

From: Nikolaus, Matthew
To: Pyfer, Andy
CC: Gaither, Amy; Morreale, Michael; Hemenway, Michael
Sent: 9/2/2008 3:21:18 PM
Subject: Fentora Q4 90 Day Plan
Attachments: Q4 2008 90 Day Plan for sept meeting v6.ppt

Andy,

It is with great pleasure that we present to you the Fentora 90 Day Plan for the fourth quarter. Through our situational analysis we uncovered that territories that are most successful with Fentora are territories that are heavily weighted in higher doses. Those territories have successfully talked to their customers about appropriate patients and appropriate titration. This led us to the title and theme of our plan, "Growth from the Inside Out". We will be focusing our efforts on our current core prescribers.

Producing this plan was a coordinated effort with the cross functional teams including: Sales, Marketing, Sales Operations, HCS and Training. Although this plan may change with your's and the TSS's input, we are confident that it will keep the Sales Force focused on driving Q4 Fentora sales.

We look forward to speaking with you tomorrow.

Fentora 90 Day Plan Team

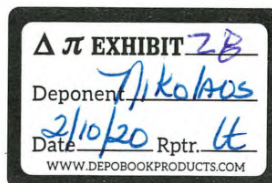
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FENTORA 90 Day Plan

“Growth from the Inside Out”

September 8-10, 2008

San Diego, CA



Situational Analysis

- Dose analysis points to “Growth from the Inside Out”
- We are meeting or not meeting our targeting objectives (waiting on data)



Change in Trx's from Q1 to Q2

	Top 10 Territories*	Bottom 10 Territories*
100 mcg	4.2%	79.7%
200 mcg	-1.9%	-7.1%
300 mcg	N/A	N/A
400mcg	-7.38%	-6.12%
600 mcg	9.9%	-13.1%
800 mcg	26.40 %	-20.9%
Total	6.2%	-4.89%

*Based on Q2 Fentora Sales Ranking



600mcg and 800mcg Comparison

600 mcg	Q4 2007	Q1 2008	Q2 2008
Top 10	707	773	850
Bottom 10	600	579	503
Difference	107	194	347
800 mcg	Q4 2007	Q1 2008	Q2 2008
Top 10	811	788	996
Bottom 10	768	636	503
Difference	43	152	493*

*The top ten territories grew on avg. \$52,000 in just 800 mcg.



Quarterly Trx's

	Q4 2007	Q1 2008	Q2 2008
Top 10 Territories	3,816	3,654	3,880
Bottom 10 Territories	3,207	2,804	2,667



How to Grow you Sales Quickly!

Value of Average Trx

Fentora Strength	\$ WAC Cost Per Trx*	Units/Trx*
100mcg	\$613	54
200mcg	\$1,065	74
300mcg	\$1,038	59
400mcg	\$1,418	68
600mcg	\$2,469	91
800mcg	\$3,576	107

