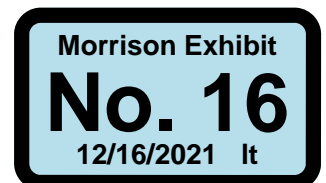

From: Morrison, Jacqueline [/O=CEPHALON/OU=US01 ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=JMORRISO]
Sent: 6/8/2005 1:33:02 PM
To: Rutkowski, Courtney [crutkows@cephalon.com]
Subject: POA presentation
Attachments: POAseattleQ2.05.ppt

Hi Courtney,

Here is my presentation.

Thanks for having me!

Jackie Morrison
Market Development Manager- West
Cephalon
415-613-1493



Document Produced in Native Format

Speaker Development

Q2 POA Meeting

Seattle, WA

6/8/05

MEP Approved Slide Decks

- Comprehensive Slide deck
- Brief Slide Deck
- SWSD Branded Slide Deck

MEP's Cont.

- Speaker must provide an on label 20 minute presentation using one of the three slide decks.
- Speaker can answer unsolicited questions in the following way:
 - ▶ After completion of 20 on label discussion
 - ▶ 1) State it's an off label question
 - ▶ 2) Give clinical data if any
 - ▶ 3) Give own clinical experience

Classifications

National

A healthcare provider can become “National” by attending a National speaker training program or at the discretion of the respective Product Director or VP of Marketing. Actiq speakers must review, complete and sign all paperwork related to the Actiq Risk Management Program.

A National speaker has **access to the promotional slide kit** and the **CephalonSpeaker.com web site** which entitles them to receive slide kits that include the broadest discussion of the product for purposes of scientific exchange

To maintain National status a speaker must give ≥ 4 presentations within a 12 month time period. Territory Sales Specialist should first look to utilize National speakers for MEP programs.

A National Speaker’s calendar year honorarium; across all products; is capped at a maximum of **\$100,000**.

Classifications

Regional

A healthcare provider can become “Regional” by attending a speaker training program, speaker development workshop and successfully completing an evaluation process or at the discretion of the respective Product Director or VP of Marketing.

Actiq speakers must review, complete and sign all paperwork related to the Actiq Risk Management Program.

A Regional speaker has access to the **promotional slide kit** and the **CephalonSpeaker.com web site** which entitles them to receive slide kits that include the broadest discussion of the product for purposes of scientific exchange

To maintain Regional status a speaker must give ≥ 3 presentations within a 12 month time period. Territory Sales Specialist should look to utilize Regional speakers if no appropriate National speakers are available.

A Regional Speaker’s calendar year honorarium; across all products; is capped at a maximum of **\$40,000**.

Classifications

Qualified

A healthcare provider becomes “qualified” after successfully completing an evaluation process with the MDM or AM. During speaker discussions, the MDM/ AM will review the Promotional Slide Kit, review Cephalon’s Speaker expectations, insure signature of the Speaker Agreement form and completes a product specific Speaker Profile sheet.

Actiq speakers must review, complete and sign all paperwork related to the Actiq Risk Management Program.

To maintain Qualified status a speaker must give their first talk within 3 months of joining the faculty and must give ≥ 2 presentations within a 12 month time period. Qualified speakers should be utilized by Territory Sales Specialist if no appropriate National or Regional speakers are available.

A Qualified Speaker’s calendar year honorarium; across all products; is capped at a maximum of \$12,000.

Classifications

Nominee

A Nominee speaker cannot speak until they are qualified by an MDM or AM.

On a **quarterly basis** potential speakers are identified by Territory Sales Specialists/Area Managers and are forwarded to the MDM. The MDM consolidates, reviews with the Regional Director and adds potential speakers as "Nominees" to the speaker database. **The potential speaker will remain a "Nominee" until the MDM or AM completes their qualification process (as defined in the Qualified section)**

Nominees do not have access to the promotional slide kits or the Cephalonspeaker.com web site. A Nominee will maintain this classification for a maximum of 3 months. During that time they should be elevated in their status or removed from the database. A "Nominee" can only be viewed by the MDM, AM and RSD in the Speaker database.

