

KADIAN[®]
Morphine Sulfate Extended-Release Capsules
20 mg • 30 mg • 50 mg • 60 mg • 100 mg

Advocacy Development

Brainstorming Meeting

April 25, 2006

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Today's Objectives

- Building blocks of advocacy development
- Review advocacy development efforts to date
 - Identify gaps in advocacy
 - Identify mechanisms to fill the gaps
- Create an advocacy development plan for the 2006 to 2007 time frame

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PLAINTIFFS TRIAL
EXHIBIT

P-25309_00001

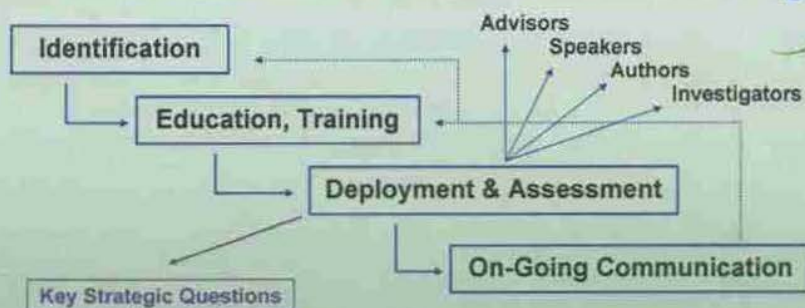
GHC Perspective on KOLs *Relationship Building*

- ... they seek a good relationship with industry
- ... they want to feel respected for their
 - clinical/scientific expertise
 - professional and/or political positions
 - time
- ... they require a sense of control over their relationship with industry
- ... they need to trust that their reputation/image is maintained

This is why we view it as a process – not a project



KOL Development



Key Strategic Questions

1. Who are our top speakers and how effectively are they delivering key educational messages? Are we optimizing the deployment of trained speakers? Who do we target for future speaker development?
2. How effectively are we broadening our base of advisors, authors, speakers and investigators? What percentage of the top influencers do we have relationships?
3. What are the KOL perspectives on the brand? On key issues? Who are the KADIAN[®] advocates versus competitive brand advocates?



Advocacy Development Experience

<u>Products</u>	<u>Indication</u>	<u>Program types</u>
Aliskiren	HTN	KOLCenter™, monthly KOL planning meetings, publications
Asmanex®	Asthma	National and regional ad boards, clinical trial and multicultural ad boards, clinical expert forums, stakeholder assessments, speaker training
Neurontin®	Neuropathic pain	Advisory boards, differentiation workshops
Lyrica®	Neuropathic pain Anxiety Epilepsy	Advisory boards, publication planning, differentiation workshops
Vildagliptin	Diabetes	KOLCenter™, monthly KOL planning meetings

KADIAN® Advocacy Development Objectives

- Short term
 - Increase awareness of KADIAN® as the flexible LA opioid
 - Differentiate KADIAN® from other LA opioids
 - Expand base of KOL relationships
- Long term
 - Leverage KADIAN® advocates to prepare the market for NT formulation

The Influencers

- Of those rated 12-302 (n=200) on the master mapping list:
 - East: 97
 - Central: 53
 - West: 49
 - Ex-US: 1
- In the top 200 influencers:
 - 18 attended an STM
 - 4 have authored a publication or poster



The Influencers Involved in the STMs

- 69 (46%) of the 150 trained speakers are perceived to have some influence based on the KOL mapping exercise
 - The 'combined rating' range for these speakers is 3 to 55
 - 18 (12%) were in the top 200
 - 25 (17%) received a combined rating of 3



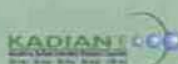
Questions

- What has been done in the past year regarding advocacy development?
- Of the top 200 influencers, how do we want to further develop our relationship?
- Of the 18 who attended live meetings, how do we continue to engage them in the next set of initiatives?
- Have you cross-referenced the KOL mapping with high prescribers?
 - 17% of the STM attendees were very low influencers. Are they high prescribers?



Initial Recommendations

- Proactively manage the KOL development process
- Actively invite key influencers to upcoming advisory boards
- Develop a communication plan of action for the impending black box warning
- Consider a speaker resource center





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2006 KADIAN Speaker Training Meeting Attendees
With KOL Mapping Results
April 25 2006

Last Name	First Name	Degree	Combined Rating	Relative Rating	Specialty	City	State	Region
Trescot	Andrea	MD	55	0.182	Anesthesiology/Pain Management	Orange Park	FL	East
Simon	Steven	MD	44	0.146	Physical Medicine & Rehabilitation	Overland Park	KS	Central
Irving	Gordon	MD	34	0.113		Seattle	WA	West
Florete	Orlando	MD	30	0.099	Anesthesiology/Pain Management	Jacksonville	FL	East
Ross	Edgar	MD	24	0.079		Chestnut Hill	MA	East
George	Dennis	MD	23	0.076	Pain Management	Jacksonville	FL	East
Barkin	Robert	PharmD	22	0.073		Deerfield	IL	Central
Bradley	Ronald	DO, PhD	20	0.066	Psychiatry/Addiction Medicine	Lansing	MI	Central
Nelson	John	MD	19	0.063	Pain Medicine	Colorado Springs	CO	West
Johnson	Benjamin	MD	16	0.053	Anesthesiology/Pain Management	Nashville	TN	Central
Baumeister	John	DO	15	0.050	Pain Management	Edmonds	WA	West
Brennan	Michael	MD	15	0.050	Psychiatry	Fairfield	CT	East
Rosenblum	Stuart	MD	15	0.050	Anesthesiology	Portland	OR	West
Friedman	Stephen	MD	14	0.046	Anesthesiology/Pain Management	Naples	FL	East
Rosenblatt	Melanie	MD	12	0.040	Anesthesiology/Pain Management	Pompano Beach	FL	East
Sacks	Gerald	MD	12	0.040	Pain Medicine	Santa Monica	CA	West
Simons	Mitchell	MD	12	0.040	Anesthesiology	Cincinnati	OH	Central
Sparks	Lisa	MD	12	0.040	Pain Management	Glendale	AZ	West
Stowe	Christopher	MD	10	0.033	Pain Management	Fall River	MA	East
Gerber	Marc	MD	9	0.030		Orlando	FL	East
Lewis	Joan	MD	9	0.030	Anesthesiology/Pain Management	Albuquerque	NM	West
Lynd	Howard	MD	9	0.030	Anesthesiology	Somerset	KY	Central
Rosenthal	Scott	DO	9	0.030	Anesthesiology/Pain Management	Maple Glen	PA	East
Soriano	Edward	DO	9	0.030	Physical Medicine & Rehabilitation	Hammontown	NJ	East

