pain when a continuous, around-the-clock opioid analgesic is needed for an extended period of time.

KADIAN® Capsules are NOT for use as a prn analgesic.

KADIAN® 100 mg and 200 mg Capsules ARE FOR USE IN OPIOID-TOLERANT PATIENTS ONLY. Ingestion of these capsules or of the pellets within the capsules may cause fatal respiratory depression when administered to patients not already tolerant to high doses of opioids. KADIAN® CAPSULES ARE TO BE SWALLOWED WHOLE OR THE CONTENTS OF THE CAPSULES SPRINKLED ON APPLE SAUCE. THE PELLETS IN THE CAPSULES ARE NOT TO BE CHEWED, CRUSHED, OR DISSOLVED DUE TO THE RISK OF RAPID RELEASE AND ABSORPTION OF A POTENTIALLY FATAL DOSE OF MORPHINE.

KADIAN C

Morphine Sulfate Extended-Release Capsules
10mg - 20mg - 30mg - 50mg - 60mg - 80mg - 100mg - 200mg

Less Pain. More Options.

less pain < **KADIAN**
> more options

Prescribe KADIAN®—Less pain for your patients. More options for you.

Unique dosing flexibility⁶

Smooth steady-state plasma levels when dosed q12h and q24h⁶

Better pain control and sleep scores¹¹

References: 1. American Pain Society. *Principles of Analgesic Use in the Treatment of Acute Pain and Cancer Pain*. 5th ed. Glenview, IL: American Pain Society; 2003. 2. Doyle D, Hanks GWC, MacDonald N, eds. *Oxford Textbook of Palliative Medicine*. 2nd ed. Oxford, England: Oxford University Press; 1998. 3. Labby D, Koder M, Amann T, for Oregon Health and Science University. *Opioid and Chronic Non-malignant Pain: A Clinician's Handbook*. Portland, OR: Oregon Health and Science University. <http://www.ohsu.edu/ahcc/pain/appendixB.pdf>. Accessed February 15, 2008. 4. Red River Valley Group. *Myths about morphine*. Hospice of Red River Valley Newsletter. Volume 11, Issue 5. <http://www.hrv.org/pdf/DT1203.pdf>. Accessed February 15, 2008. 5. American Pain Society. *Guideline for the Management of Pain in Osteoarthritis, Rheumatoid Arthritis, and Juvenile Chronic Arthritis*. 2nd ed. Glenview, IL: American Pain Society; 2002. 6. KADIAN® [current prescribing information]. Morristown, NJ: Actavis Elizabeth LLC. 7. Flector® Patch [prescribing information]. Piscataway, NJ: Alpharma Pharmaceuticals LLC; October 2007. 8. AVINZA® [prescribing information]. Bristol, TN: King Pharmaceuticals Inc; April 1, 2008. 9. MS Contin® [prescribing information]. Stamford, CT: Purdue Pharma LP; August 2007. 10. Gourlay GK, Cherry DA, Onley MM, et al. Pharmacokinetics and pharmacodynamics of twenty-four-hour Kapanol compared to twelve hourly MS Contin in the treatment of severe cancer pain. *Pain*. 1997;69(3):295-302. 11. Well A, Nicholson B, Ross E, Sasaki J. Patients with chronic, non-malignant, moderate/severe pain can be successfully switched from other sustained-release morphine or oxycodone compounds to KADIAN® (morphine sulfate extended-release capsules): the KRONUS-MSP trial. Poster presented at: American Pain Society 23rd Annual Scientific Meeting; May 6-9, 2004; Vancouver, BC, Canada. 12. Well A. A prospective, randomized, double-blind, crossover, head-to-head, single-dose trial of KADIAN® vs. AVINZA® 30 mg in 36 opioid-naïve subjects in the fed state. Poster presented at: American Society of Regional Anesthesia & Pain Medicine 2004 Annual Fall Pain Meeting; November 11-14, 2004; Phoenix, AZ. 13. Nicholson B, Ross E, Well A, et al. Treatment of chronic moderate-to-severe non-malignant pain with polymer-coated extended-release morphine sulfate capsules. *Curr Med Res Opin*. 2005;21(1):1-10.

For further information, please visit www.KADIAN.com or call 1-888-496-3082.

Please see accompanying complete Prescribing Information.

KADIAN® is a registered trademark of Actavis Elizabeth, LLC.

KADIAN 
Morphine Sulfate Extended-Release Capsules
10mg - 20mg - 30mg - 50mg - 60mg - 80mg - 100mg - 200mg

Less Pain. More Options.

creating value in pharmaceutical.

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