Speaker Honorariums

Medical Education Programs (MEP)

Speaker Classification	<u>Maximum</u> Honorarium	<u>Maximum</u> Honorarium additional talk(s)
National	\$1,750	\$600/talk
Regional	\$1,500	\$500/talk
Qualified	\$1,000	\$500/talk

- All Speakers are limited to a maximum of three (3) programs per day

Office based MEP's with <3 Prescriber HCP and all Teleconferences

- Office-based MEPs with <3 Prescriber HCPs Invited to Attend and All Teleconferences

▪ <u>Speaker</u>	<u>Max. Single MEP Honorarium*</u>	<u>Max. Additional MEP Honorarium</u>
▪ Qualified	\$500	\$500
▪ Regional	\$650	\$500
▪ National	\$750	\$600

- *If there is an Office-based or Venue-based MEP with >3 Prescriber HCPs committed to attend on the same day, then the Maximum Honorarium is limited to the "Additional Program" amount.
- All speakers are limited to a maximum of three (3) MEPs per day (Office-based, Venue-based and Teleconference).

Nominee Process:

- MDM or AM meets with nominee speaker to review brief and full Promotional Slide Kits, speaker guidelines, Speaker Agreement, expectations and the RMP (Actiq only)
- After the Speaker Agreement is received by Cogenix, Cogenix notifies the MDM via email and the MDM changes speaker Nominee status to “Qualified” in the MEP Planning System.

Qualified Speakers:

- In order to be elevated to a Regional status, a Qualified speaker **must attend** either National or local **speaker training** (with few exceptions) and meet the requirements of the **post training evaluation process**.
- In order to be elevated to a National status, Qualified speakers must attend National speaker training (with few exceptions) and meet the requirements of the **post training evaluation process**.

Regional Speakers

- A Qualified speaker can become a **Regional** speaker upon completion of formal National speaker training or local speaker training. Post training, the **AM** or **MDM** is required to complete an evaluation at a MEP before the speaker can be elevated to a Regional
 - ▶ After the evaluation if the speaker is not deemed eligible for status change, then the speaker will remain “Qualified” or will be removed from the database.

National Speakers:

- A Qualified or Regional speaker can become a National speaker upon completion of formal National speaker training. Post training, the **AM** or **MDM** is required to complete an **evaluation** at a MEP before the speaker can be elevated to a National status.
 - After the evaluation if the speaker is not deemed eligible for status change, then the speaker will remain “Regional”, “Qualified” or will be removed from the database.

Recommended Speaker List

Name	City	State	Degree	specialty	Actiq Classifi	Provigil Classifi	notes
Actiq							
Wayne Anderson	San Francisco	CA	DO	N/ PMD	National	Regional	Affiliated to CPMC in San Francisco
Michael Moskowitz	Mill Valley	CA	MD	P	National	National	
Joseph Shurman	La Jolla	CA	MD	AN/ PMD	Regional	Regional	Scripps Hospitals/Integrated Medical Research
Robert Singer	Bellevue	WA	MD	N	Regional	Regional	headache specialist
Dermont Fitzgibbon	Seattle	WA	MD	AN/ PMD	Regional		Director of University of WA. / Cancer Pain Center
Dale Delany	Las Vegas	NV	PA	PMD	Qualified		
Provigil							
Paul Markovitz	Fresno	CA	MD	P		National	Psych good in all venues
Charles Price	Reno	NV	MD	P		National	
William Lawrence	Redlands	CA	MD	P		Regional	
Philip O'Carroll	Newport Beach	CA	MD	N	Qualified	Regional	prefers platform speaking with large audiences/Neu
Michael Gitlin	Los Angeles	CA	MD	P		Regional	UCLA Psych, versed in Psycho Pharm
Thomas Lewis	San Francisco	CA	MD	P		Regional	Psych good for slide presentation/ affiliated w/ UCSF
Hugh Solvanson	Palo Alto	CA	MD	P		Regional	Psychiatry dept at Stanford University
Allen bott	Oakland	CA	MD	N		Regional	
Lynne Pappas	Redding	CA	MD	P		Regional	
Steven Juergens	Mercer Island	WA	MD	P		Regional	Specialist in Addiction Medicine, best used for round
Richard Shubin	Arcadia	CA	MD	N/ Sleep Med		Qualified	Neurologist who specializes in MS and Parkinsons,
Justine Petrie	Fullerton	CA	MD	P		Qualified	Sleep/Psych physician, good in both settings with a
Nir Lorant	San Luis Obisp	CA	MD	P		Qualified	Psych good for rural areas
Robert Hoffman	Woodland Hills	CA	MD	P		Qualified	LA Psych good for round table or slide presentation
Robert Olsen	Seattle	WA	MD	PA		Qualified	
Abhijit Deshpande	Yakima	WA	MD	IM/ Sleep Med		Qualified	Board certified in IM and Sleep Medicine