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Thimineur	Mark	MD	9	0.030	Anesthesiology/Pain Management	Meridan North	CT	East
Waghmarae	Romanth	MD	9	0.030		Tonawanda	NY	East
Battista	Ellen	MD	6	0.020	Pain Management	Buffalo	NY	East
Boles	Steven	DO	6	0.020	Family Practice	Peoria	AZ	West
Frederich	Michael	MD	6	0.020	Family Medicine	Torrance	CA	West
Frohwein	Daniel	MD	6	0.020	Anesthesiology/Pain Management	Orlando	FL	East
Griffin	Brian	MD	6	0.020		Hilliard	OH	Central
Guarino	Anthony	MD	6	0.020	Pain Management	St. Louis	MO	Central
Guernelli	John	MD	6	0.020	Pain Management	Lewiston	ME	East
Halter	Mitchell	PhD, MD	6	0.020	Anesthesiology/Neurology	Tucson	AZ	West
Kabakibou	Kamal	MD	6	0.020	Anesthesiology/Pain Management	Atlanta	GA	East
Priewe	Raymon	DO	6	0.020	Anesthesiology/Pain Management	Bradenton	FL	East
Schwartz	Michael	MD	6	0.020	Pain Management	Oklahoma City	OK	Central
Wolf	Marcia	MD	6	0.020		Ellicott City	MD	East
Wrightson	John	MD	6	0.020	Pain Management	New Castle	PA	Central
Youngblood	Frederick	MD	6	0.020	Anesthesiology	Omaha	NE	Central
Avila	Fernando	MD	5	0.017	Anesthesiology	San Antonio	TX	West
Kessler	Corby	MD	5	0.017	Pain Management	Napa	CA	West
McLaren	Mathew	MD	5	0.017		Wilmington	NC	East
Park	Yong	MD	5	0.017		Philadelphia	PA	East
Arbuck	Dmitry	MD	3	0.010	Psychiatry	Carmel	IN	Central
Bickelhaupt	Ethan	MD	3	0.010		Topeka	KS	Central
Clifton	Charles	MPAS, PA-C	3	0.010	Pain Management	Chattanooga	TN	Central
Cornelius	Donald	MD	3	0.010	Pain Management	Birmingham	AL	Central
Cranmer	Kerry	MD	3	0.010		Oklahoma City	OK	West
Drew	Kevin	MD	3	0.010	Pain Management	Niles	MI	Central
Finnegan	Robert	MD	3	0.010	Pain management	Salt Lake City	UT	West
Green-Mack	Lynnette	MD	3	0.010	Pain Management & Rehabilitation	Indianapolis	IN	Central

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Hymes	Jayson	MD	3	0.010	Anesthesiology	Beverly Hills	CA	West
Jenson	Michael	MS, PA-C	3	0.010	Pain Management	Tulsa	OK	Central
Kaufman	Andrew	MD	3	0.010	Anesthesiology/Pain Management	Newark	NJ	East
Kidwell	Walter	MD	3	0.010	Pain Medicine	Las Vegas	NV	West
Laucks	Stephen	MD	3	0.010		York	PA	Central
Lepis	Michael	MD	3	0.010	Pain Management	Manasquan	NJ	East
Lilly	JK	MD	3	0.010	Pain Management	Charleston	WV	Central
Mackey	Bruce	MD	3	0.010	Pain Management	Oklahoma City	OK	Central
Moufawad	Sami	MD	3	0.010		Pepper Pike	OH	Central
Nael	Siavash	MD	3	0.010	Psychiatry	Oklahoma City	OK	Central
Pahr	Dean	DO	3	0.010	Physical Medicine & Rehabilitation	Mentor	OH	Central
Reusswig	Peter	MD	3	0.010	Anesthesiology	Thornton	CO	West
Sanford	Silverman	MD	3	0.010		Pompano Beach	FL	East
Stewart	David	MD	3	0.010	Anesthesiology/Pain Management	Snellville	GA	East
Valenza	Joseph	MD	3	0.010		Sparta	NJ	East
Wasserman	Justin	MD	3	0.010		Bethesda	MD	East
Zgleszewski	Timothy	MD	3	0.010	Physical Medicine & Rehabilitation	Charleston	SC	East
Amayem	Ahmed	MD	0	0.000	Anesthesiology/PM	Oklahoma City	OK	Central
Anderson	Alfred	MD	0	0.000	General Practitioner	St. Louis Park	MN	Central
Arnold	Garria	MSN, CFNP	0	0.000		Mt. Pleasant	MI	Central
Beam	Earl	PA-C	0	0.000	Pain Management	Greenfield	WI	Central
Beuscher	Tara	NP	0	0.000	Pain Management	Minocqua	WI	Central
Binaso	Kimberly	PharmD	0	0.000		Florham Park	NJ	East
Biscoglia	Sarah	ARNP	0	0.000		West Des Moines	IA	Central
Bosinske	Amy	PA	0	0.000	Pain Management	Auburn	ME	East
Carpentier	Bradley	MD	0	0.000	Pain Management	Salinas	CA	West
Chang	Sung	MD	0	0.000	Anesthesiology/Pain Management	Charlotte	NC	East

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Chau	Wing	MD	0	0.000	Internal Medicine Pain Management and	Richland	WA	West
Cipta	Anne	MD	0	0.000	Anesthesiology	Loma Linda	CA	West
Cochran	Robert	MD	0	0.000	Internal Medicine	Nashville	TN	Central
Couch	John Patrick	MD	0	0.000	Anesthesiology	Mobile	AL	Central
Delaney	Dale	PA-C	0	0.000	Physicians Assistant	Henderson	NV	West
Dion	Joshua	NP	0	0.000	Pain Management	Barrington	NH	East
Elfenbaum	Marcia	MD	0	0.000	Pain Management	San Diego	CA	West
Engelmann	Kelly	NP	0	0.000	Pain Management	Flowood	MS	Central
Fink	Regina	RN, PhD	0	0.000		Denver	CO	West
Fitzsimmons	Amy	MD	0	0.000	Psychiatry Anesthesiology/Pain	Huntingdon Valley	PA	East
Frank	Brannon	MD	0	0.000	Management	Austin	TX	West
Freedman	Gordon	MD	0	0.000		New York	NY	East
Friedman	Jarrold	OS	0	0.000	Pain Management	Elkhart	IN	Central
Fukshansky	Mikhail	MD	0	0.000		Houston	TX	West
Gentry	Amy	FNP-C	0	0.000	Family Medicine	Fort Collins	CO	West
Goldman	Phillip	MD	0	0.000	Pain Management	Florence	KY	Central
Harvey	Jesse	PA-C	0	0.000	Pain Management	San Antonio	TX	West
Haynes	Eric	MD	0	0.000	Anesthesiology	New Port Richey	FL	East
Holmquist	Gregory	PharmD	0	0.000	Pain Management	Bothell	WA	West
Jacobs	Mark	RPh	0	0.000		Harrisburg	PA	East
Jakubowski	Alan	MD	0	0.000	Pain Management	Modesto	CA	West
Jessop	Darrell	MD	0	0.000		Tucson	AZ	West
Kahan	Brian	DO	0	0.000	Pain Management	Annapolis	MD	East
Keilitz	Jane	PA	0	0.000	Pain Management	High Point	NC	East
Kelly	James	MD	0	0.000	Anesthesiology	Kankakee	IL	Central
Kesten	Jeffrey	MD	0	0.000	Pain Management	Golden	CO	West
Konen	Andrew	MD	0	0.000	Anesthesiology/Pain Management	Dallas	TX	West
Kurt	Kenneth	DO	0	0.000	Pain Management	Franklin	WI	Central
Levine	Kenneth	DO	0	0.000	Addiction Medicine	Tempe	AZ	West
Lichota	Lisa	MD	0	0.000	Pain Management	Dayton	OH	Central

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Malik	Atif	MD	0	0.000	Pain Management	Riverdale	MD	East
Martin	Harlan	RPh, FASCP	0	0.000		Clark	NJ	East
McMillen	James	MD	0	0.000	Internal Medicine	Mechanicsburg	PA	Central
Meeks	Ben	FNP	0	0.000	Pain Management	Johnson City	TN	Central
Meyer	Karen	DO	0	0.000	Pain Management & Rehabilitation	Traverse City	MI	Central
Miliman	Angela	MSN, CRNP	0	0.000	Nurse Practitioner	Reisterstown	MD	East
Miller	Gary	MD	0	0.000		Orlando	FL	East
Murphy	James	MD	0	0.000		Louisville	KY	Central
Nasef	Sherif	MD	0	0.000		Lake Havasu City	AZ	West
Nicholas	Theodore	MD	0	0.000	Rheumatology	Nags Head	NC	East
Ockey	Robin	MD	0	0.000	Pain Management	Provo	UT	West
Panjabi	Ravi	MD	0	0.000	Pain Management	Castro Valley	CA	West
Rambow	Thomas	MD	0	0.000		Boise	ID	West
Rissman	Randall	MD	0	0.000	Family Practice	Woodstock	NY	East
Rivera	Michael	MD	0	0.000	Anesthesiology/Pain Management	Massillon	OH	Central
Rosen	Howard	MD	0	0.000	Pain Management	Monterey	CA	West
Salinger	David	MD	0	0.000	Pain Management	Truckee	CA	West
Sasaki	John	MD	0	0.000		Upland	CA	West
Schou	Michael	MD	0	0.000	Pain Management	Miami	FL	East
Sears	Jeffrey	DO	0	0.000	Pain Medicine	Muskegon	MI	Central
Sewielam	Ahmed	MD	0	0.000	Anesthesiology/Pain Management	Sugar Land	TX	West
Sharma	Anil	MD	0	0.000	Pain Management	Little Silver	NJ	East
Shurman	Joseph	MD	0	0.000	Pain	La Jolla	CA	West
Sing	Robert	DO	0	0.000	Family Practice	Springfield	PA	East
Smith	Marguerite	FNP	0	0.000	Family Medicine	Ashland	OR	West
Sorensen	Raymond	DO	0	0.000	Pain Management	Tulsa	OK	Central
Spagnoletti	Louis	MD	0	0.000	Pain Management	Marlton	NJ	East
Spight	David	DO	0	0.000		Ft. Wayne	IN	Central

