
From: Killion, Mark
To: Jennifer Altier
Sent: 7/10/2012 12:18:26 PM
Subject: fourth e-mail
Attachments: Objection Handling Messaging 071311.pptx; October 2011 Kadian Promotional Training Slides.pptx

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Christopher Hepp
EXHIBIT
015
Tuesday, February 11, 2020
Juliana Zajicek, CSR

CONFIDENTIAL - SUBJECT TO PROTECTIVE ORDER

PLAINTIFF TRIAL
EXHIBIT
P-02983_00001

ALLERGAN_MDL_00026826

P-02983_00001



New Patient Start Messaging



1

Initial Question



- How does KADIAN[®] fit in to your prescribing habits?
 - If 1st line: Thank the HCP for their business and remind them of the key features and benefits of KADIAN[®]
 - If not 1st line: Why don't you use KADIAN[®] first line?
 - » Side effects
 - » Efficacy
 - » Older product



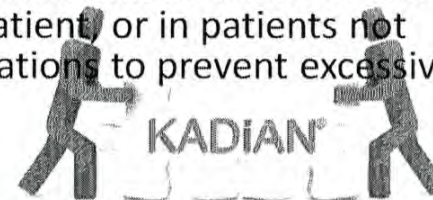
Side Effects



What side effects do you see with KADIAN®?

Management of Excessive Drowsiness

- Most patients receiving KADIAN® will experience initial drowsiness. This usually disappears within 3-5 days and is not a cause of concern unless it is excessive, or accompanied by unsteadiness or confusion. Dizziness and unsteadiness may be associated with postural hypotension, particularly in elderly or debilitated patients, and has been associated with syncope and falls in non-tolerant patients started on opioids.
- Excessive or persistent sedation should be investigated. Factors to be considered should include: concurrent sedative medications, the presence of hepatic or renal insufficiency, hypoxia or hypercapnia due to exacerbated respiratory failure, intolerance to the dose used (especially in older patients), disease severity and the patient's general condition.
- The dosage should be adjusted according to individual needs, but additional care should be used in the selection of initial doses for the elderly patient, the cachectic or gravely ill patient, or in patients not already familiar with opioid analgesic medications to prevent excessive sedation at the onset of treatment.



3

Side Effects (con't)



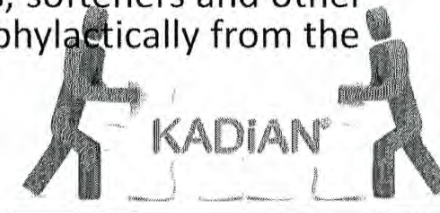
What side effects do you see with KADIAN®?

Management of Nausea and Vomiting

- Nausea and vomiting are common after single doses of KADIAN® or as an early undesirable effect of chronic opioid therapy. The prescription of a suitable antiemetic should be considered, with the awareness that sedation may result (see Drug Interactions). The frequency of nausea and vomiting usually decreases within a week or so but may persist due to opioid-induced gastric stasis. Metoclopramide is often useful in such patients.

Management of Constipation

- Virtually all patients suffer from constipation while taking opioids, such as KADIAN®, on a chronic basis. Some patients, particularly elderly, debilitated or bedridden patients may become impacted. Tolerance does not usually develop for the constipating effects of opioids. Patients must be cautioned accordingly and laxatives, softeners and other appropriate treatments should be used prophylactically from the beginning of opioid therapy.



Efficacy

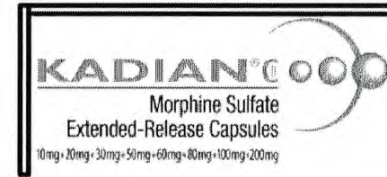


- KADIAN[®] contains morphine as its active ingredient and has a long history of safety and efficacy when used as indicated
- KADIAN[®] has a well known side effect profile
- KADIAN[®] provides steady blood levels of morphine sulfate with few peaks and valleys
- KADIAN[®] is available in 8 different strengths and can be titrated in 10mg increments. The availability of these 8 doses provides flexibility in dose selection



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Efficacy (con't)

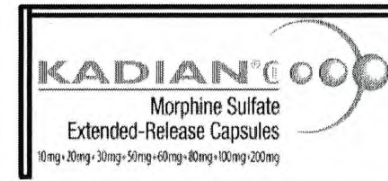


- KADIAN[®] provides convenience and flexibility with once or twice a day dosing.
- KADIAN[®] doses can be titrated up every other day.
- KADIAN[®] does not have a ceiling or recommended maximal dose, especially in patients with chronic pain of malignancy. In such cases the total dose of KADIAN should be advanced until the desired therapeutic endpoint is reached or clinically-significant opioid-related adverse reactions intervene.
- KADIAN[®] has no significant food effect and can be administered without regard to meals for dosing convenience.
- KADIAN[®] is available as an extended release capsule, but it has 3 modes of administration



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Older Product



- Actavis is proud of KADIAN[®]'s 15 year history:
 - KADIAN[®] contains morphine as its active ingredient and has a long history of safety and efficacy when used as indicated
 - KADIAN[®] has a well known side effect profile
 - KADIAN[®] is widely stocked in pharmacies nationwide
 - Continue with other features and benefits of KADIAN[®]



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Question #2



- What LAO do you use 1st line?
 - Generic Morphine Sulfate
 - Avinza[®]
 - Other branded LAOs
- Do not make comparative product claims
 - Do not say or imply that KADIAN[®] is safer or more effective than another drug
 - This has not been demonstrated by substantial evidence or clinical experience



8

Generic Morphine Sulfate



- What has been your experience with KADIAN[®] and morphine sulfate with your patients?
- Is there a reason you prefer one product for your patients?
- Is BID dosing important for you and your patients?
- Are steady plasma levels important to your patients? If so, why is that important to you?
- Have you converted patients from morphine sulfate to KADIAN[®]?
- How much do you consider the patient's out of pocket cost? Does this impact your prescribing decision?

