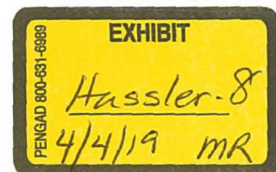


File Provided Natively



Highly Confidential

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FENTORA Marketing and Sales Dallas, TX

January 9, 2012

 **FENTORA**[®]
fentanyl buccal tablet @
Relief beyond the flare



TEVA

CNS



Agenda



- ▲ Performance & Market Overview
- ▲ Strategic Imperatives
- ▲ Messaging & Resources
- ▲ 180 Day Plan & SFE
- ▲ Training & Development Plan

Performance & Market Overview

January 9th, 2012



 **FENTORA**[®]
fentanyl buccal tablet @
Relief beyond the flare



New Guy



- Field Sales
- Sales Training
- Field Management
- Product Marketing



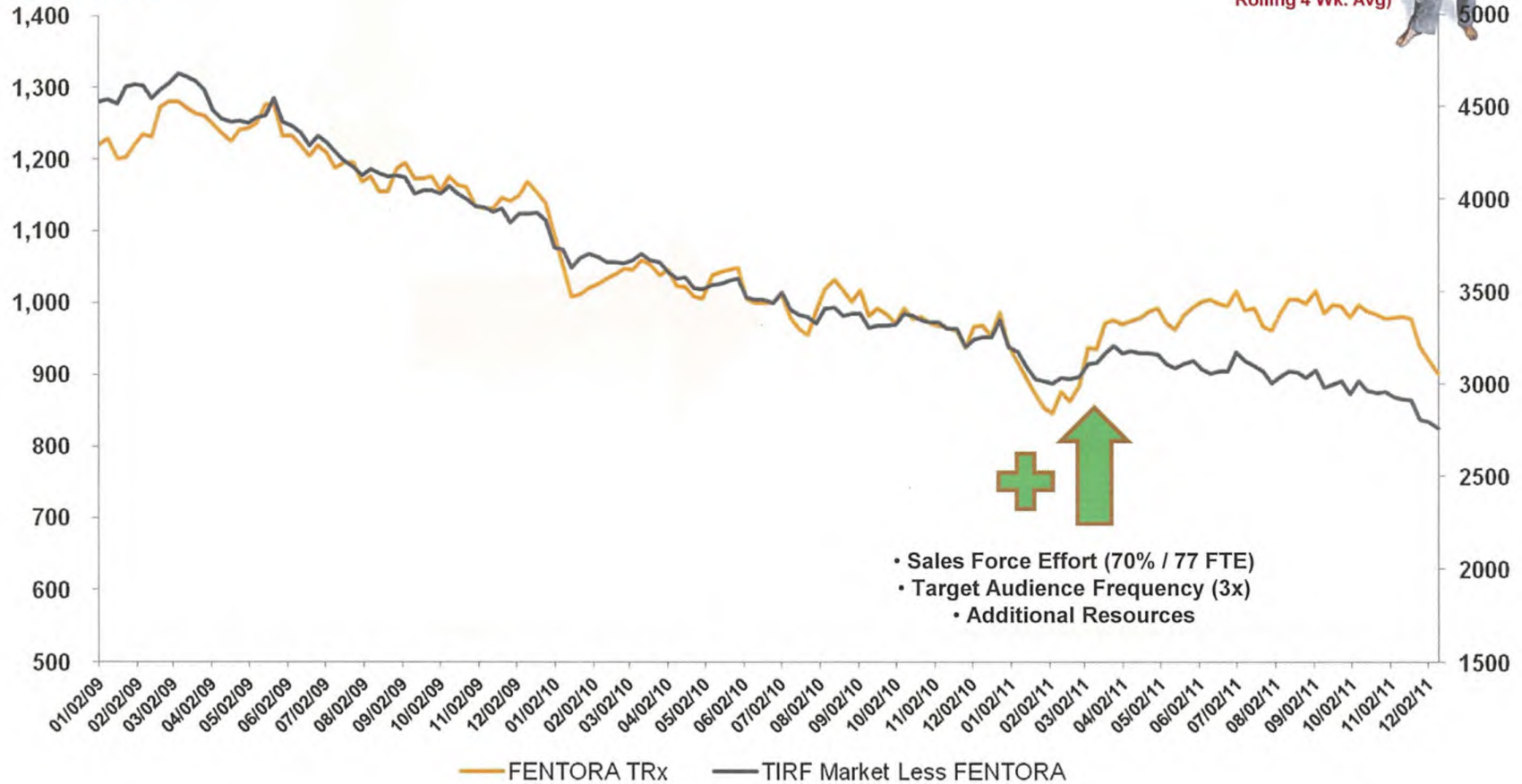
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FENTORA is Responsive to Promotion



FENTORA TRxs
(Rolling 4 Wk Avg)