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Sternstein	Gerson	MD	0	0.000	Psychiatry	Kensington	CT	East
Stwalley	Brian	PharmD	0	0.000		Harrisburg	PA	East
Sullivan	Daniel	DO	0	0.000		Hagerstown	MD	Central
Swinger	John	PA	0	0.000	Pain Management	Asheville	NC	East
					Anesthesiology/Pain			
Szyman	Charles	D.O.	0	0.000	Management	Manitowoc	WI	Central
Taaca	Perry	MD	0	0.000	Geriatrics	Oklahoma City	OK	West
					Anesthesiology/Pain			
Tschickhart	Michael	MD	0	0.000	Management	Corpus Christi	TX	West
Vendryes	Christopher	MD	0	0.000		Miami	FL	East
Vrablik	Robert	MD	0	0.000		Dover	NJ	East
						Huntington		
Vu	Van	MD	0	0.000		Beach	CA	West
Wheeler	Michael	DO	0	0.000		Ft. Wayne	IN	Central
Whitfield	Craig	PA-C	0	0.000	Pain Management	Edmonds	WA	West
Zondag	Tuenis	MD, MPH	0	0.000	Occupational Medicine	Casper	WY	West

KOL Mapping Project
Top 200 Based on Combined Rating

Physician Id	Full Name	Combined Rating	Relative Rating	Physician Specialty	Address 1	Address 2	City	State	Zip Code	Attended STM	Author Publications or Posters	Advocacy Development Initiatives	Region
7445260	Portenoy, Russell	302	1.000		1st Avenue At 16th Street		New York	NY	10003		Y		East
7446905	Payne, Richard	116	0.384		1275 York Avenue	Suite 52	New York	NY	10021				East
7445233	Racz, Gabor	111	0.368		3601 4th Street		Lubbock	TX	79430				West
7402929	Staats, Peter	106	0.351	Anesthesiology	160 Avenue Of The Cm		Shrewsbury	NJ	07702				East
7446948	Fishman, Scott	90	0.298		4860 Y Street	Suite 320	Sacramento	CA	95817				West
7447177	McCarberg, William	83	0.275		732 North Broadway		Escondido	CA	92025				West
7446932	Manchikanti, Laxmaiah	80	0.265		2831 Lone Oak Road		Paducah	KY	42003				Central
7447388	Waldman, Steven	80	0.265		2220 Holmes Street		Kansas City	KS	66101				Central
7446884	Miguel, Rafael	64	0.212	Anesthesiology	12902 Magnolia Drive	Suite 214	Tampa	FL	33612				East
7447526	Raj, Prithvi P.	61	0.202		4748 Matterhorn Way		Antioch	CA	94509				West
7445276	Foley, Kathleen M	59	0.195		1275 York Avenue		New York	NY	10021				East
7478637	Bogduk, Nikolai	56	0.185		International								
7405027	Rauck, Richard L.	55	0.182	Anesthesiology	145 Kimmel Park		Winston Salem	NC	27103				East
7406738	Trescott, Andrea M	55	0.182	Anesthesiology	1564 Kingsley Ave		Orange Park	FL	32073	Y			East
7403514	Jermyn, Richard Thomas	54	0.179	Preventive Medicine	42 Laurel Road East		Stratford	NJ	08084				East
7409071	Stanton-Hicks, Michael S	54	0.179	Anesthesiology	9500 Euclid Ave		Cleveland	OH	44195				Central
7405197	Aronoff, Gerald M	52	0.172	Pain Management	1900 Randolph Road		Charlotte	NC	28207				East
7448261	Fine, Perry G.	52	0.172		615 Arapsee Drive	Suite 200	Salt Lake City	UT	84108				West
7447525	Payne, Richard	51	0.169		400 West Fort Williams Street		Sylacauga	AL	35150				Central
7418319	Grabois, Martin	45	0.149	Preventive Medicine	6550 Fannin Street	Suite 142	Houston	TX	77030				West
7411543	Cicala, Roger	44	0.146	General Surgery	6325 Humphreys Blvd		Memphis	TN	38120				Central
7413257	Simon, Steven M	44	0.146	Preventive Medicine	4601 W 109th St		Overland Park	KS	66211	Y			Central
7446940	Winnie, Alon	43	0.142		School of Medicine	251 East	Chicago	IL	60611				Central
7445305	Ferrante, Michael	42	0.139				Los Angeles	CA					West
7445451	Deer, Timothy R	40	0.132		331 Laidley Street	Suite 606	Charleston	WV	25301				Central
7446977	Derby, Richard	40	0.132		901 Campus Drive	Suite 310	Daly City	CA	94015				West
7477922	Argoff, Charles	39	0.129		Department Of Neurology	300 Corn	Manhasset	NY	11030				East
7404302	Heit, Howard A.	37	0.123	Gastroenterology	8316 Arlington Blvd.		Fairfax	VA	22031				East
7402476	Nicholson, Bruce D	37	0.123	Pain Management	1240 South Cedar Cres	Suite 307	Allentown	PA	18103		Y plus APS 06		East
7401959	Gosy, Eugene J	36	0.119		100 College Parkway	Suite 220	Buffalo	NY	14221				East
7403518	Rogers, Kenneth H	36	0.119	Anesthesiology	805 Cooper Rd		Voorhees	NJ	08043				East
7446951	Carr, Daniel B.	35	0.116		750 Washington Street		Boston	MA	02111				East
7447913	Slipman, Curtis	35	0.116		3400 Spruce Street		Philadelphia	PA	19104				East