Tactics

- PK charts in Detail Aids
- Mini-conversion guide
- Form Trak
- Co-Pay Cards



Avinza®



- Is there a reason you prefer one product for your patients?
- What dose do you prefer to start your new patients on? Is having a 10mg and 20mg option important for you and your patients?
- Is having a co-pay card program an important benefit to you and your patients?
- Have you converted patients from Avinza® to KADIAN®?

Tactics

- Dosing Guide
- Co-Pay Cards
- Conversion guide
- Form Trak



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Other Branded Products



- Is there a reason you prefer one product for your patients?
- Does having a product with a long history of safety and efficacy important for you?
- Is top tier formulary coverage an important factor for you when prescribing an LAO?

Tactics

- Detail Aid
- Co-Pay Cards
- Form Trak



KADIAN® Boxed Warning

- KADIAN® is associated with a number of serious risks, many of which are potentially fatal
- The PI includes the following boxed warning concerning potentially fatal overdosing if KADIAN® capsules are chewed, crushed, or dissolved, and other serious risks.

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[®] Bolded Warnings

- **KADIAN[®] Capsules are to be swallowed whole and are not to be chewed, crushed, or dissolved. Taking chewed, crushed, or dissolved KADIAN[®] Capsules leads to rapid release and absorption of a potentially fatal dose of morphine.**
- **KADIAN[®] 100 mg and 200 mg Capsules ARE FOR USE IN OPIOID-TOLERANT PATIENTS ONLY. This capsule strength may cause fatal respiratory depression when ingested or administered to patients who are not previously exposed to opioids.**
- **Care should be taken in the prescribing of this capsule strength. Patients should be instructed against use by individuals other than the patient for whom it was prescribed, as such inappropriate use may have severe medical consequences, including death.**

KADIAN[®] Indications and Usage

- 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 intended for use as a prn analgesic**
- KADIAN[®] is not indicated for pain in the immediate postoperative period (the first 12-24 hours following surgery), or if the pain is mild or not expected to persist for an extended period of time. KADIAN[®] is only indicated for postoperative use if the patient is already receiving the drug prior to surgery or if the postoperative pain is expected to be moderate to severe and persist for an extended period of time. Physicians should individualize treatment, moving from parenteral to oral analgesics as appropriate. (See American Pain Society guidelines.)

KADIAN[®] Contraindications

- KADIAN[®] is contraindicated in patients with a known hypersensitivity to morphine, morphine salts or any of the capsule components, or in any situation where opioids are contraindicated. This includes in patients with respiratory depression (in the absence of resuscitative equipment or in unmonitored settings), and in patients with acute or severe bronchial asthma or hypercarbia.
- KADIAN[®] is contraindicated in any patient who has or is suspected of having paralytic ileus.

Important

- Do communicate the full product indication
 - Failing to do so implies that KADIAN is indicated for use in a broader range of conditions or patients than has been demonstrated
- Do discuss safety considerations with prescribers during each call
 - KADIAN[®] is associated with a number of serious risks, many of which are potentially fatal

Important

- Do discuss KADIAN[®] product features described in the PI, including:
 - KADIAN[®] contains morphine as its active ingredient and has a long history of safety and efficacy when used as indicated
 - KADIAN[®] has a well known side effect profile
 - KADIAN[®] provides steady blood levels of morphine sulfate with few peaks and valleys
 - KADIAN[®] is available in 8 different strengths and can be titrated in 10mg increments. The availability of these 8 doses provides flexibility in dose selection.

Important

- Do discuss KADIAN[®] product features described in the PI, including:
 - KADIAN[®] provides convenience and flexibility with once or twice a day dosing.
 - KADIAN[®] doses can be titrated up every other day.
 - KADIAN[®] does not have a ceiling or recommended maximal dose, especially in patients with chronic pain of malignancy. In such cases the total dose of KADIAN should be advanced until the desired therapeutic endpoint is reached or clinically-significant opioid-related adverse reactions intervene.
 - KADIAN[®] has no significant food effect and can be administered without regard to meals for dosing convenience.
 - KADIAN[®] is available as an extended release capsule, but it has 3 modes of administration

Important

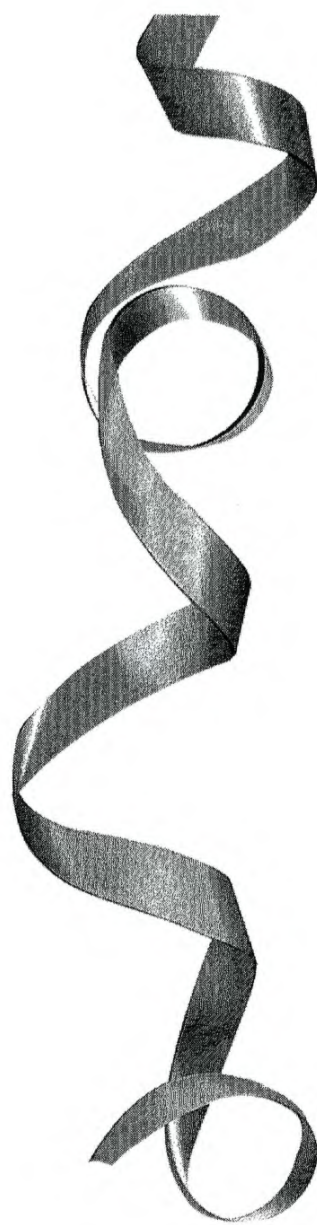
- Do discuss marketing and patient support programs
 - Co-pay Assistance Program
 - Patient Assistance Program