ROO TRxs
(less FENTORA,
Rolling 4 Wk Avg)



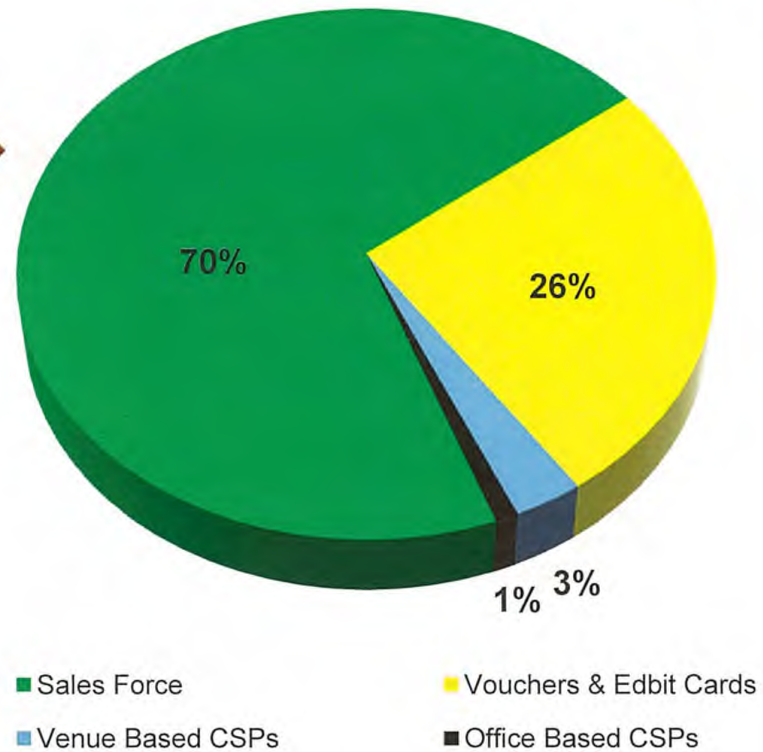
- Sales Force Effort (70% / 77 FTE)
- Target Audience Frequency (3x)
- Additional Resources

FOR INTERNAL PURPOSES ONLY – NOT FOR USE IN PROMOTION

The Sales Force is the Most Important Element of *FENTORA* Promotion



Portion of Impactable Sales*



Source: Cephalon Market Research; ZS Associates 2011; *FENTORA* Sales at Historical Promotional Effort (Annualized Mar 2011 – May 2011)

* 31.4% of *FENTORA* sales were impactable in the analysis. The percentages in the pie chart represent the portion of those impactable sales affected by each tactic. 68.6% of sales in one calendar year would carry over.

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In 2012 We Have a New Opportunity for Successes with *FENTORA*



	2010 - 2011	2012
Product Focus	2010 AMRIX Focus 70% FENTORA / 30% AMRIX in 2011	100% FENTORA Focus
Territory Alignment		
Distraction & Uncertainty		

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In 2012 We Have a New Opportunity for Successes with *FENTORA*



	2010 - 2011	2012
Product Focus	2010 AMRIX Focus 70% FENTORA / 30% AMRIX in 2011	100% FENTORA Focus
Territory Alignment	AMRIX Deployment Wide Variation of FENTORA Potential in Each Territory	FENTORA Optimized Deployment
Distraction & Uncertainty		

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In 2012 We Have a New Opportunity for Successes with *FENTORA*



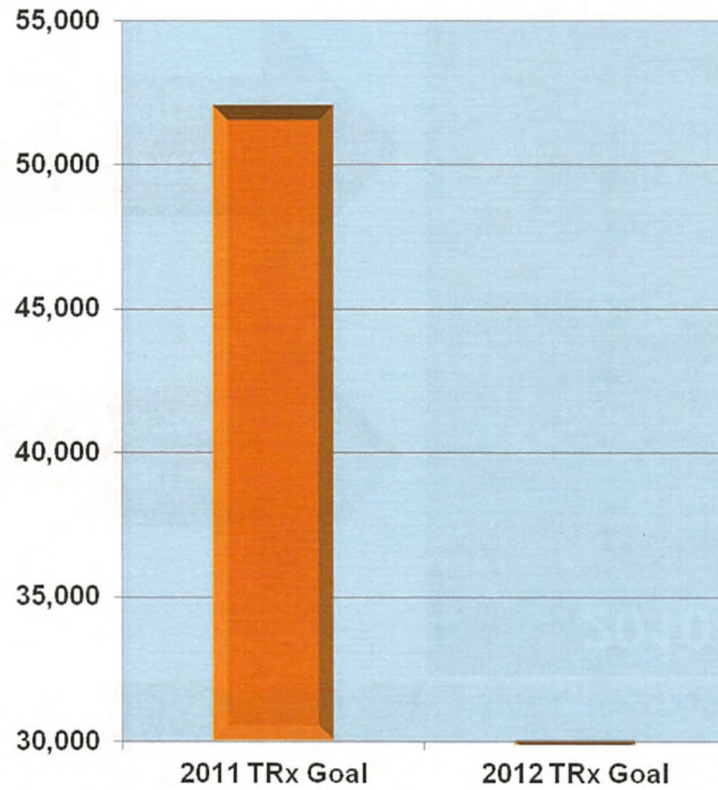
	2010 - 2011	2012
Product Focus	<p>2010 AMRIX Focus</p> <p>70% FENTORA / 30% AMRIX in 2011</p>	<p>100% FENTORA Focus</p>
Territory Alignment	<p>AMRIX Deployment</p> <p>Wide Variation of FENTORA Potential in Each Territory</p>	<p>FENTORA Optimized Deployment</p>
Distraction & Uncertainty	<p>Take Over News</p> <p>Restructuring of Sales Force</p>	<p>We are now TEVA</p> <p>We are the Pain Care Team</p>