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7414936	Irving, Gordon Alistair	34	0.113	Anesthesiology	1101 Madison Street	Suite 200	Seattle	WA	98104	Y			West
7447785	Raja, Srinivasa	34	0.113		601 North Broadway	M Suite 8	Baltimore	MD	21231				East
7447580	April, Charles	33	0.109		2700 Cadiz Street		New Orleans	LA	70115				Central
7403517	Boyajian, Stephen S	33	0.109	Anesthesiology	805 Cooper Road	Suite 2	Voorhees	NJ	08043				East
7446952	Long, Donlin	33	0.109		600 North Wolfe Street	Suite 466	Baltimore	MD	21287				East
7446869	Backonja, Misha-Miroslav	32	0.106		600 Highland Avenue		Madison	WI	53792				Central
7445530	Fields, Howard L.	32	0.106		400 Parnassus Avenue		San Francisco	CA	94122				West
7448416	Gallagher, Rollin	32	0.106		Broad & Vine	MS 403	Philadelphia	PA	19102				East
7447469	Hicks, Stanton	32	0.106				Cleveland	OH					Central
7405123	Johnson, Lynn R	32	0.106	Anesthesiology	2080B West Arlington Boulevard		Greenville	NC	27834				East
7401352	Kuhar, Gordon Nicholas	31	0.103	Anesthesiology	165 Tor Court		Pittsfield	MA	01201				East
7406490	Florete, Orlando	30	0.099	Pain Management	820 Prudential Drive	Suite 111	Jacksonville	FL	32207	Y			East
7403014	Gupta, Rakesh	30	0.099	Anesthesiology	805 Cooper Road	Suite 2	Voorhees	NJ	08043				East
7445488	Saper, Joel	30	0.099		3120 Professional Drive		Ann Arbor	MI	48104				Central
7445499	Warfield, Carol	30	0.099				Boston	MA	02115				East
7402255	Kloth, David S	29	0.096	Preventive Medicine	109 Newtown Road	Suite 2	Danbury	CT	06810				East
7445400	Loeser, John	29	0.096		1959 Northeast Pacific Street		Seattle	WA	98195				West
7413629	Belgrade, Miles J	27	0.089	Clinical Pharmacist	2450 Riverside Avenue	12th Floor	Minneapolis	MN	55454				Central
7407164	Fox, Ira	27	0.089	Anesthesiology	7171 North University	Suite 200	Tamarac	FL	33321				East
7408882	Irick, Neil E	27	0.089	Preventive Medicine	9240 North Meridian St	Suite 340	Indianapolis	IN	46260				Central
7409110	McDowell, Gladstone C	27	0.089	Anesthesiology	285 East State Street	Suite 460	Columbus	OH	43215				Central
7402993	Padula, Vincent	27	0.089	Anesthesiology	525 Route 73 South	Suite 103	Marlton	NJ	08053				East
7446950	Davis, Bennet	26	0.086		3100 North Campbell	Suite 104	Tucson	AZ	85719				West
7447481	Diamond, Seymour	26	0.086		467 West Deming Place	Suite 500	Chicago	IL	60614				Central
7416857	Laub, Ronald M	26	0.086	Anesthesiology	3010 North Circle Drive	Suite 202	Colorado Springs	CO	80909				Central
7409028	Mekhail, Nagy M	26	0.086	Anesthesiology	9500 Euclid Avenue		Cleveland	OH	44195				East
7477748	Sitzman, Todd	26	0.086		4500 San Pablo Road S		Jacksonville	FL	32224				East
7418326	Burton, Allen Wade	25	0.083	Preventive Medicine	1515 Holcombe Blvd		Houston	TX	77030				West
7404675	Long, Stephen P	24	0.079	Anesthesiology	1501 Maple Avenue	Suite 301	Richmond	VA	23226				East
7410446	Neuendorf, Tracy	24	0.079	Family Practice	45 North Canfield Niles Road		Youngstown	OH	44515				East
7461802	Ross, Edgar L.	24	0.079		75 Francis Street		Boston	MA	02115	Y	Y plus APS 06		East
7411115	Browder, Joe Hughes	23	0.076	Anesthesiology	220 Fort Sanders West	Suite 308	Knoxville	TN	37922				Central
7477820	Canlas, Benard	23	0.076				Jacksonville	FL	32207				East

KOL Mapping Project
Top 200 Based on Combined Rating

Physician Id	Full Name	Combined Rating	Relative Rating	Physician Specialty	Address 1	Address 2	City	State	Zip Code	Attended STM	Author Publications or Posters	Advocacy Development Initiatives	Region
7406475	Caudill,Jeffrey	23	0.076	Pain Managimnt	820 Prudential Drive	Suite 111	Jacksonville	FL	32207				East
7461189	Fanciullo,Gilbert	23	0.076		6 Shaker Lane		Enfield	NH	03748				East
7446890	Feler,Claudio A.	23	0.076		930 Madison Avenue	Suite 600	Memphis	TN	38103				East
7403694	Frank,Evan D	23	0.076	Anesthesiology	1846 South Street		Philadelphia	PA	19143				East
7406494	George,Dennis	23	0.076	Pain Managimnt	820 Prudential Drive	Suite 111	Jacksonville	FL	32207	Y			East
7461193	Passik,Stephen	23	0.076		800 Lose Street	Suite CC11	Lexington	KY	40536				Central
7406234	Tark,Marvin D	23	0.076	Anesthesiology	677 Church St		Marrieta	GA	30060				East
7447115	Barkin,Robert	22	0.073	Pain Managimnt	1211 Blackthorn Lane		Deerfield	IL	60015	Y			Central
7461814	Falco,Frank	22	0.073		605 West Newport Pike		Wilmington	DE	19804				East
7447517	Wheeler,Warren L.	22	0.073		3732 Olentangy River Road		Columbus	OH	43214				East
7445281	Bajwa,Zahid H.	21	0.070		330 Brookline Avenue		Boston	MA	02215				East
7462082	Berde,Charles	21	0.070		300 Longwood Avenue		Boston	MA	02115				East
7476979	Burchiel,Kim	21	0.070		3181 SouthWest Sam Jackson Pa		Portland	OR	97201				West
7413876	Hess,Todd M	21	0.070	Anesthesiology	280 Smith Avenue North	Suite 600	Saint Paul	MN	55102				Central
7404142	Kaplan,Michael	21	0.070	Preventive Medicine	680 Poole Road		Westminster	MD	21157		APS 06		East
7415924	Krames,Elliot Stephan	21	0.070	Anesthesiology	2000 Van Ness Avenue	Suite 402	San Francisco	CA	94109				West
7446974	Passik,Steven D.	21	0.070		1275 York Avenue	Box 421	New York	NY	10021				East
7461736	Pasternak,Gavril W	21	0.070		1275 York Avenue		New York	NY	10021				East
7461316	Peer,Gerald	21	0.070		716 Maple Road		Williamsville	NY	14221				East
7477236	Raez,Gabor	21	0.070				Lubbock	TX					West
7418442	Alo,Kenneth	20	0.066	Anesthesiology	17270 Red Oak Drive	Suite 110	Houston	TX	77090				West
7408489	Bradley,Ronald H	20	0.066	Psychiatry	2900 Hannah Blvd		East Lansing	MI	48823	Y			Central
7411541	Brookoff,Daniel	20	0.066	Anesthesiology	1211 Union Avenue Suite		Memphis	TN	38104				Central
7403715	Cheville,Andrea L	20	0.066	Physical Medicine & Rehabilitation	3400 Spruce Street		Philadelphia	PA	19104				East
7477234	Raso,Louis	20	0.066	Anesthesiology	3370 Burns Road	Suite 200	Palm Beach Gardens	FL	33410				East
7448973	Saberski,Lloyd	20	0.066	Anesthesiology	40 Temple Street	Suite 3-C	New Haven	CT	06510				East
7406235	Taylor,Donald R	20	0.066	Anesthesiology	Management & Palliative Med +		Marietta	GA	30060				East
7461952	Wasan,Ajay	20	0.066		850 Boylston Street	Pain Management	Boston	MA	02115				East
7416613	Boylan,Thomas	19	0.063	Preventive Medicine	2121 East Harmony Road	Unit 170	Fort Collins	CO	80528				West
7447918	Hassenbusch,Samuel	19	0.063		1515 Holcombe Street	Department	Houston	TX	77030				West
7416790	Nelson,John W	19	0.063	Anesthesiology	1495 Garden Of The Gods		Colorado Springs	CO	80907	Y			West
7446887	Pyles,Stephen	19	0.063		P.O. Box 1626		Ocala	FL	34478				East
7448411	Boswell,Mark V	18	0.060		11100 Euclid Avenue		Cleveland	OH	44106				Central