Important

- Do not make comparative product claims
 - Do not say or imply that KADIAN[®] is safer or more effective than another drug
 - This has not been demonstrated by substantial evidence or clinical experience

Important

- Do not compare information from other LAO PI's to the KADIAN[®] PI
- Do not engage in a discussion of any product other than KADIAN[®]



KADIAN[®]

Marketing Overview

Sales Representative Training

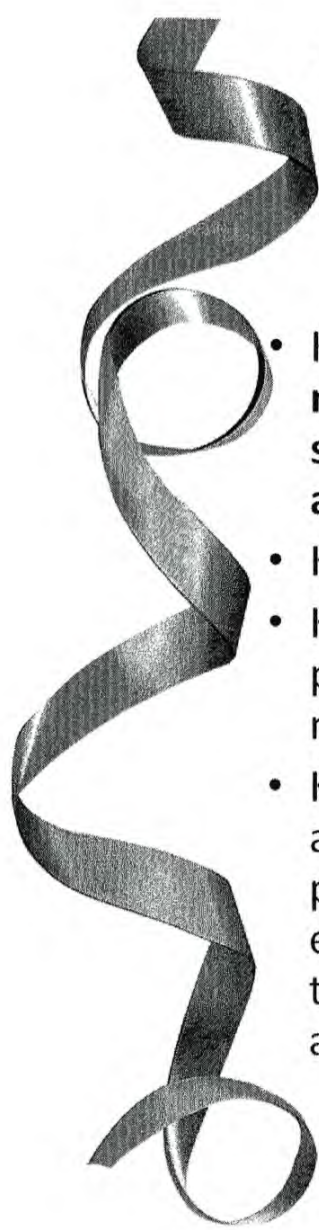
October, 2011



Agenda



- Key Promotional Messages
- Tactics
- New Patient Start Messaging



Indications – What are the approved uses for KADIAN®

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

- **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 intended for use as a prn analgesic.
- KADIAN® is not indicated for pain in the immediate post-operative period (the first 12-24 hours following surgery), or if the pain is mild or not expected to persist for an extended period of time.
- KADIAN® is only indicated for post-operative use if the patient is already receiving the drug prior to surgery or if the post-operative pain is expected to be moderate to severe and persist for an extended period of time. Physicians should individualize treatment, moving from parenteral to oral analgesics as appropriate. (See American Pain Society guidelines.)



Boxed Warning/ Important Safety Information




- When speaking to Healthcare Professionals about KADIAN®, it is important to remind them of the box warning and the Important Safety Information, which can be found on the first spread of each of the promotional tactics (Detail Aid, Dosing Guide and Conversion Guide)
- KADIAN® contains morphine sulfate, an opioid agonist and a Schedule II controlled substance

Key Product Attributes



- 8 Dosing Strengths – Flexibility in Dosing Strengths
- Polymer-coated pellet technology
- BID/QD Dosing Frequency Flexibility



8 Dosing Strengths/ Flexibility in Dosing Strengths



- KADIAN[®] capsules are supplied in 8 strengths: 10mg, 20mg, 30mg, 50mg, 60mg, 80mg, 100mg, and 200mg strengths – the most of any extended-release morphine
- The 8 strengths can be titrated in 10mg increments. The availability of these 8 doses provides flexibility in dose selection.
 - **KADIAN[®] 100mg and 200mg 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[®] doses can be titrated up every other day

Polymer-Coated Pellet Technology



- KADIAN[®] utilizes polymer-coated pellet technology for reliable morphine delivery
- The distinctive pellet composition releases morphine steadily into the bloodstream for up to 24 hours
 - **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.**

BID/QD Dosing Frequency Flexibility



- KADIAN[®] provides convenience and flexibility with once or twice a day dosing
 - KADIAN[®] Capsules are **NOT** for use as a prn analgesic



New Tactics

Product Attributes

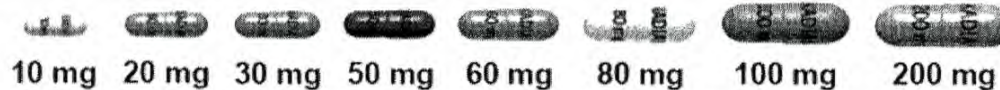


- All 3 core pieces (Detail Aid, Dosing Guide and Conversion Guide) provide the same information to highlight the product attributes, as seen on the following slides
- All core pieces included PI, boxed warning and Important Safety Information

Dosing Strengths and Flexibility

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

Dosing flexibility with KADIAN[®]



Capsules are not shown at actual size.

- 8 dosing strengths—the most of any extended-release morphine^{3,6}
- Flexibility to dose q12h or q24h³
- Allows for titration in increments of 10 mg, with a low dose of 10 mg¹
 - In accordance with American Pain Society guidelines about low initial dosing²

As a capsule



Capsule is not shown at actual size.

Capsule can be swallowed whole.

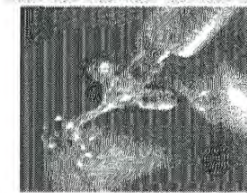
Sprinkle dosing



Capsule is not shown at actual size.

*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 gastrostomy tube.***

*Apple sauce should be room temperature and used immediately.
**The administration of KADIAN[®] pellets through a nasogastric tube should not be attempted.