FOR INTERNAL PURPOSES ONLY – NOT FOR USE IN PROMOTION

2012 Objectives



TRx Volume Goal 2011 vs. 2012

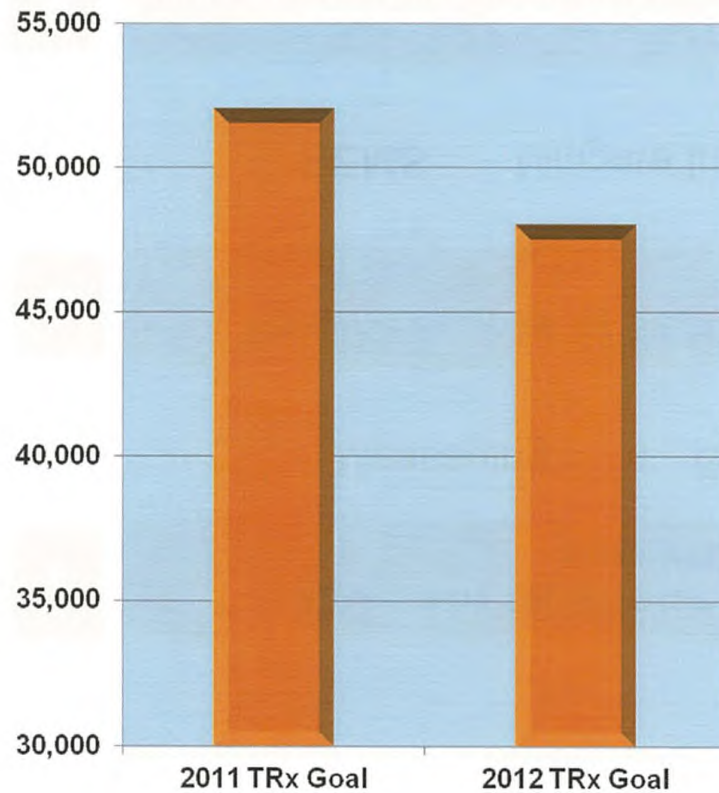


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2012 Objectives



TRx Volume Goal 2011 vs. 2012



- **Adjusted for Market Dynamics**
- **2011 asked to grow and achieve 62 TRx / Month / Rep**
- **2012 57 TRx / Month / Rep**