Speaker Usage Report

Speaker Usage Report - Geography 671 - Product All

	Jan	Feb	Mar	Apr	May
Total MEPs:	16	24	23	5	11
Teleconferences:	0	0	0	0	0
MEPs (minus	16	24	23	5	11
Regional Speakers:	8	10	9	3	8
Non-Regional Speakers:	0	2	0	1	0
Total Speakers:	8	12	9	4	8
Regional Speaker MEPs:	16	18	23	4	11
Regional Speaker - Avg.	2	1.8	2.56	1.33	1.38
Non-Regional Speaker MEPs:	0	6	0	1	0
Non-Regional Speaker - Avg.	0	3	0	1	0
Regional Speaker Usage:	100%	75%	100%	80%	100%
Non-Regional Speaker Usage:	0%	25%	0%	20%	0%

Speaker Usage Cont.

	Jan	Feb	Mar	Apr	May
Speaker 1:	Paul J. Markovitz (6)	Wayne Anderson (6)	Wayne Anderson (7)	Carol L Perkins (2)	Paul J. Markovitz (4)
Speaker 2:	Mark B Ames (2)	Daniel S. Bennett (5)	Paul J. Markovitz (6)	Robert B Olsen (1)	Robert L Schneider (1)
Speaker 3:	Geary Heine (2)	Dermot Fitzgibbon (2)	Abhijit Deshpande (2)	Penny Tanner (1)	Mark B Ames (1)
Speaker 4:	Cleve Shirey (2)	Abhijit Deshpande (2)	Carol L Perkins (2)	Mark B Ames (1)	Jeffrey Reinking (1)
Speaker 5:	Mikki K Barker (1)	Fletcher Taylor (2)	T. Daniel Dibble (2)	(0)	Dermot Fitzgibbon (1)

Provigil National Speakers

- Charles Price, NV (P)- 22 MEP's YTD
- Michael Moskowitz, CA (P)- 2 MEP's YTD
- Paul Markovitz, CA (P)- 74 MEP's YTD
- Michael Lara, CA (P)- 4 MEP's YTD
- Charles DeBattista, CA (P)-0 MEP's YTD

Actiq National Speakers

- Michael Moskowitz, CA (P)- 2 MEP's YTD
- Joshua Prager, CA (Anes, Pain)- 1 MEP YTD
- Wayne Anderson, CA (N, Pain)- 47 MEP's YTD
- Howard Rosner, CA (Pain)- 3 MEP's YTD

Honorarium Cap

- National- \$100,000
- Regional- \$40,000
- Qualified- \$12,000

Western Region National Speakers

First Name	Last Name	Degrees	Office City	Office State	Actiq Classification	Provigil Classification	Total Honorarium YTD	
Paul	Markovitz	MD	Fresno	CA		National	\$ 84,150.00	
Wayne	Anderson	DO	San Francisco	CA	National	Regional	\$ 47,400.00	
Charles	Price	MD	Reno	NV		National	\$ 23,550.00	
Howard	Rosner	MD	Los Angeles	CA	National	Qualified	\$ 4,500.00	
Michael	Moskowitz	MD	Mill Valley	CA	National	National	\$ 3,000.00	
Joshua	Prager	MD	Los Angeles	CA	National		\$ 1,500.00	
Charles	DeBattista	MD	Stanford	CA		National	\$ -	

Actiq National Speaker Training (19)