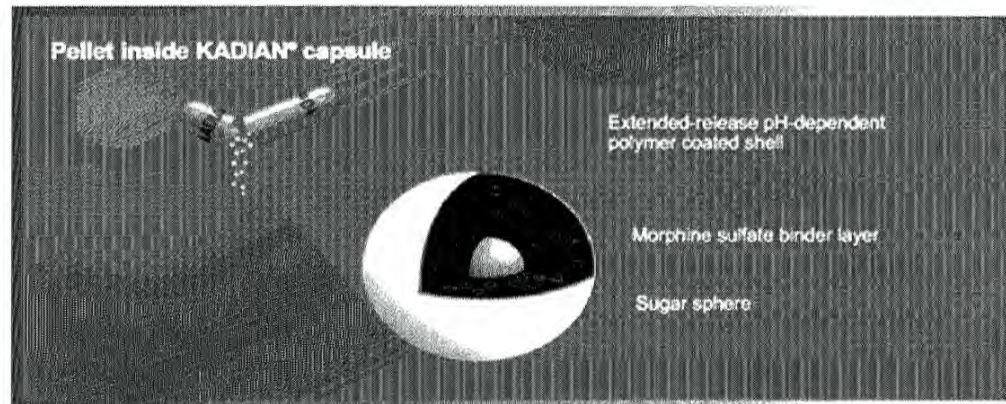
Safety considerations:
KADIAN[®] capsules are to be swallowed whole or the contents of the capsules sprinkled on apple sauce. The pellets in the capsules are not to be chewed, crushed, or dissolved due to the risk of rapid release and absorption of a potentially fatal dose of morphine.

Polymer-Coated Pellet Technology



Reliable morphine delivery

KADIAN® utilizes polymer-coated pellet technology



Pellet and capsule are not shown at actual size

- Distinctive pellet composition releases morphine steadily into the bloodstream for up to 24 hours³

Absorption

Following the administration of oral morphine solution, approximately 60% of the morphine absorbed reaches the systemic circulation within 30 minutes. However, following the administration of an equal amount of KADIAN® to healthy volunteers, this occurs, on average, after 8 hours. As with most forms of oral morphine, because of pre-systemic elimination, only about 20 to 40% of the administered dose reaches the systemic circulation.

Food Effects: While concurrent administration of food slows the rate of absorption of KADIAN®, the extent of absorption is not affected and KADIAN® can be administered without regard to meals.

Detail Aid



- 8 Page booklet designed to provide healthcare professionals with an overview of the KADIAN[®] product attributes
- Includes information on:
 - Boxed Warning/Important Safety Information
 - World Health Organization (WHO) guidelines for pain management
 - Indications and Usage
 - Polymer-coated pellet technology
 - Pharmacokinetic data
 - Dosing flexibility
- This tactic allows you to provide healthcare professionals with important information about the key product attributes of KADIAN[®]

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Dosing Guide



- 12 page pocket guide with a more detailed focus on dosing issues, including:
 - Initiating Therapy with KADIAN[®] Capsules
 - Individualization of Dosage
 - Initiating in Patients without Proven Opioid Tolerance
 - Considerations in the Adjustment of Dosing Regimens
 - Alternative Methods of Administration
- This tactic provides additional details on how healthcare professionals can take advantage of the dosing flexibility of KADIAN[®] to better meet the needs of their patients in pain

Conversion Guide

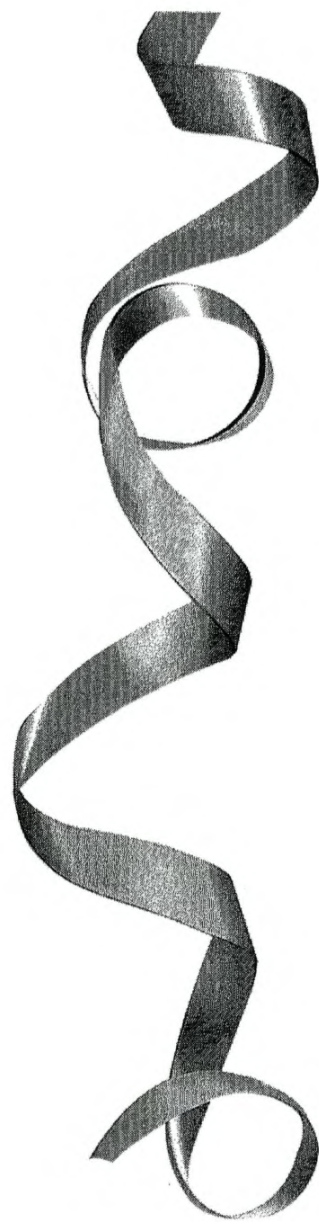


- 30 page spiral bound booklet that includes:
 - The core promotional messages for KADIAN[®]
 - How patients on other pain medications can be safely converted to KADIAN[®]
- Healthcare professionals need to assess each patient's treatment plan individually especially when considering changes in therapy. When a HCP determines that KADIAN[®] is the appropriate medication to treat their patient's pain, the information in the Conversion Guide can help the HCP determine how to transition the patient to KADIAN[®] therapy

Additional Resources



- Additional tactics provide healthcare professionals with reminders of the key benefits of KADIAN®, along with important benefits for their patients:
 - KADIAN® has a generous Co-Pay Assistance Program. The \$50 co-pay card can significantly reduce a patient's out-of-pocket expenses
 - KADIAN® has excellent managed care coverage with most plans at second or third tier
 - KADIAN® is in a preferred position on many state public aid programs
 - KADIAN® is stocked in pharmacies nationwide



Additional Tactics



- Co-Pay Cards
- Practitioner Request Form (Co-Pay Cards)
- Form Trak Templates
- Shelf-Talkers

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KADI1171

Co-Pay Cards



KADIAN
Morphine Sulfate
Extended-Release Capsules

Use the Enclosed Card
To Save Up To

\$1,200
per year
toward your
KADIAN
prescriptions.