2012 Strategic Imperatives



1

Maintain existing prescriber base and develop new opportunities for expansion

Messaging

Engagement

Value

2

Ensure access of FENTORA for appropriate patients and prescribers

REMS

Mitigate Insurance and POS Challenges

3

Maintain Leadership position in a competitive selling environment

Appropriately Address Competition

Innovate

2012 Strategic Imperatives



1

Maintain existing prescriber base and develop new opportunities for expansion

2

Ensure access of *FENTORA* for appropriate patients and prescribers

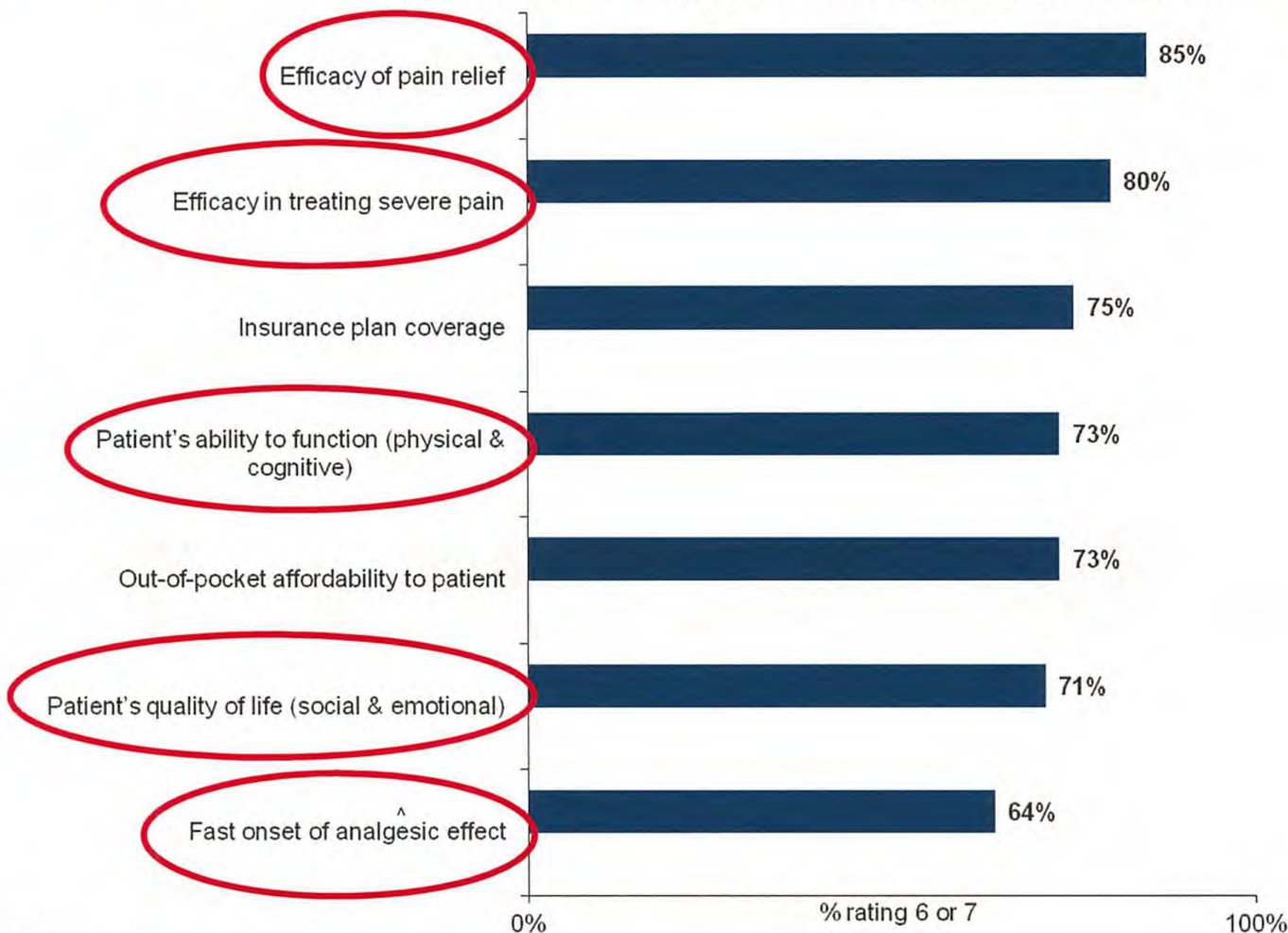
3

Maintain Leadership position in a competitive selling environment

Efficacy and Cost are the most important factors in selection