KOL Mapping Project
Top 200 Based on Combined Rating

Physician Id	Full Name	Combined Rating	Relative Rating	Physician Specialty	Address 1	Address 2	City	State	Zip Code	Attended STM	Author Publications or Posters	Advocacy Development Initiatives	Region
7402999	Domskey, Richard	18	0.060	Anesthesiology	3 Cooper Plaza	Room 314	Camden	NJ	08103				East
7448762	Dupen, Stuart	18	0.060		1221 Madison Street	Suite 303	Seattle	WA	98104				West
7406943	Fishbain, David	18	0.060	Preventive Medicine	600 Alton Road		Miami Beach	FL	33139				East
7477123	Jamison, Robert	18	0.060				Boston	MA	02115				East
7477121	McKhail, Nagy	18	0.060				Cleveland	OH					Central
7416206	Richeimer, Steven H	18	0.060	Anesthesiology	1520 San Pablo Street	Suite 345	Los Angeles	CA	90033				West
7478069	Abrams, Bernard M	17	0.056		6724 Troost Avenue	Suite 400	Kansas City	MO	64131				Central
7461946	Audette, Joseph	17	0.056		101 Main Street		Medford	MA	02155				East
7445392	Bennett, Robert	17	0.056		3181 Southwest Sam Jackson Par		Portland	OR	97201				West
7408975	Covington, Edward C	17	0.056	Preventive Medicine	9500 Euclid Ave		Cleveland	OH	44195				Central
7414407	Diamond, Meryl	17	0.056	Internal Medicine	467 West Deming Place	Suite 500	Chicago	IL	60614				Central
7477812	Dreyfuss, Paul	17	0.056				Seattle	WA					West
7403673	Dworkin, Gerald E	17	0.056	Pain Management	1503 Lansdowne Avenue	Floor 12	Darby	PA	19023				East
7448897	Furman, Michael	17	0.056		908 South George Street		York	PA	17403				East
7404347	Gerwin, Robert D	17	0.056		7830 Old Georgetown	Suite C-15	Bethesda	MD	20814				East
7461723	Kamen, Leonard	17	0.056		9892 Bustleton Avenue		Philadelphia	PA	19115				East
7448565	Weinblatt, Michael	17	0.056				Boston	MA	02101				Central
7409244	Benedetti, Costantino	16	0.053	Anesthesiology	410 West 10th Avenue		Columbus	OH	43210				Central
7446899	Clark, Michael	16	0.053		600 North Wolfe Street	Osler 320	Baltimore	MD	21287				East
7408180	Davis, Fred N	16	0.053	Anesthesiology	4100 Lake Drive South	Suite 305	Grand Rapids	MI	49546				Central
7447869	Dodick, David William	16	0.053		13400 East Shea		Scottsdale	AZ	85259				West
7411708	Johnson, Benjamin W	16	0.053	Surgery	1211 22nd Avenue South		Nashville	TN	37232	Y			Central
7414512	Olson, Jon	16	0.053	Anesthesiology	21701 76th Avenue West	Suite 203	Edmonds	WA	98026				West
7461257	Wilson, Maria	16	0.053		Tampa General Hospital		Tampa	FL	33606				East
7408961	Basali, Ayman B	15	0.050	Anesthesiology	9500 Euclid Avenue		Cleveland	OH	44195				Central
7414515	Baumeister, Jon	15	0.050	Anesthesiology	7500 212th Street South	Suite 212	Edmonds	WA	98026	Y			West
7414154	Boortz-Marx, Richard L	15	0.050	Anesthesiology	1900 South Avenue		La Crosse	WI	54601				Central
7402251	Brennan, Michael L	15	0.050	Preventive Medicine	140 Sherman Street		Fairfield	CT	06824	Y			East
7447392	Bruera, Eduardo	15	0.050		1515 Holcombe Avenue	Box 008	Houston	TX	77030				West
7448356	Candido, Kenneth D	15	0.050		30 East Huron Street		Chicago	IL	60611				Central
7447417	Cheulen, Eric	15	0.050		1044 Belmont Avenue		Youngstown	OH	44504				Central
7407820	Columbus, Lynne	15	0.050	Anesthesiology	3890 Tampa Road	Suite 308	Palm Harbor	FL	34684				East

KOL Mapping Project
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Physician Id	Full Name	Combined Rating	Relative Rating	Physician Specialty	Address 1	Address 2	City	State	Zip Code	Attended STM	Author Publications or Posters	Advocacy Development Initiatives	Region
7407481	Cordner, Harold Joseph	15	0.050	Anesthesiology	13837 Us Highway 1		Sebastian	FL	32958				East
7418330	Driver, Larry C	15	0.050	Internal Medicine	1515 Holcombe Boulevard		Houston	TX	77030				West
7415563	Dunn, Joseph	15	0.050	Anesthesiology	1125 Darlene Lane	Suite 200	Eugene	OR	97401				West
7405842	Ellis, Mark A	15	0.050	Anesthesiology	650 Oglethorpe		Athens	GA	30606				East
7460982	Friedman, Robert	15	0.050		120 Madison Avenue	Suite D	Mount Holly	NJ	08060				East
7447430	Ginsberg, Brian	15	0.050		Box 3094		Durham	NC	27710				East
7408367	Grover, Theron H	15	0.050		4121 Shrestha Drive		Bay City	MI	48706				Central
7404817	Hansen, Hans C	15	0.050	Anesthesiology	1224 Commerce Street Southwest		Conover	NC	28613				East
7448859	Harden, Norman	15	0.050		1030 North Clark		Chicago	IL	60311				Central
7447531	Heit, Howard	15	0.050				Washington	DC	20091				East
7448292	Holladay, Janene	15	0.050		1620 Prince Avenue		Athens	GA	30605				East
7476995	Karasek, Michael	15	0.050		689 East 19th Avenue		Eugene	OR	97401				West
7409807	Khalouf, Fred	15	0.050	Anesthesiology	2005 Valley View Blvd		Altoona	PA	16602				East
7448544	Levy, Michael	15	0.050		7701 Burholme Avenue		Philadelphia	PA	19111				East
7445230	Loev, Marc	15	0.050		1150 Professional Court		Hagerstown	MD	21740				East
7447204	Lubenow, Timothy	15	0.050		1735 West Harrison Street		Chicago	IL	60612				Central
7413821	Monsein, Matthew	15	0.050	Emergency Medicine	800 East 28th Street		Minneapolis	MN	55407				Central
7409776	Nour, Joseph	15	0.050	Anesthesiology	911 East Brady Street		Butler	PA	16001				East
7448237	Pappagallo, Marco	15	0.050		301 East 17th Street		New York	NY	10003				East
7414014	Peppin, John	15	0.050	Internal Medicine	1235 8th Street		West Des Moines	IA	50265				Central
7415323	Rosenblum, Stuart	15	0.050	Anesthesiology	2800 N Vancouver Ave		Portland	OR	97227	Y			West
7416411	Rosenthal, Richard	15	0.050	Preventive Medicine	3585 N University Ave		Provo	UT	84604				West
7403704	Schwartzman, Robert J	15	0.050	Neurology	219 N Broad St Fl 7		Philadelphia	PA	19107				East
7461806	Stevens, Donald S	15	0.050		157 Union Street		Marlborough	MA	01752				East
7448986	Wallace, Mark R	15	0.050		34800 Bob Wilson Drive		San Diego	CA	92134				West
7448406	Wike, James	15	0.050		1811 Bellamy Oaks Drive		Knoxville	TN	37922				Central
7448133	Willis, Dean K.	15	0.050				Huntsville	AL	35801				Central
7406247	Windsor, Robert Earl	15	0.050	Preventive Medicine	2550 Windy Hill Rd Se		Marietta	GA	30067				East
7401904	Bagnall, David L	14	0.046		770 Niagara Falls Blvd		Buffalo	NY	14223				East
7448589	Baumann, Patricia L	14	0.046		1365 Clifton Road Northeast		Atlanta	GA	30322				East
7410661	Blatman, Hal	14	0.046	Preventive Medicine	10653 Techwood Circle Suite 101		Cincinnati	OH	45242				Central
7448546	Bojrab, Louis	14	0.046		3520 Green Court	Suite 100	Ann Arbor	MI	48105				Central
7448556	Calabrese, Leonard H	14	0.046		9500 Euclid Avenue		Cleveland	OH	44195				Central