The KADIAN® Co-Pay Assistance Program provides the first \$30 toward each prescription for up to 24 prescriptions over 12 months.

Please see boxed WARNING on page 1, Important Safety Information on page 2-7, and accompanying Full Prescribing Information.
For questions about this program, check out the Help Desk at 1-877-637-4629.

Save up to

\$1,200 per year

toward your KADIAN® prescriptions.

- Up to the first \$50 toward each prescription
- Up to 24 prescriptions over 12 months

KADIAN
Morphine Sulfate
Extended-Release Capsules

Please read accompanying Full Prescribing Information.

For more information about KADIAN®, please visit www.KADIAN.com or call 1-877-637-4629
KADI1125

Bin #: 004682 RxPCN: CN
Group #: ID #:

200 cards (20 packs) will be delivered to each ABM this week

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Practitioner Request Form



PRACTITIONER REQUEST FORM

Name _____

Address _____


City _____ State _____ ZIP _____

City _____

Co-Pay Assistance Cards

Signature _____ Date _____

Representative Name _____


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Form Trak Templates



KADIAN[®] Commercial	Competitive Commercial
KADIAN[®] Medicare Part D	Competitive Medicare Part D

- In-depth Form Trak training will take place tomorrow
- The templates must be handed out with the safety information and PI

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Shelf Talker

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

Rx only

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

Generic prescription co-pay costs vs KADIAN[®] co-pay costs

Generic Rx Co-Pay
2010 National Average
for all Generic Rx Products

\$6.06*

KADIAN[®] Co-Pay Assistance Program
Over **87%** of managed care patients can pay

\$0

for their KADIAN[®] prescription after
using the co-pay assistance card.**

**KADIAN[®] has formulary coverage for the majority of
patients in the top 25 US Health Plans.†**

**To learn more about formulary coverage in your
area or for Co-Pay Assistance Cards, contact your
KADIAN[®] representative.**



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KADI1134 Printed in USA

**The Use of Medicines in the United States. Review of 2010.*
IMS Institute for Healthcare Informatics study, April 2011.

**Data on file at Actavis Elizabeth LLC., 1st Quarter 2011.

†AIS Directory of Health Plans, 2011, Fingerlip Formulary,
2011, and Data on file at Actavis Elizabeth LLC.

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.

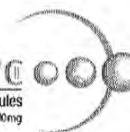
KADIAN[®] 100 mg and 200 mg Capsules ARE FOR USE IN OPIOID-TOLERANT PATIENTS ONLY. Ingestion of these capsules or of the pellets within the capsules may cause fatal respiratory depression when administered to patients not already tolerant to high doses of opioids.

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.

Please see attached Full Prescribing Information, including Boxed WARNING.

Mini Conversion Guide

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



Converting from other oral morphine products to KADIAN[®] (morphine sulfate extended-release) Capsules.

(conversion factor is 1:1)

Do not use this chart for conversion from parenteral (IM/IV) opioid analgesics to KADIAN[®].

Other oral morphine product (mg)	Equivalent oral morphine (mg)	Equivalent KADIAN [®] capsule (mg)
30	30	30
60	60	60
90	90	90
100	100	100
200	200	200

*Calculate the total daily morphine dose. This amount can be given as KADIAN[®] capsules in a single daily q24h dose or in divided doses q12h.

*Consider giving patients immediate-release (IR) morphine PRN to make up the difference (if the starting dose is less than an equianalgesic dose) until the KADIAN[®] dose is titrated upward to the needed daily dose.

Sample conversion calculation

1. 60 mg total daily dose of morphine
2. 60 mg daily dose of morphine x 1 (using a 1:1 ratio) = 60 mg daily dose of equianalgesic morphine
3. Suggested total daily dose of KADIAN[®] = 60 mg
4. Administer KADIAN[®] capsules as a single dose, 60 mg q24h, or equally divided doses, 30 mg q12h

Please see Boxed WARNING on page 4, Important Safety Information on pages 4-7, and accompanying Full Prescribing Information.



Morphine products

- AVINZA[®] CII (morphine sulfate extended-release capsules) Capsules 30 mg, 45 mg, 60 mg, 75 mg, 90 mg, 120 mg
- Embeda[®] CII (morphine sulfate and naltrexone hydrochloride) Extended Release Capsules 20 mg, 30 mg, 50 mg, 60 mg, 80 mg, 100 mg
- KADIAN[®] CII (morphine sulfate extended-release) Capsules 10 mg, 20 mg, 30 mg, 50 mg, 60 mg, 80 mg, 100 mg, 200 mg
- MS Contin[®] CII (morphine sulfate) Tablets 15 mg, 30 mg, 60 mg, 100 mg, 200 mg
- Oramorph[®] SR CII (morphine sulfate) Sustained Release Tablets 15 mg, 30 mg, 60 mg, 100 mg
- Generic equivalent and other immediate-release products

How to convert from other morphine products to KADIAN[®]

1. Determine the total daily dose of the current opioid therapy being used. (If both parenteral and oral doses of the same opioid are being given, calculate a separate KADIAN[®] capsule dose for each and combine)
2. Calculate the conversion of the total daily dose of the current opioid therapy into the equianalgesic morphine dose, using the appropriate ratio (1:1 ratio)
3. Refer to specific analgesic tables on the previous page to find an equianalgesic KADIAN[®] capsule dose
4. Administer this amount in the most convenient KADIAN[®] capsule dose strength, either as a single dose q24h or in equally divided doses q12h

Patients on other oral morphine formulations may be converted to KADIAN[®] by administering one-half of the patient's total daily oral morphine dose as KADIAN[®] capsules every 12 hours (twice-a-day) or by administering the total daily oral morphine dose as KADIAN[®] capsules every 24 hours (once-a-day). KADIAN[®] should not be given more frequently than every 12 hours.