Importance in selection of a breakthrough pain product



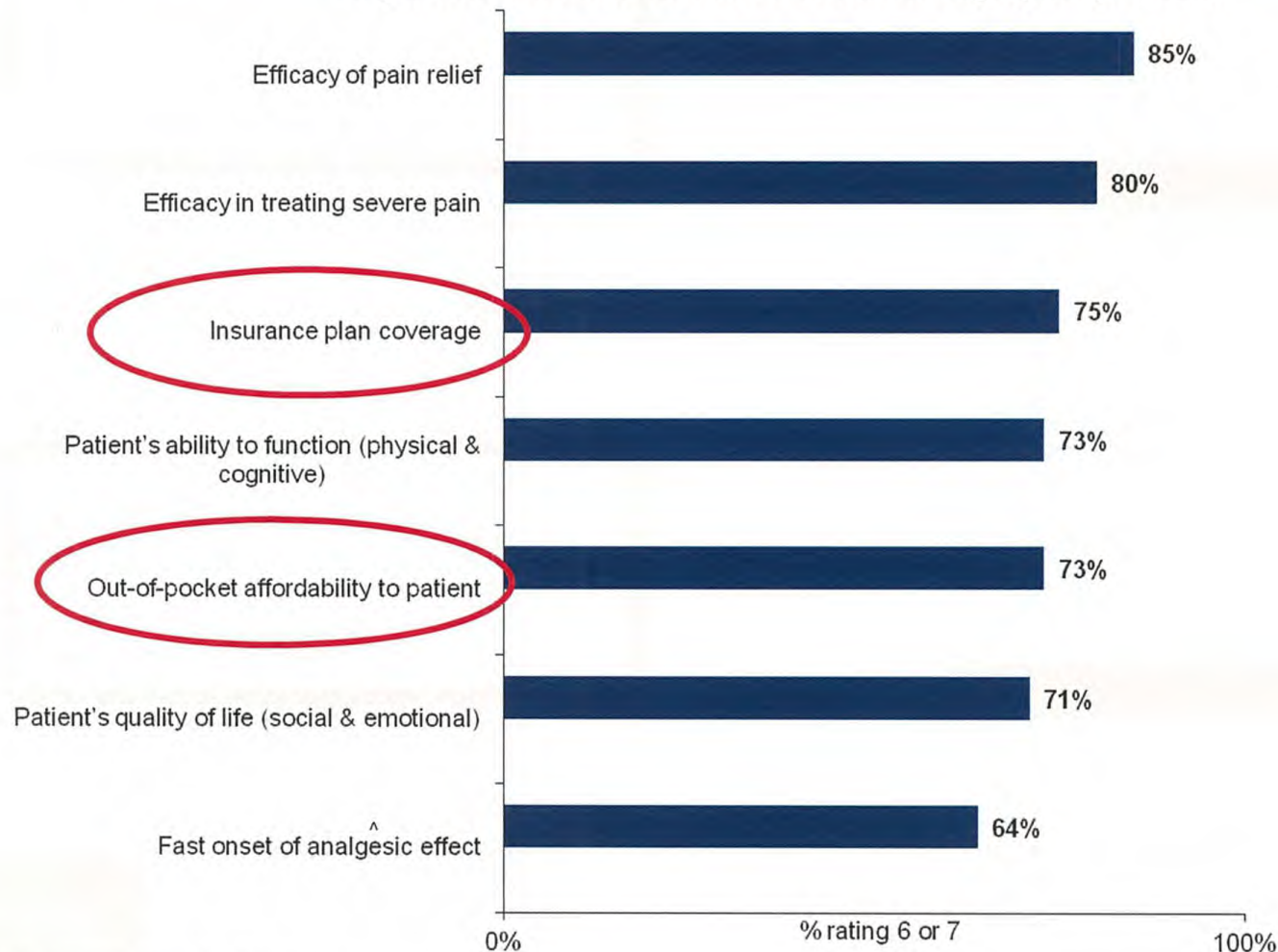
No significant differences ($p < 0.05$) between waves.

E4. For each attribute listed below, please indicate the importance of the attribute in your selection of a particular product to treat breakthrough pain. Please use a scale of 1 to 7, where "1" is Not at all important and "7" is Extremely important (n=100)

Efficacy and Cost are the most important factors in selection



Importance in selection of a breakthrough pain product



No significant differences ($p < 0.05$) between waves.

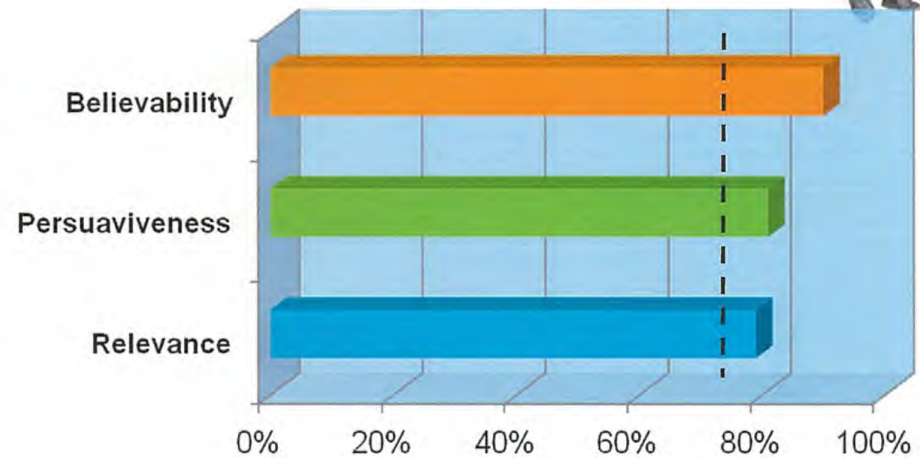
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Maintain existing prescriber base and develop new opportunities for expansion