KOL Mapping Project
Top 200 Based on Combined Rating

Physician Id	Full Name	Combined Rating	Relative Rating	Physician Specialty	Address 1	Address 2	City	State	Zip Code	Attended STM	Author Publications or Posters	Advocacy Development Initiatives	Region
7402085	Catania, Joseph	14	0.046	Anesthesiology	5100 West Taft Road	Suite 2-R	Liverpool	NY	13088				East
7476898	Clauw, Daniel	14	0.046		101 Simpson Avenue		Ann Arbor	MI	48109				Central
7448688	Fras, Anne Marie	14	0.046		932 Morreene Road		Durham	NC	27710				East
7407078	Friedman, Stephen L	14	0.046	Preventive Medicine	11190 Health Park Boulevard		Naples	FL	34110	Y			East
7477420	Harris, Dennis	14	0.046		809 Kempton Road		Knoxville	TN	37909				Central
7411789	Leone, William U	14	0.046	Anesthesiology	5801 Crossings Blvd		Antioch	TN	37013				East
7447533	Mckenzie-Brown, Anne	14	0.046		1364 Clifton Road Northeast		Atlanta	GA	30322				East
7446892	North, Richard	14	0.046		600 North Wolfe Street		Baltimore	MD	21287				East
7403796	Rosen, Steven M	14	0.046	Anesthesiology	261 York Rd		Jenkintown	PA	19046				East
7461467	Rowlingson, John	14	0.046		545 Ray C Hunt Drive	PO Box 80	Charlottesville	VA	22908				East
7411544	Schnapp, Moacir	14	0.046		55 Humphreys Center		Memphis	TN	38120				Central
7447494	Silberstein, Stephen	14	0.046		111 South 11th Street	Suite 813	Philadelphia	PA	19107				East
7461446	Sisson, Brad	14	0.046		3830 North Grant Street		Loveland	CO	80538				West
7409072	Stein, Richard S	14	0.046	Rheumatology	5850 Landerbrook Dr		Mayfield Heights	OH	44124				Central
7407057	Black, Matthew L	13	0.043	Anesthesiology	311 Tamiami Trail North		Naples	FL	34102				East
7408498	Chatas, John W	13	0.043	Anesthesiology	2006 Hogback Road	Suite 5	Ann Arbor	MI	48105				Central
7476900	Costello, Thomas	13	0.043	Pain Management			Longhorne	PA					East
7461715	Girardi, George E	13	0.043		2121 East Harmony Rd	Unit 170	Fort Collins	CO	80528				West
7407626	Jassir, Carlos	13	0.043	Anesthesiology	6000 Metrowest Blvd		Orlando	FL	32835				East
7478649	Lema, Mark	13	0.043		Elm Street & Carlton Street		Buffalo	NY	14263				East
7414389	Stanos, Steven P	13	0.043	Preventive Medicine	1030 N Clark St		Chicago	IL	60610				Central
7414516	Tyson, Geoffrey	13	0.043	Anesthesiology	21701 76th Ave W Ste 203		Edmonds	WA	98026				West
7418157	Will, Kelly R	13	0.043	Anesthesiology	8220 Walnut Hill Ln		Dallas	TX	75231				West
7446976	Yin, Way	13	0.043		2075 Barkley Road		Bellingham	WA	98226				West
7414780	Du Pen, Stuart	12	0.040	Anesthesiology	2601 Cherry Avenue		Bremerton	WA	98310				West
7448885	Levin, Michael	12	0.040		2825 J Street	Suite 245	Sacramento	CA	95816				West
7448482	Merrill, Douglas G	12	0.040		1100 Ninth Avenue		Seattle	WA	98101				West
7417587	Paige, Robert W	12	0.040	Anesthesiology	7120 140 West		Amarillo	TX	79106				West
7417363	Porter, John	12	0.040		1301 East McDowell Rd	Suite 100	Phoenix	AZ	85006				West
7418212	Reed, Kenneth Lyle	12	0.040	Anesthesiology	8220 Walnut Hill Lane	Suite 202	Dallas	TX	75231				West
7407341	Rosenblatt, Melanie Hope	12	0.040	Anesthesiology	1 West Sample Road		Pompano Beach	FL	33064	Y			East
7461864	Sacks, Gerald L	12	0.040		4065 County Circle Dr		Santa Monica	CA	92503	Y			West
7410662	Simons, Mitchell	12	0.040	Orthopedic Sports	14243 Hunt Rd		Cincinnati	OH	45242	Y			Central

KOL Mapping Project
Top 200 Based on Combined Rating

Physician Id	Full Name	Combined Rating	Relative Rating	Physician Specialty	Address 1	Address 2	City	State	Zip Code	Attended STM	Author Publications or Posters	Advocacy Development Initiatives	Region
7417330	Siwek, Steven	12	0.040		19636 N 27th Ave		Phoenix	AZ	85027				West
7415694	Snook, Lee T	12	0.040	Anesthesiology	2288 Auburn Blvd		Sacramento	CA	95821				West
7417364	Sparks, Lisa	12	0.040	Preventive Medicine	11047 North 19th Avenue		Phoenix	AZ	85029	Y			West

Managing the Advocacy Development Process

- Regularly scheduled planning meetings
 - Multidisciplinary group: brand, medical affairs (home office and MSLs), PR, etc.
 - Develop the KOL plan
 - Review progress against plans
 - Address gaps
 - Encourages pre-Congress planning (eg, APS)
 - MSLs facilitate one-on-one meetings
 - Forum to discuss potential invitees to ad boards
 - Assign team members to the top 20 (5 per home office team member) KOLs identified in the planning process



Managing the Advocacy Development Process: KOLCenter™

- A Web-based resource for the strategic development of KOLs and influential health care professionals
 - Advisor relationships
 - Speaker development
 - Author diversification
 - Investigator expansion
- Captures key points of contact (“touches”) made by the brand team and the MSLs
 - Outcomes of MSL are updated and reside in the KOLCenter™



Managing the Advocacy Development Process: KOLCenter™ (cont)

Genesis Pharmaceuticals Resource Center

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KOLCenter™ : Opinion Leaders

Products: All | Country: All | Specialty: All | Tier: All | OL Type: All | Search

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Name	Institution	City	State	Country
Abbas, Suzanne MD		Montabaur		Germany
Abrams, A.				Netherlands
Adcox, Thomas				Australia
Acosta, Ram Kumar	Eastside Comprehensive			United States
Adcock, Richard MD	Weiss Institute for Health A			United States
Adelson, Victor MD	Arkansas Epilepsy Program			United States
Aden, M. A.				Netherlands
Adolph, Kenneth MacIntyre	Royal Devon and Exeter H			England
Ahern, Jeta MD	Hospital de Santo Antonio			Portugal
Ahinkara, Afonso	Hospital Dr. Gagar			Spain
Akers, Jan 2005, FRCG	Walton Centre for Neurolog			England
Albanese, Roman	Malvik Medical Center			Canada
Albino, Charles MD	Hôpital du Sacre-Coeur			Lebanon
Alex, Modeste				Spain
Algar, Marco MD	Instituto S. Raffaele			Italy
Alkire, K.L.	UCLA			United States
Alonso, Jonathan MD	Neurologic Consultants, P			United States

Advanced Search

Research Interests: All | Editorial Boards: All | Speaker Topics: All | Position on Key Issues: All | Societies/Associations: All | Submit

Advisory Boards

- **National**
 - KADIAN®
 - NT
- **Regional**
 - 9 to 10 meetings
- **Specialists**
 - One per region
 - NP/PAs



KADIAN® National Advisory Board

- Establish the members of the National Ad Board as an ongoing working group
- Partner with your key advocates for future strategy and planning
 - Consider a mix from the top 200
 - Existing advisors
 - Top tier
 - Up and comers
 - PCP/IMs
- Meet regularly (1 to 2x year)
- Purpose
 - Discuss KADIAN® differentiation strategy
 - Review marketing messages
 - Assess educational programs



