
From: Mangus, Lauren
To: Sales CNS Managers; Sales PCS Managers
CC: Wetherholt, Michael; Thiem, Michael; Cunningham, Bill; DeWildt, Charles; Barnes, Ryan; Beckman, Alan; Shimokawa, David; Datin, Joseph; Scott, Dan; Hoopes, Jane
Sent: 9/23/2003 7:36:49 PM
Subject: Risk Management Program - ACTIQ Promotion Letter
Attachments: RMP Letter.doc

As you may be aware, Cephalon requires all field personnel who have responsibility for ACTIQ to sign a copy of the **Risk Management – ACTIQ Promotion Letter** for our files in accordance with the Risk Management Program. Attached is a listing of all field personnel with regard to receipt of the **Risk Management – ACTIQ Promotion Letter**. This list includes Regional Directors, NAMs, MLMs, and PCS and CNS representatives. Those individuals for whom we do not have a signed copy of the letter are highlighted in yellow. This does not necessarily mean that they did not sign the letter; it simply means that we do not have a copy of it in our records.

Please review this list and follow-up with any of the highlighted individuals who will be reporting to you effective October 1, 2003. Have each individual print two (2) copies of the attached letter, one for his/her files and one for him/her to sign and send back to:

Jane Hoopes
145 Brandywine Parkway
West Chester, PA 19380

If you have any questions regarding this, please contact me directly at (610) 738-6246.

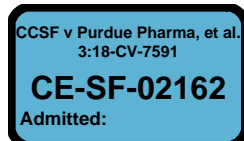
I appreciate your cooperation.

Lauren C. Mangus
Manager, Sales Training and Development
(610) 738-6246

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CE-SF-02162.00001



To: Sales Representative

From: Lauren Mangus
Manager, Sales Training

RE: Risk Management – ACTIQ Promotion Letter

In accordance with the Risk Management Program for Actiq, all representatives are required to review and sign the attached letter regarding appropriate promotion. We are sending two (2) copies, one for your records and one which you should review, sign and send back to:

Cephalon, Inc.
145 Brandywine Parkway
West Chester, PA 19380-4245
ATTN: Jane Hoopes

If you have any questions regarding this letter, please contact your Area Manager.

Thank you.

TRA-016

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**CEPH-SC-MERITS02428160
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CE-SF-02162.00002



To: Cephalon Sales Force

RE: Promotion of ACTIQ® (oral transmucosal fentanyl citrate) C-II

We are all very excited about the success ACTIQ is having in the market place. This product serves an important clinical need in its intended patient population, the cancer pain patient with breakthrough pain, and we are proud to be promoting its proper use.

It is important that we remember our responsibility to promote this unique product only for the management of breakthrough cancer pain in patients with malignancies who are already receiving and who are tolerant to opioid therapy for their underlying persistent cancer pain. Promotion of ACTIQ for other indications or patient populations is clearly a violation of Cephalon's policy and therefore makes violators subject to disciplinary action. Additionally, while discussing ACTIQ with clinicians, you must provide a balanced representation of the Risk Management Program regarding the indication, patient selection, side effects, use, safe handling, child safety, disposal, prevention of diversion and abuse.

Even though your targeted physician population consists of oncologists and pain management specialists, it is inevitable that you will be contacted by or become aware of other physicians who wish to use ACTIQ outside of indication. It is your responsibility to assure that these physicians are instructed on the appropriate use of ACTIQ and the potential dangers associated with its use outside the intended patient population. Again, this instruction should cover proper use, storage, handling, and disposal requirements in the home as well as indications, contraindications, and side effects.

ACTIQ offers a substantial improvement in the treatment of patients suffering daily from episodes of breakthrough cancer pain which are uncontrolled by their current opioid therapy. We are confident that you will be successful in aiding your clinicians in satisfying this critical unmet need.

The Risk Management Program is an important component of the appropriate usage of ACTIQ. A component of the program requires that everyone sign this letter acknowledging your commitment to promote ACTIQ for its approved use and ensure healthcare professionals are familiar with the components of the Risk Management Program. Questions concerning the Risk Management program and/or the appropriate promotion of ACTIQ should be directed to your supervisor.

Please sign and return a copy of this letter to:

***Cephalon
Attn: Jane Hoopes
145 Brandywine Parkway
West Chester, PA 19380-4245***

Print Name

Signature and Date

Sincerely,

Roy Craig
Vice President, Sales

TRA-016