Please see Boxed WARNING on page 4, Important Safety Information on pages 4-7, and accompanying Full Prescribing Information for KADIAN[®] (morphine sulfate extended-release) Capsules.

Tactical Summary



Opportunity	Message	Tactics
Generic Morphine Sulfate	Financial Comparison Message	<ul style="list-style-type: none">• Shelf Talkers• Detail Aid (PK Charts)• Dosing Guide• Form Trak (KADIAN only)• New Co-Pay Cards/Request Form• Mini conversion guide/Conversion guide

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Not to be distributed.
KADI1171

Warehouse Ordering



- Online ordering: fulfill.digitaldirect.com
- Your user name and password will be sent to you via e-mail
- You can order the majority of promotional materials through this site
 - Work through your RBD to request additional co-pay cards

Warehouse Ordering



Actavis



[Order History](#)

[Address Maintenance](#)

Login Information

Jennifer Altier
Actavis
7 Manette Road
Morristown, NJ 07960
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Ordered By

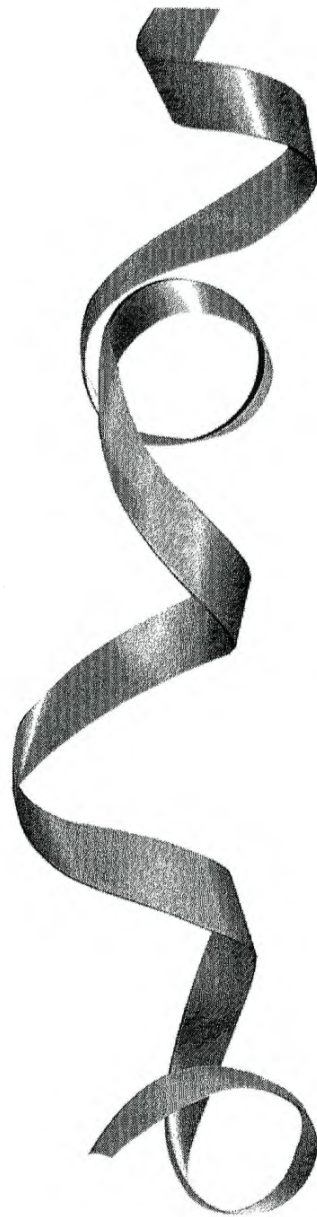
Use Login Info

Ship To Ordered By

Ship To OTHER

Submit

Warehouse Ordering



Item Id:	<u>KAD11006</u>
Description:	Kadian Conversion Guide
Order Limit:	5
Availability:	97
(as of 10/16/2011 8:58:56 PM)	
Shipped in packs of 10	
Order <input checked="" type="checkbox"/>	Qty: <input type="text" value="1"/> <input type="button" value="Add All Selected Items to Cart"/>

Item Id:	<u>KAD11007</u>
Description:	Kadian Dosing Guide
Order Limit:	5
Availability:	64
(as of 10/16/2011 8:58:56 PM)	
Shipped in packages of 10	
Order <input checked="" type="checkbox"/>	Qty: <input type="text" value="1"/> <input type="button" value="Add All Selected Items to Cart"/>

Item Id:	<u>KAD11014</u>
Description:	Shelf Talker
Order Limit:	100
Availability:	192
(as of 10/16/2011 8:58:56 PM)	
Order <input checked="" type="checkbox"/>	Qty: <input type="text" value="1"/> <input type="button" value="Add All Selected Items to Cart"/>

Item Id:	<u>KAD11107</u>
Description:	Mini Conversion Guide
Availability:	877
(as of 10/16/2011 8:58:56 PM)	
Order <input checked="" type="checkbox"/>	Qty: <input type="text" value="1"/> <input type="button" value="Add All Selected Items to Cart"/>

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



New Patient Start Messaging



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Initial Question



- How does KADIAN[®] fit in to your prescribing habits?
 - If 1st line: Thank the HCP for their business and remind them of the key features and benefits of KADIAN[®]
 - If not 1st line: Why don't you use KADIAN[®] first line?
 - » Side effects
 - » Efficacy
 - » Older product

Side Effects



What side effects do you see with KADIAN®?

Management of Excessive Drowsiness

- Most patients receiving KADIAN® will experience initial drowsiness. This usually disappears within 3-5 days and is not a cause of concern unless it is excessive, or accompanied by unsteadiness or confusion. Dizziness and unsteadiness may be associated with postural hypotension, particularly in elderly or debilitated patients, and has been associated with syncope and falls in non-tolerant patients started on opioids.
- Excessive or persistent sedation should be investigated. Factors to be considered should include: concurrent sedative medications, the presence of hepatic or renal insufficiency, hypoxia or hypercapnia due to exacerbated respiratory failure, intolerance to the dose used (especially in older patients), disease severity and the patient's general condition.
- The dosage should be adjusted according to individual needs, but additional care should be used in the selection of initial doses for the elderly patient, the cachectic or gravely ill patient, or in patients not already familiar with opioid analgesic medications to prevent excessive sedation at the onset of treatment.

Side Effects (con't)



What side effects do you see with KADIAN®?

Management of Nausea and Vomiting

- Nausea and vomiting are common after single doses of KADIAN® or as an early undesirable effect of chronic opioid therapy. The prescription of a suitable antiemetic should be considered, with the awareness that sedation may result (see Drug Interactions). The frequency of nausea and vomiting usually decreases within a week or so but may persist due to opioid-induced gastric stasis. Metoclopramide is often useful in such patients.