* National Average

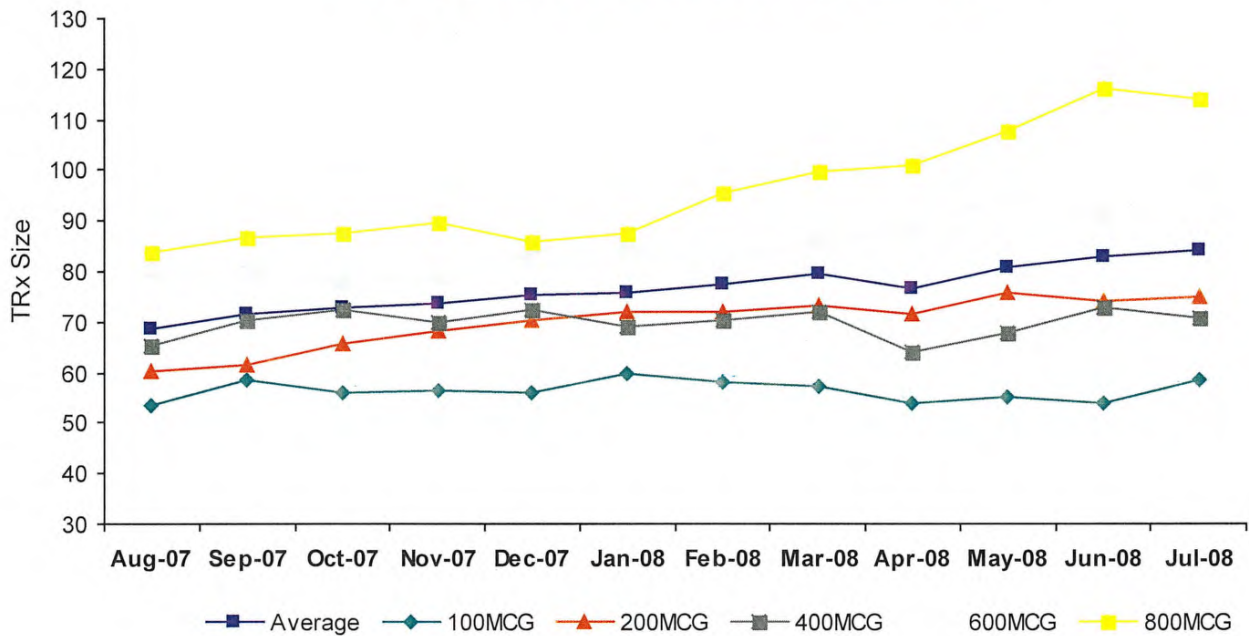
Trx's with same unit value

Fentora Strength	Dollar Cost WAC*
100 mcg	\$851
200 mcg	\$1,079
300 mcg	\$1,320
400 mcg	\$1,564
600 mcg	\$2,035
800 mcg	\$2,507

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FENTORA Monthly Average TRx Size by Strength

The average monthly TRx size for *FENTORA* for July 08 is 84 units per TRx, while the 800mcg strength has the highest average TRx size at 114 units per TRx