NT Formulation National Advisory Board

- Establish the members of the NT National Ad Board as an ongoing working group
- Partner with your key advocates for future strategy and planning
 - Consider a mix from the top 200 (different from the KADIAN® National Ad Board) and those with a specialty in the area of opioid formulations
 - Top tier OLs
 - Key investigators
 - Opportunity to engage Russell Portenoy, Richard Payne and Peter Staats
- Meet regularly (1 to 2x year)
- Purpose
 - Discuss differentiation strategy (NT possibly 2nd to market)
 - Review positioning strategy
 - Comment on clinical development plan
 - Establish practical clinical applications and educational considerations of a new formulation



Regional Advisory Boards

- Consider a mix of known KADIAN® advocates with high prescribers of OxyContin®
- Faculty might include National Ad Board participants and top speakers identified at STMs
- Utilize MSLs for recruitment of attendees
- Conduct 3 per region
- Train faculty to moderate interactive sessions
- Key topics may include:
 - KADIAN® points of differentiation (flexibility and multiple dosing strengths)
 - General opioid conversion hurdles, strategies
 - Objections to using KADIAN®
 - Extensive formulary coverage



Specialist Advisory Boards

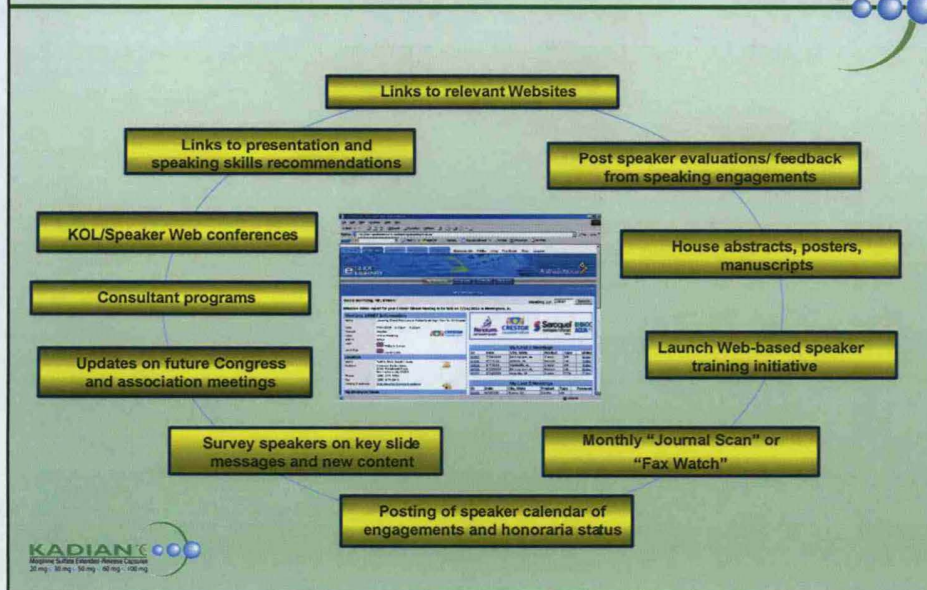
- Targeted for NP/PA audience to obtain their unique perspective on managing chronic pain patients
- Known KADIAN® advocate to chair (physician)
 - Consider STM attendees as potential faculty
 - Utilize field/MSLs for attendee recommendations
 - Cull NPs/PAs from ACT attendees
- Utilize MSLs for clinical presentations
- Conduct 1 per region
- Feedback on key topics
 - General opioid conversion hurdles, strategies
 - KADIAN® points of differentiation (flexibility and multiple dosing strengths)
 - Enhancing patient/physician dialogues around long-term pain management, dealing with difficult patients
 - Assess educational programs/tools



- KADIAN**[®]
Morphine Sulfate Extended-Release Capsules
20 mg • 30 mg • 50 mg • 60 mg • 100 mg

- KADIAN**
Morphine Sulfate Extended-Release Capsules
20 mg • 30 mg • 40 mg • 60 mg • 100 mg

Staying Connected to KOLs via Constant Contact Expanding the ACT Communication Network



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Good morning, Dr. William: Meeting ID: Search

Attendee status report for your Crestor Lunch & Learn to be held on 6/25/2004 in Atlanta, GA

Meeting 10681 Information

Name: New Treatment Guidelines for Managing Hypertension in African-Americans: Consultant Workshops
Date: 6/25/2004 6:30pm - 9:10pm
Product: Crestor
Type: Lunch & Learn
Status: Active
Host: William Simon
Host Territory#: R41A
Lead Rep: Ken Davis
Lead Rep Territory#: R41A2B
Operations Director: Jim Mason

Location

Name: 103 West Restaurant
Address: 103 West Paces Ferry Road Northwest

My Next 6 Meetings

ID	Date	City, State	Product	Type	Slides
10681	6/25/2004	Atlanta, GA	Crestor	LBL	Slides
10287	7/24/2004	Birmingham, AL	Crestor	DM	Slides
10621	8/2/2004	Atlanta, GA	Nexium	DM	Slides
10524	8/7/2004	Huntsville, AL	Crestor	DM	Slides
10736	8/20/2004	Birmingham, AL	Nexium	LBL	Slides
11252	8/26/2004	Augusta, GA	Crestor	RTBL	Slides

Nexium (esomeprazole)
CRESTOR (rosuvastatin calcium)
Seroquel (quetiapine fumarate)
RHINO AQUA

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Meeting #	Location	Date	Meeting Type	Product	Honoraria	Date Paid	Check #
Meeting # 10245	Atlanta, GA	May 22, 2004	Dinner Meeting	Nezum	\$1500	May 31, 2004	12572
Meeting # 10026	Columbus, GA	May 12, 2004	Lunch & Learn	Crestor	\$1500	May 22, 2004	12567
Meeting # 9841	Atlanta, GA	April 29, 2004	Round Table	Crestor	\$1500	May 7, 2004	12555

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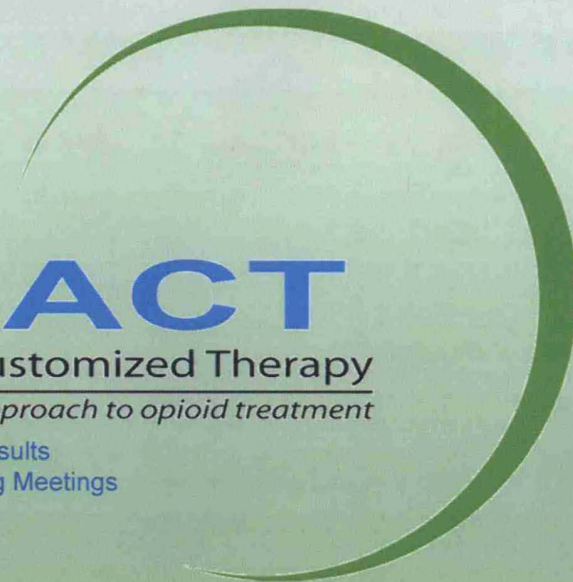
My Meetings Finances Calendar Reports

My personal calendar [How to Use this page](#)

Calendar

Month: June Year: 2004

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25 Program# 10681 Atlanta, GA Crestor Lunch & Learn	26
27	28	29	30			



ACT

Advancing Customized Therapy
An individualized approach to opioid treatment

Survey Results
Speaker Training Meetings

KADIAN
Morphine Sulfate Extended Release Capsules
20 mg - 30 mg - 40 mg - 60 mg - 100 mg