Management of Constipation

- Virtually all patients suffer from constipation while taking opioids, such as KADIAN®, on a chronic basis. Some patients, particularly elderly, debilitated or bedridden patients may become impacted. Tolerance does not usually develop for the constipating effects of opioids. Patients must be cautioned accordingly and laxatives, softeners and other appropriate treatments should be used prophylactically from the beginning of opioid therapy.

Efficacy



- KADIAN[®] contains morphine as its active ingredient and has a long history of safety and efficacy when used as indicated
- KADIAN[®] has a well known side effect profile
- KADIAN[®] provides steady blood levels of morphine sulfate with few peaks and valleys
- KADIAN[®] is available in 8 different strengths and can be titrated in 10mg increments. The availability of these 8 doses provides flexibility in dose selection

Efficacy (con't)



- KADIAN® provides convenience and flexibility with once or twice a day dosing.
- KADIAN® doses can be titrated up every other day.
- KADIAN® does not have a ceiling or recommended maximal dose, especially in patients with chronic pain of malignancy. In such cases the total dose of KADIAN should be advanced until the desired therapeutic endpoint is reached or clinically-significant opioid-related adverse reactions intervene.
- KADIAN® has no significant food effect and can be administered without regard to meals for dosing convenience.
- KADIAN® is available as an extended release capsule, but it has 3 modes of administration

Older Product



- Actavis is proud of KADIAN[®]'s 15 year history:
 - KADIAN[®] contains morphine as its active ingredient and has a long history of safety and efficacy when used as indicated
 - KADIAN[®] has a well known side effect profile
 - KADIAN[®] is widely stocked in pharmacies nationwide
 - Continue with other features and benefits of KADIAN[®]

Question #2



- What LAO do you use 1st line?
 - Generic Morphine Sulfate
 - Avinza[®]
 - Other branded LAOs
- Do not make comparative product claims
 - Do not say or imply that KADIAN[®] is safer or more effective than another drug
 - This has not been demonstrated by substantial evidence or clinical experience

Generic Morphine Sulfate



- What has been your experience with KADIAN[®] and morphine sulfate with your patients?
- Is there a reason you prefer one product for your patients?
- Is BID dosing important for you and your patients?
- Are steady plasma levels important to your patients? If so, why is that important to you?
- Have you converted patients from morphine sulfate to KADIAN[®]?
- How much do you consider the patient's out of pocket cost? Does this impact your prescribing decision?

Tactics

- PK charts in Detail Aids
- Mini-conversion guide
- Form Trak
- Co-Pay Cards

Avinza®



- Is there a reason you prefer one product for your patients?
- What dose do you prefer to start your new patients on? Is having a 10mg and 20mg option important for you and your patients?
- Is having a co-pay card program an important benefit to you and your patients?
- Have you converted patients from Avinza® to KADIAN®?

Tactics

- Dosing Guide
- Co-Pay Cards
- Conversion guide
- Form Trak

Other Branded Products



- Is there a reason you prefer one product for your patients?
- Does having a product with a long history of safety and efficacy important for you?
- Is top tier formulary coverage an important factor for you when prescribing an LAO?

Tactics

- Detail Aid
- Co-Pay Cards
- Form Trak

KADIAN® Boxed Warning



- KADIAN® is associated with a number of serious risks, many of which are potentially fatal
- The PI includes the following boxed warning concerning potentially fatal overdosing if KADIAN® capsules are chewed, crushed, or dissolved, and other serious risks.

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.

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KADIAN[®] Bolded Warnings

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



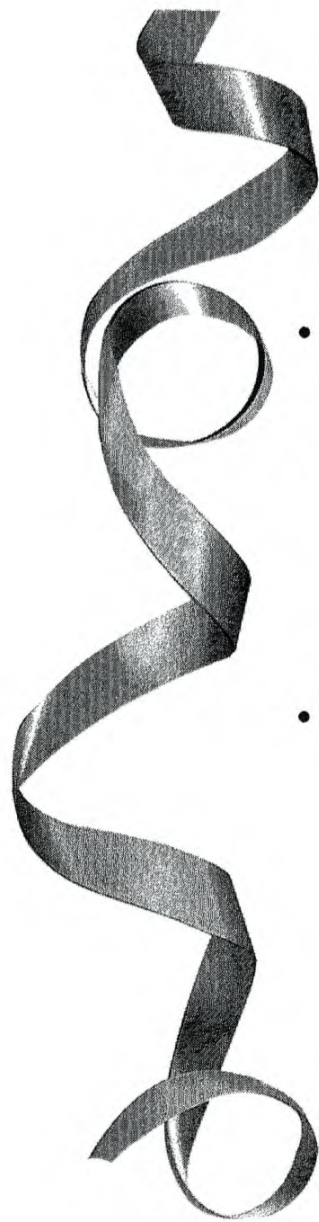
- **KADIAN[®] Capsules are to be swallowed whole and are not to be chewed, crushed, or dissolved. Taking chewed, crushed, or dissolved KADIAN[®] Capsules leads to rapid release and absorption of a potentially fatal dose of morphine.**
- **KADIAN[®] 100 mg and 200 mg Capsules ARE FOR USE IN OPIOID-TOLERANT PATIENTS ONLY. This capsule strength may cause fatal respiratory depression when ingested or administered to patients who are not previously exposed to opioids.**
- **Care should be taken in the prescribing of this capsule strength. Patients should be instructed against use by individuals other than the patient for whom it was prescribed, as such inappropriate use may have severe medical consequences, including death.**