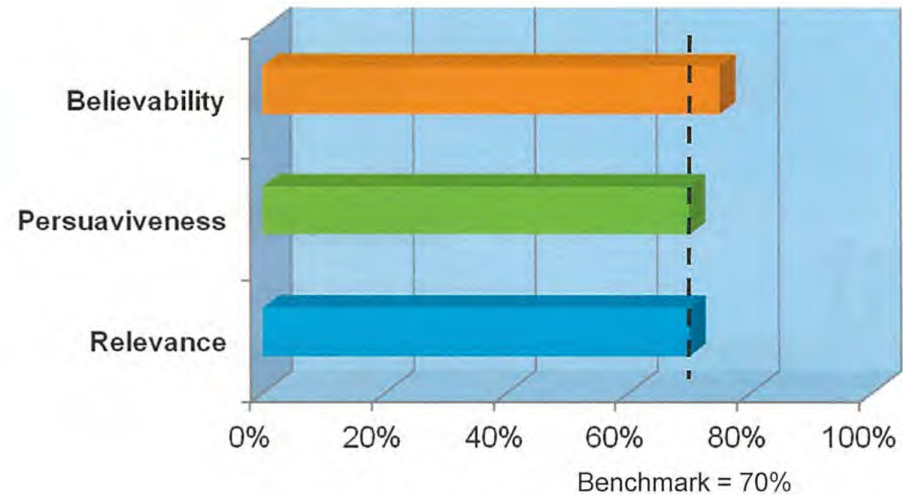
Enhance Value Proposition by Focusing on the Key Messages for *FENTORA*



Breakthrough pain in patients with cancer is a legitimate medical condition that requires specific pain management
(n=67)



Proper patient selection and dosing are essential to help ensure the appropriate use of *FENTORA*
(N=57)



Maintain existing prescriber base and develop new opportunities for expansion

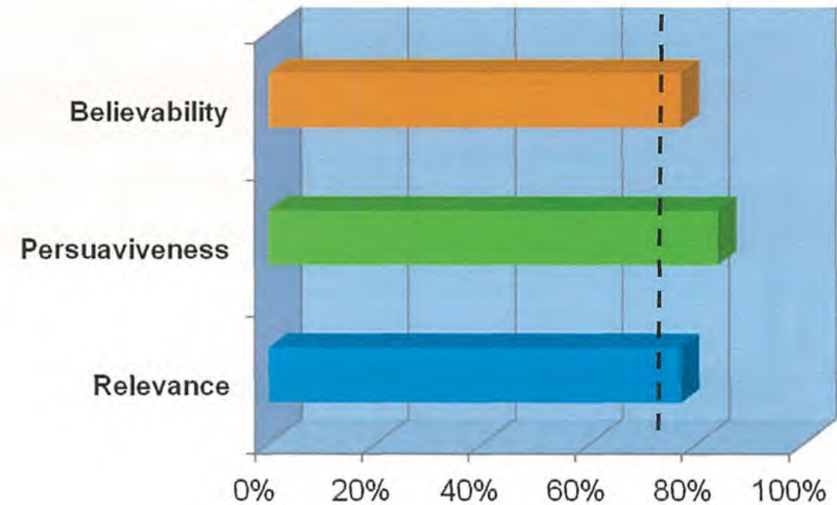
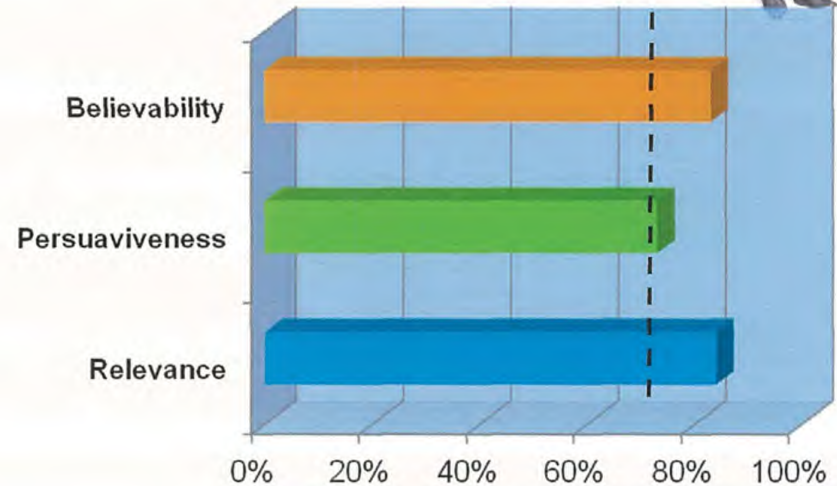
Enhance Value Proposition by Focusing on the Key Messages for *FENTORA*



FENTORA provides relief as early as 15 minutes (n = 63)

75% of breakthrough pain episodes significantly relieved by 33% at 1 hour versus 48% of placebo-treated episodes (n = 31)

Benchmark = 70%



Summary of *FENTORA* Message Platform



WHO

Breakthrough pain in patients with cancer is a legitimate medical condition that requires specific pain management

Proper *patient selection* and dosing are essential to help ensure the appropriate use of *FENTORA*

WHY

FENTORA provides relief as early as 15 minutes

FENTORA 75% of episodes significantly relieved by 33% at 1 hour versus 48% of placebo-treated episodes