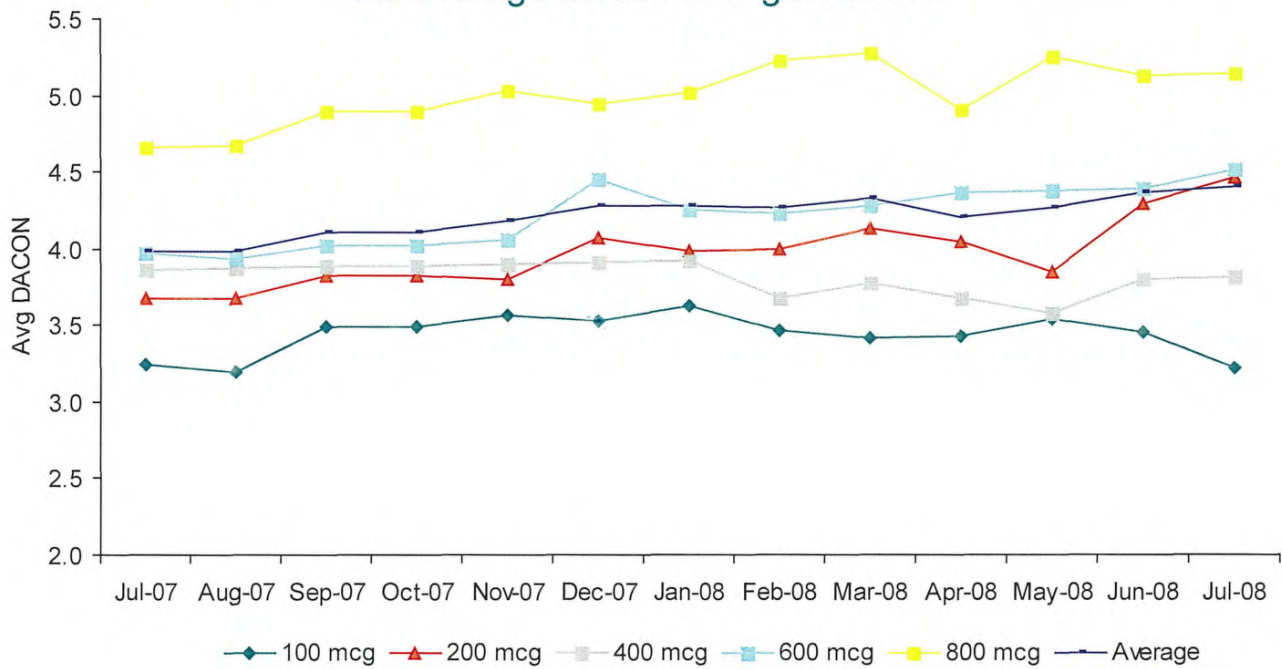


Source: IMS NPA



FENTORA Monthly Average DACON by Strength

For July 08, FENTORA's highest strengths, 600mcgs and 800mcgs, had the highest daily average consumption at 4.4 and 5.1 units, respectively, with the average across strengths at 4.4.



Source: IMS NPA

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Biggest Challenges

- Lost 40% of Fentora Sales Force
- Large territories
- No new promotional data – telling same story since launch to core prescribers
- Managed care access barriers, both real & perceived – very frustrated prescribers
- Heavily weighted Amrix bonus plan



Biggest Opportunities

- A lot of bonus dollars *still* available when exceeding goal
- Leverage strong relationships
- Leverage AMRIX as something unique
- Better utilize managed care info now available to us at both the plan and HCP level to focus efforts within most favorable areas of access
- Debit card to \$100
- Practice Manager Programs
- Additional support from CNS/InVentiv on AMRIX may alleviate some of the burden of larger territories allowing for more effort/emphasis on FENTORA promotion
- Fentora/Amrix CSPs



Fentora Bonus Plan

Weighted 20%
Target Payout - \$1,750

	Q3 % to goal	Q3 Payout
Rep A	114%	\$16,375
Rep B	120%	\$10,798
Rep C	112%	\$10,851

15% of TSS over 110%
to goal in Q1 and Q2



Fentora 90 Day Plan

What is it?

Objective

- Increase **Productivity** of Rep Identified Targets
 - Treat appropriate number of BTCP episodes
 - Effective Titration
 - Identify new starts

Components

- Targeting/Frequency
 - Who will we focus on and with what type of frequency?
- Pre-call plan
 - What is the focus of the call?
- Messaging
 - What will we say to achieve that goal?
- Tools
 - What sales aids and tools will help us get there?
- Metrics
 - How will we measure our success?



Targeting and Frequency

Who will we focus on and with what frequency?

- Focus remains on Rep Identified Targets
 - A targets = Decile 3-10; approx 1,000 prescribers
 - Oncology = Continue efforts with Oncologists previously identified
- Prioritize A targets based on favorable access & prescribing trends status
 - Core (~5 @ 4x/mo)
 - Additional targets (10-15 @ 1-3x/mo)
 - Oncology targets (3 @ 1-3x/mo)



Pre-Call Plan

What is the focus of the call?

1. How can I increase the productivity of this target?
 - New Starts
 - Units
 - Strength
2. What questions will I ask?
3. What 2 or 3 key selling points will I present?
4. What tools will I utilize?
5. What am I going to ask for?



Messages

What will we say to achieve the goal of the call?

New Starts:

1. Remind prescriber why he/she is a “believer”
 - Ask about patient success stories
 - Requires selling with passion
2. Focus managed care conversation on access “wins”
3. Focus on core selling messages
 - Onset of Action
 - Convenient Administration and flexibility in dosing
 - Generally well tolerated

Units

1. Stress importance of treating appropriate number of breakthrough episodes each day*

Strength

1. Stress importance of titration*

*BTP in cancer, opioid tolerant



Message

Safety

- Consistently deliver core safety messages with your targeted customers
- Ensure that you educate your HCP on:
 1. Appropriate patient selection – we do not promote or advocate off-label usage!
 2. Proper dosing and administration
 3. Proper storage and disposal