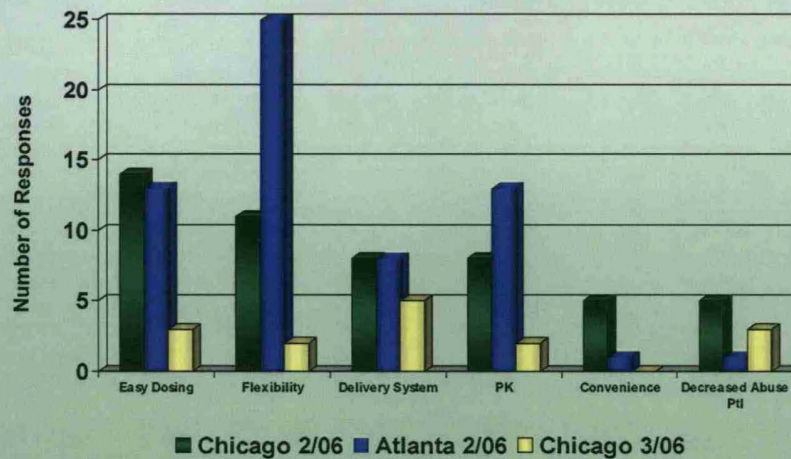
Survey Results

- Of the 150 attendees,
 - 105 (70%) responded to the survey
 - 110 (73%) would be interested in an “information-sharing program”* and would prefer receiving data as follows:
 - 80 via email (88 provided email addresses)
 - 21 via fax
 - 23 via the mail

KADIAN
Morphine Sulfate Extended Release Capsules
20 mg - 30 mg - 40 mg - 60 mg - 100 mg

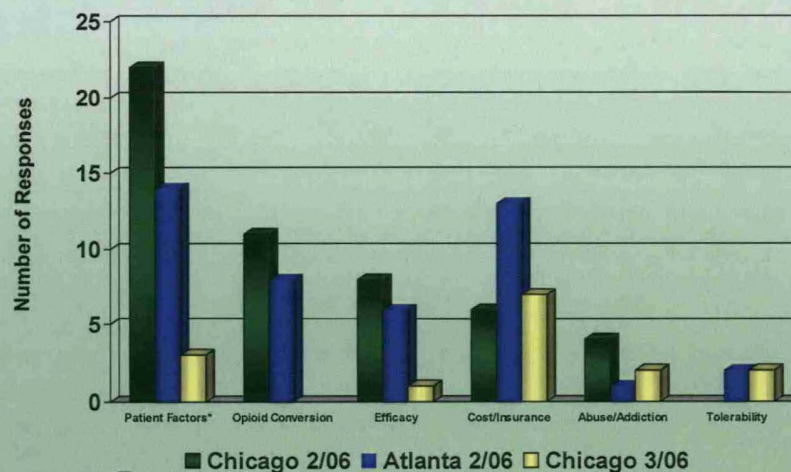
*Some provided more than one means of communication.

Differentiating Attributes of KADIAN®



KADIAN®
Buprenorphine Transdermal Release Capsules
20 mg • 30 mg • 50 mg • 60 mg • 100 mg

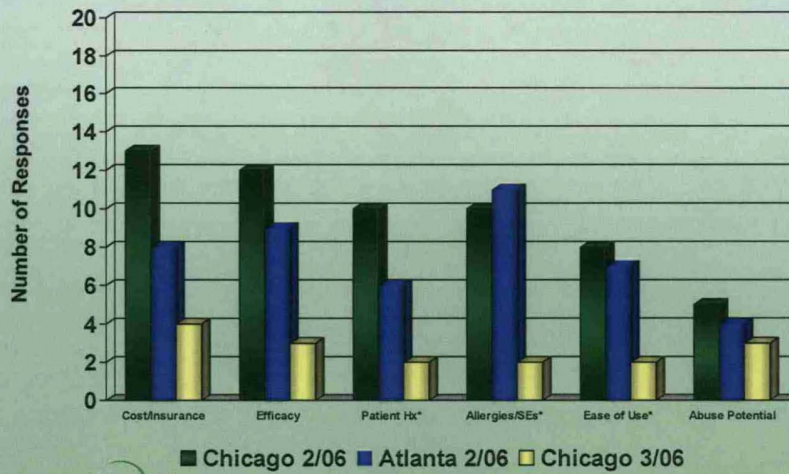
Top Hurdles to Switching Opioid Agents



KADIAN®
Buprenorphine Transdermal Release Capsules
20 mg • 30 mg • 50 mg • 60 mg • 100 mg

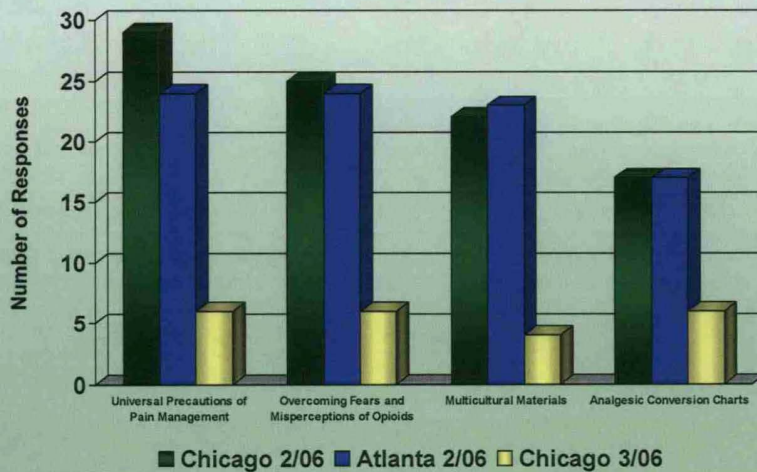
*Patient factors = preference/perception/acceptance/compliance.

Top Considerations in Selecting the Next Opioid Agent



*Patients Hx, allergies/SEs, and ease of use all received n=2 comments.

Top Educational Resources Needed in the Office

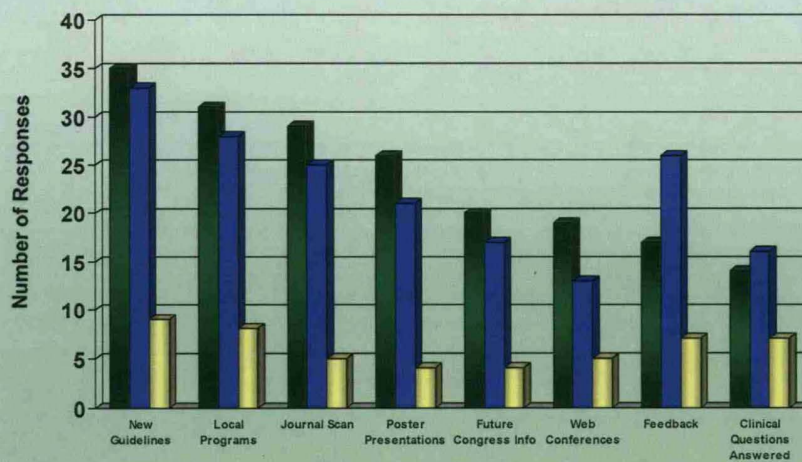


Top Rankings for Advancing Knowledge

- Attendees were asked to rank various modes of information sharing based on their usefulness for advancing their knowledge and skills in the management of pain
- Scale: **1** = not useful; **5** = very useful
- Answers (in order of importance)
 - Peer consults = **4.1**
 - National speaker at a local dinner program = **3.9**
 - Local/regional institution practices/guidelines = **3.3**
 - Medical journals = **3.3**
 - Compilation of guidelines/consensus statements for pain management = **3.1**



Information/Updates of Relevance to the Attendees



■ Chicago 2/06 ■ Atlanta 2/06 ■ Chicago 3/06

Alignment of Survey Results With Marketing Plan

- Results yielded several attributes for differentiation of KADIAN®
 - Key 2006 strategy (flexibility and dosing strengths) is supported by these initial results
 - Ease of dosing/administration was echoed back as a favorable attribute by respondents
 - Results suggest expanded highlighting of the unique delivery system and associated benefits
- Creation of conversion wall charts, conversion tool, and multicultural materials are supported by survey findings
- Attendees are interested in hearing from Alpharma