ACCESS

REMS Enrollment / PPAF
Rx Savings Card
Reimbursement Hotline

2012 Strategic Imperatives



1

Maintain existing prescriber base and develop new opportunities for expansion

2

Ensure access of *FENTORA* for appropriate patients and prescribers

3

Maintain Leadership position in a competitive selling environment

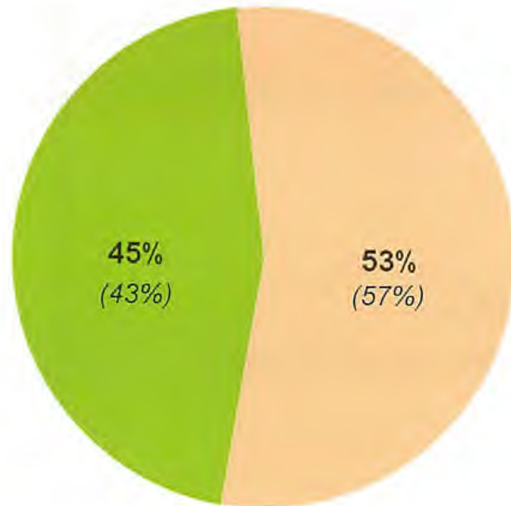
Ensure access of *FENTORA* for appropriate patients and prescribers

Insurance Coverage and Out of Pocket Cost are the Primary Barriers to Prescribing *FENTORA*



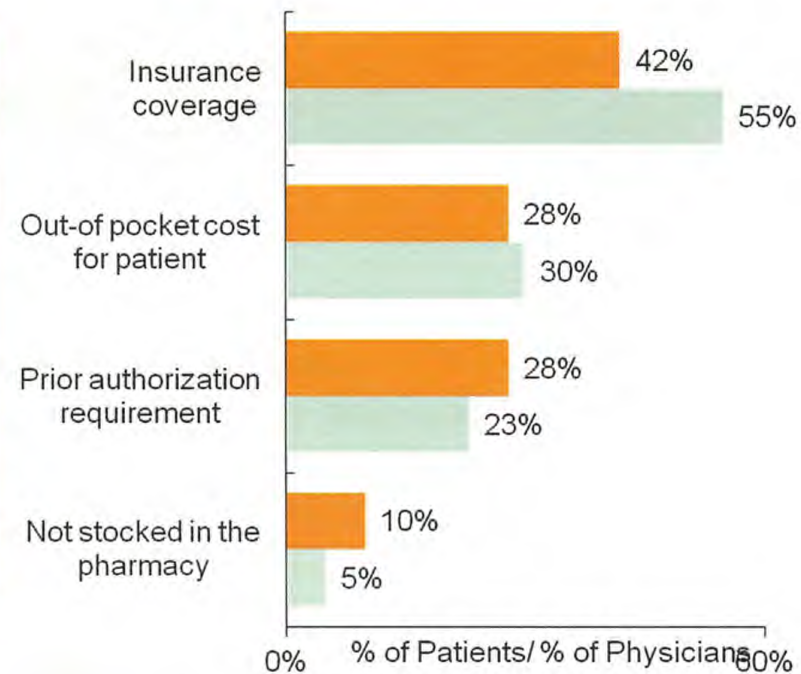
Physicians Facing Barriers – *FENTORA*

■ % of patients with a barrier
■ % of patients without a barrier



Primary Barriers - *FENTORA* Prescribing (Among patients who face issues)

■ Aided Recall ■ Unaided Recall [^]