Communicate Core Messages

**DOE A NTUDOUICH DAIN
UNELANTHROUCU TAIN**



FENTORA matches the sudden onset of breakthrough pain (BTP) in some patients with cancer

- Onset of pain relief within 15 minutes (first time point measured)^{1,2}
- Duration of relief up to 60 minutes (last time point measured)^{1,2}

The right start, the right dose

- Use only in patients considered opioid tolerant (≥ 60 mg of oral morphine or an equianalgesic dose of another opioid daily for a week or longer)
- Initial dose is 100 mcg, titrate to effect*

Optimized rate of absorption across the buccal mucosa

- Employs unique OraVescent® Technology
- Fentanyl is readily absorbed, achieving an absolute bioavailability of 65%³

Convenient administration

- Sugar-free buccal tablet

Generally well tolerated when used in accordance with prescribing information

- Most side effects were mild to moderate

*Please see full prescribing information for additional information on dosing and titration, including initial starting doses for patients converting from Actiq to FENTORA.

Please see accompanying full prescribing information, including boxed warning.

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 **FENTORA**
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Tools

What will I use?

- Targeting Reports and HCS Reports

- Prescriber trend report
- Strength report
- Payer Prescriber Report
- Payer Share Report
- Grid Sheets



- Sales Aids

- Core Visual Aid
- Reprints



- Tools from Marketing

- Reimbursement Kit
- Vouchers
- Debit Card Pilot Program
- Practice Manager Pilot Program
- CSP's



Healthcare Systems Tools

- Practice Manager Dinner Pilot Programs
 - 14 Dinners Complete
 - 11 Dinners Scheduled
 - Avg. attendance 13 per meeting
- Reimbursement Kits Available
- Reimbursement Hotline



2008 Debit Card Program

2008 Debit Card Program	
# of Rep Ordered Kits	1725
# of Rep Ordered Cards	5175
# of Activations	118
# of Redemptions	96
Redemption Rate	2%
# of Patients with 1 use	65
# of Patients with 2 uses	25
# of Patients with 3 uses	8
Avg Redemption Amount	\$36.98

Source: YNF Data Report



2008 Voucher Program

Voucher Program	1Q'08	2Q'08	1H'08
Voucher TRx's	2539	1978	4517
Rep Ordered Vouchers	5810	5950	11760
Redemption Rate	44%	33%	38%

Source: IMS NPA/AlphaScrip June 08



Training

Physician Profile Workshop

- Pre Call **Plan**
- Asking **Great Questions** during the call
- Selecting an **Impactful Message** and the **Best Resource** to deliver the message
- Gaining a **Commitment**



How do we compare to the Fentora Clinical Trials regarding 600mcg and 800mcg?

Area	Business in 600mcg and 800mcg
Northeast – Sweeney	46.5%
Mid-Atlantic – Gaither	40.06%
Ohio Valley – Morreale	24.97%
Southeast- Robinson	46.70%
South Central – Kramin	42.38%
North Central – Hemenway	37.31%
West - Nikolaus	47.83%

Clinical Trials: 43.75% of patients were titrated to either 600mcg or 800mcg.



Keys To Success

- Pre-call planning including managed care data and prescriber report
- Appropriate strengths and units for BTCP episodes
- Continued Oncology efforts
- Belief in *FENTORA*
 - Sell with passion to remind HCPs why they're "believers"
- Courage to ask for the business & leverage relationships





FENTORA[®]  *fentanyl buccal tablet* 

End



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	7-Jul	7-Aug	7-Sep	7-Oct	7-Nov	7-Dec	8-Jan	8-Feb	8-Mar	8-Apr	8-May	8-Jun
Prescribed TRxs	6417	6942	5920	6467	5556	5706	6024	5472	5694	5897	5919	5,646
Vouchered TRxs	1501	1576	1175	963	1144	994	1009	790	740	916	559	503
1H08												
vouchers TRxs	4517											
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