**Hilton Torrey Pines
La Jolla, California
Friday, June 10-Saturday, June 11, 2005
SCEPME 7029**

Attending	Attendee	Affiliation	Street Address	City, State, Zip	Day Phone 1
Yes - Attending	Anderson, Wayne	Regional	45 Castro Street, Suite 225	San Francisco, CA 94114	(415) 558-8584
Yes - Attending	Frederich, Michael	Regional	218 North Lucia #B	Redondo Beach, CA 90277	(310) 257-3504
Yes - Attending	Helm, Standiford		23792 Rockfield Boulevard Suite 101	Lake Forest, CA 92630	(949) 462-0560
Yes - Attending	Hesseltine, Andrew		Inland Pain Medicine 4130 North Hallmark Parkway, Suite C	San Bernardino, CA 92407	(909) 887-2991
Yes - Attending	Krakovsky, Alexander		Pain Management Specialists 10 Santa Rosa Street, Suite 201	San Luis Obispo, CA 93405	(805) 544-7246
Yes - Attending	Lin, Yong-Jian		444 South San Vicente Boulevard #1101	Los Angeles, CA 90048	(310) 423-9811
Yes - Attending	Miles, Jamie	Regional	Conservative Care Specialists Medical Group Inc. 4911 Van Nuys Boulevard, #300	Sherman Oaks, CA 91403	(818) 907-4509
Yes - Attending	O'Carroll, Christopher		400 Newport Center Drive Suite 701	Newport Beach, CA 92660	(949) 759-8001
Yes - Attending	Perdikis, George		1669 West Avenue J, Suite 308	Lancaster, CA 93534	(661) 940-5155
Yes - Attending	Reinking, Jeffrey	Regional	Auburn Pain Rehabilitation Medical Clinic 3272 Fortune Court	Auburn, CA 95602	(530) 888-1118
Yes - Attending	Rosenblum, Stuart	Regional	2240 North East Tillamook Street	Portland, OR 97212	(503) 413-1698
Yes - Attending	Sacks, Gerald		Pain Institute of Santa Monica 2001 Santa Monica Boulevard, #1060 West	Santa Monica, CA 90404	(310) 264-7314
Yes - Attending	Sata Snyder, Holly		230 Main Street Suite 210	Orange, CA 92628	(714) 774-2939
Yes - Attending	Shurman, Joseph	Regional	9834 Genesee Avenue Suite 427	La Jolla, CA 92037	(858) 626-6153
Yes - Attending	Singer, Robert	Regional	13107 121st Way NE	Kirkland, WA 98034	(425) 899-6200
Yes - Attending	White, Joy		Desert Orhopedic Center 39000 Bob Hope Drive	Rancho Mirage, CA 92270	(760) 779-8352
Yes - Attending	Wilcosky, Bernard	Regional	Pain Treatment Services, 170 Alameda De Las Pulgas	Redwood City, CA 94062	(650) 346-5180
Yes - Attending	Williams, Vernon	Regional	6801 Park Terrace	Los Angeles, CA 90045	(310) 665-7286
Yes - Attending	Work, William	Regional	Ultimate Living Medical Clinic 1660 East Herndon, Suite 101	Fresno, CA 93720	(559) 435-8000

Provigil speaker development workshop

June 4th in LA

Last	First	specialty	Degree	TSS
Morache	Christopher	P	MD	Catey Truza
Kneisley	Lawrence	NEURO, RHU	MD	Jimma Belofsky
Pisano	Crescenzo	IM	MD	Trish Nevi-Maguire
Petrie	Justine	P	MD	Kevin Wojciechowski
Mehtani	Janak	P	MD	Charlie Synder
Kapoor	Sandeep	IM	MD	Kelly Sacks
Steinberg	Lance	P	MD	Tiffany Brock
Soldinger	Simon	P	MD	Peter Gerber
Wenokur	Bruce	P	MD	Charlie Synder
Lambert	Rhonda	Rhuematology	MD	Latisha taylor
MacDonald	Kaimana	CHP	MD	Catey Truza
Delaney	Dale	PMD	PA	Roxanne Fitzgerald
Curtis	Christopher	PMD	PA	Colleen Alenik
Globus	Gordon	P	MD	Monica Murphy
Chavez	Rick		MD	Jimma Belofsky
Solvason	Hugh	P	MD	Latisha Taylor

Provigil Speaker Development Workshop in Seattle

- August 6th
- W Hotel in Seattle
- Confirmed
 - ▶ Albert Crook
 - ▶ Mary Moller
 - ▶ Cheta Nand

Speaker Utilization

- 95 speakers with zero MEP's YTD.
- National speakers- min. of four MEP's per year.
- Regional speakers- min. of three MEP's per year.
- Qualified speakers- min. of 2 MEP's per year.
- The data base needs to be kept current and speakers not being used must be deleted.