KADIAN[®] Indications and Usage



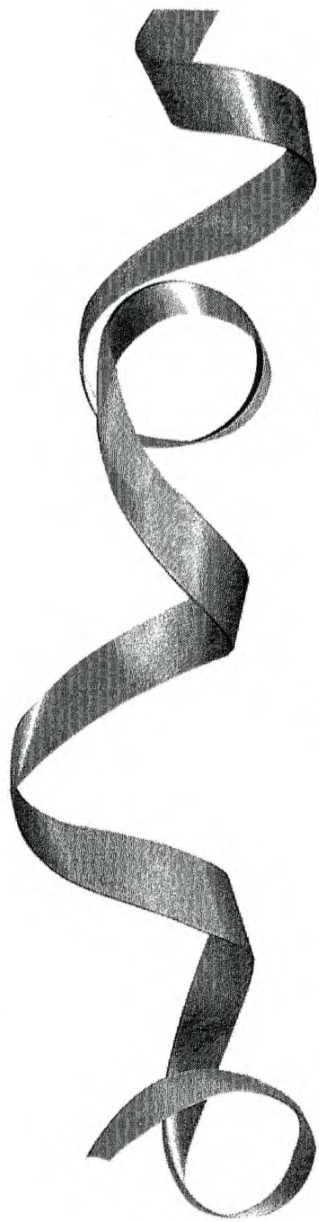
- KADIAN[®] Capsules are an extended-release oral formulation of morphine sulfate indicated for the management of moderate to severe pain when a continuous, around-the-clock opioid analgesic is needed for an extended period of time
- **KADIAN[®] Capsules are NOT intended for use as a prn analgesic**
- KADIAN[®] is not indicated for pain in the immediate postoperative period (the first 12-24 hours following surgery), or if the pain is mild or not expected to persist for an extended period of time. KADIAN[®] is only indicated for postoperative use if the patient is already receiving the drug prior to surgery or if the postoperative pain is expected to be moderate to severe and persist for an extended period of time. Physicians should individualize treatment, moving from parenteral to oral analgesics as appropriate. (See American Pain Society guidelines.)



KADIAN[®] Contraindications



- KADIAN[®] is contraindicated in patients with a known hypersensitivity to morphine, morphine salts or any of the capsule components, or in any situation where opioids are contraindicated. This includes in patients with respiratory depression (in the absence of resuscitative equipment or in unmonitored settings), and in patients with acute or severe bronchial asthma or hypercarbia.
- KADIAN[®] is contraindicated in any patient who has or is suspected of having paralytic ileus.



Important



- Do communicate the full product indication
 - Failing to do so could imply that KADIAN is indicated for use in a broader range of conditions or patients than has been demonstrated
- Do discuss safety considerations with prescribers during each call
 - KADIAN[®] is associated with a number of serious risks, many of which are potentially fatal



Important



- Do discuss KADIAN[®] product features described in the PI, including:
 - KADIAN[®] contains morphine as its active ingredient and has a long history of safety and efficacy when used as indicated
 - KADIAN[®] has a well known side effect profile
 - KADIAN[®] provides steady blood levels of morphine sulfate with few peaks and valleys
 - KADIAN[®] is available in 8 different strengths and can be titrated in 10mg increments. The availability of these 8 doses provides flexibility in dose selection.

Important



- Do discuss KADIAN[®] product features described in the PI, including:
 - KADIAN[®] provides convenience and flexibility with once or twice a day dosing.
 - KADIAN[®] doses can be titrated up every other day.
 - KADIAN[®] does not have a ceiling or recommended maximal dose, especially in patients with chronic pain of malignancy. In such cases the total dose of KADIAN should be advanced until the desired therapeutic endpoint is reached or clinically-significant opioid-related adverse reactions intervene.
 - KADIAN[®] has no significant food effect and can be administered without regard to meals for dosing convenience.
 - KADIAN[®] is available as an extended release capsule, but it has 3 modes of administration

Important

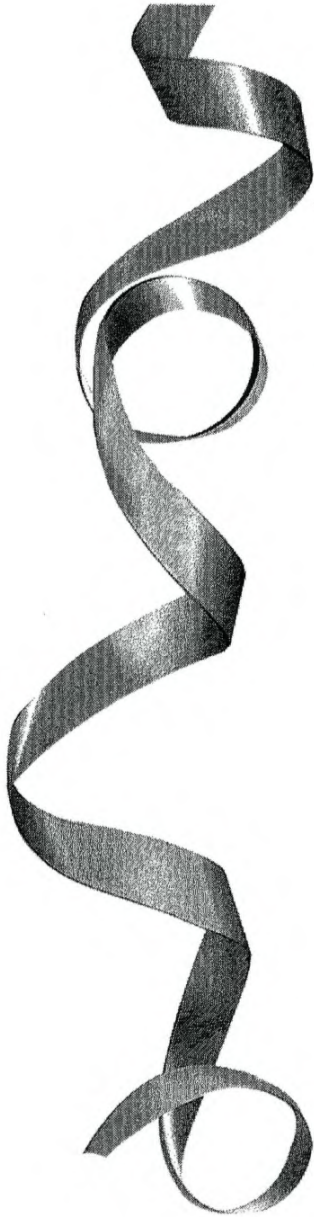


- Do discuss marketing and patient support programs
 - Co-pay Assistance Program
 - Patient Assistance Program

Important



- Do not make comparative product claims
 - Do not say or imply that KADIAN[®] is safer or more effective than another drug
 - This has not been demonstrated by substantial evidence or clinical experience



Important



- Do not compare information from other LAO PI's to the KADIAN[®] PI
- Do not engage in a discussion of any product other than KADIAN[®]