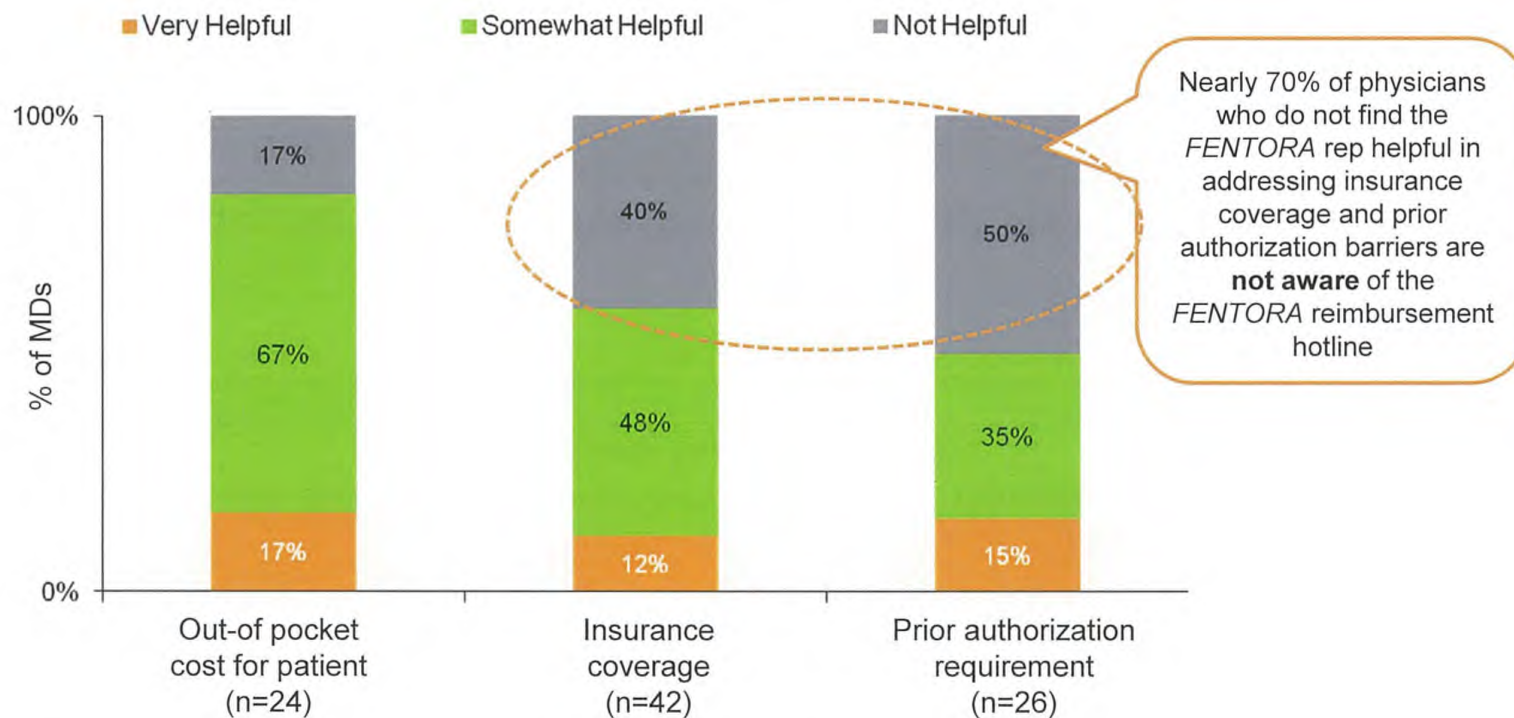
Values in brackets indicate Mar'11 values. [^]A new question on unaided recall of *FENTORA* barriers was added this wave. F5a. For what percentage of the patients that you consider prescribing each of the following products, do you experience an obstacle / issue that needs to be overcome when prescribing the product? (n=100) F5b. For the patients for whom you experience an obstacle / issue when prescribing each of the following products, how often are each of the following the primary barrier to prescribing? Please note that the values for each product should sum to at least 100%. (n = 83) F5a_1. What obstacles / issues have you experienced when you considered prescribing [PRODUCT] to your patients? Please be as specific as possible. (n = 83)

Ensure access of *FENTORA* for appropriate patients and prescribers

Opportunity to Improve our Service Level



FENTORA Reps Helping in Overcoming Barriers



Statistical testing not conducted for segments with N-size <30.

F6a. To what extent, do you think that the *FENTORA* sales representative's action helped you overcome [INSERT ANSWER TO F5b] as a prescribing barrier for *FENTORA*? Please select the most appropriate option.

2012 Strategic Imperatives



1

Maintain existing prescriber base and develop new opportunities for expansion

2

Ensure access of FENTORA for appropriate patients and prescribers

3

Maintain leadership position in a competitive selling environment

Competitor Updates



Product	Company / Status	Key Take-Away's
	<p>Lazanda was launched by Archimedes on October 28, 2011</p> <p>Lazanda Weekly TRxs are 1 ROO Market share is 0.0% vs. 0.3%</p>	<p>Target: Oncology and Pain</p> <p>Sales force size - 50 to 100</p> <p>Primary research indicates that nasal delivery expected to have <i>low</i> uptake</p>
	<p>Abstral was launched by ProStrakan on April 4, 2011</p> <p>Abstral Weekly TRxs are 13 ROO Market share is 0.6% vs. 0.5%</p>	<p>Target: Oncology (focus on Head & Neck cancer)</p> <p>Sales force size: 50</p> <p>Aided recall is lower (75%) among <i>FENTORA</i> med/high prescribers</p>
	<p>Biodelivery Sciences Transmucosal/ buccal film Launched October 2009 NO TRx's due to manufacturing issues</p>	<p>Target – Oncology</p> <p>Sales Force size - 23</p> <p>Aided recall is lower (61%) among <i>FENTORA</i> med/high prescribers</p>
	<p>INSYS THERAPEUTICS received approval January 5th, 2012 for SUBSYS</p>	<p>Sublingual spray route of administration</p> <p>Similar indication - BTCP</p>

REMS Resources to Support your Efforts with Vacancies and Prospects



2012 Resource Timeline

