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CD&E: The Critical Connection for Success in 2000 and Beyond



Relationships

Peer Influence

Information

**Competitive
Advantage
for Endo**

**Expanded Use
of Current and
Future Products**



2000: CD&E Objectives

- **Attain/exceed financial objectives for promoted products**
- **Establish Endo as a leader in the field of pain mgmt.**
- **Enhance Endo's visibility, image, and access to:**
 - **leaders in clinical pain management & research**
 - **national primary care professional associations**
- **Expand usage of current products by developing and leveraging strategic relationships/alliances**
- **Enhance value of Endo's future pharmaceutical offerings through input during the development process**

2000: CD&E Objectives (cont'd)

- **Identify opportunities to expand Endo's current and future product line**
- **Identify emerging treatment practices/information which could impact Endo's current/future offerings**
- **Provide unfiltered feedback from pain community to Endo**
- **Facilitate productive interactions between customers and Endo's R&D, Phase IV, Business Development, and Marketing Departments**
- **Serve as a technical resource for Endo & our customers**

2000: Key Issues

- **Availability of resources - \$\$\$ and people**
 - Lead time necessitates advance commitments
 - Innovative leveraging & entry stakes
 - Publications & VF \$'s needed to achieve "critical mass"
- **Intense competition for key advocates & influentials**
 - Predilection toward Endo, but...
 - If we don't utilize, Purdue, Parke-Davis, Abbott, Janssen will
 - Visiting faculty, publications, Phase IV, advisory board
 - ◆ Advisors/VF committed to participate; need to commit resources
 - ◆ CD&E cost effectiveness: e.g. 3 Adv. Mtgs. \$122K vs \$360 - 450K

2000: Key Issues (cont'd)

- **Uncertainty regarding “safe harbor”**
 - Acute pain : PI's not reflective of guidelines/clinical practice
 - Neuropathic pain: great deal of interest/use outside of PI
- **Endo/Algos-related issues**
 - Algos invests heavily in pain community; expectations exist
 - Some skepticism among investigators
- **Relatively low noise level**
 - Pain field anticipated more “splash” w/ Lidoderm launch
 - ◆ Interest + $\text{PI} = \text{momentum} \diamond \text{sales!}$
 - Acute vs. chronic pain (pain & PC literature, lay press)
 - Lack of coverage in pain centers & hospitals

2000: Key Opportunities (cont'd)

- **Endo poised for success with pain community**
 - **Endo viewed as up & coming innovator**
 - **Advisors/advocates take personal interest in our progress**
 - **“Guys in the white hats”**
 - **“The next Merck”**
- **Lidoderm favorably regarded by pain community**
 - **Viewed as 1st line therapy by neuropathic pain experts**
 - ◆ **Publications & VF provide vehicles to convey this to others**
 - **Considerable interest in off-label usage**
 - ◆ **Peer influence & Phase IV**

2000: Key Opportunities (cont'd)

- **Entrée to non-pain professional associations**
 - **American Academy of Neurology**
 - **American College of Physicians**
 - **American Academy of Family Physicians**
 - **American Osteopathic Association**
 - **American Society Health Care Pharmacists**
- **JCAHO standards make pain mgmt an imperative**
 - **Hospitals, LTC, ambulatory care, rehab, etc.**
 - **Endo represented on national committee**

2000: Key Opportunities (cont'd)

- **Launch of acute pain initiatives developed in 1999**
 - Tufts/NEMC preceptorship
 - ACPE accredited monograph
 - Acute pain inclusion in ACP materials and residency modules
 - Patient ed/pain assessment tear pads
- **Full spectrum of analgesics available or in development**
 - Opioids & non-opioids
 - Acute, breakthrough, and chronic pain
 - Moderate to severe pain
 - Nociceptive & neuropathic pain
 - Innovative delivery systems

2000: CD&E Strategies

- **Leverage strategic alliances & relationships to expand utilization of current product line**
 - **Build awareness & expand usage of Lidoderm**
 - **Expand awareness & usage of Percos & Zydone through acute pain initiatives**
 - **Support/develop initiatives that combat opiophobia**
- **Spearhead initiatives that establish Endo's position of leadership in the field of pain management**
- **Utilize new JCAHO standards as impetus to establish pain mgmt. as a priority w/ PCP's, RPh's, Neuros**

2000: CD&E Strategies (cont'd)

- **Enhance potential value of future products through input to development/commercialization teams**
- **Leverage relationships w/ investigators/influentials to:**
 - **obtain priority consideration for Endo with regard to new drug/technology acquisitions**
 - **identify expanded indications for existing products**
 - **identify evolving mechanism/treatment concepts**
 - **identify potential sites for Endo clinical trials**
 - **identify opportunities for mutually-beneficial alliances with other companies/institutions**

2000: CD&E Tactics (cont'd)

- **Establish Endo as a leader in the field of pain mgmt.**
 - **Corporate membership & active participation in:**
 - ◆ **American Pain Society**
 - ◆ **American Academy of Pain Medicine**
 - ◆ **International Association for the Study of Pain**
 - **APS guideline project & implementation committee**
 - **APS regional primary care symposia (3 planned for 2000)**
 - **Speaker placement at key regional pain meetings**
 - ◆ **UCSF, UCLA, Harvard**

2000: CD&E Tactics (cont'd)

- **Establish pain mgmt. as a priority w/ PCP's, RPh's, Neuro**
 - **American College of Physicians Pain Initiative**
 - **Society of Teachers of Family Medicine Workshops**
 - **National Pharmacy Traineeships**
 - **Interactive Pain CD ROM (Galer)**
 - **FL Office of Health Policy State Pain Initiative**
 - **Wright State Residency Rotation**
 - **American Academy of Neurology Corporate Roundtable**
 - **Chicago City-Wide Pain Conference**

2000: CD&E Tactics (cont'd)

- **Advocate appropriate use of opioid analgesics**
 - **Partner w/ Beth Israel: Project on Pain & Chemical Dependency**
 - **Develop & implement Portenoy video on opioid analgesics**
 - ◆ **Post on STOPPAIN web site & Endo web site**
 - ◆ **Provide to reps for inservice**
 - **Soc. Teachers of Family Medicine workshops & annual mtg**
 - **Pain speakers - American Academy of Addiction Medicine**
 - **American Alliance of Cancer Pain Initiatives**
 - ◆ **National meeting and newsletter**
 - **STOPPAIN resource center/web site**
 - **NJ State Pain & Addiction Medicine Project**

2000: CD&E Tactics

- Advance appropriate treatment of acute pain
 - Initiate Tufts preceptorship with 6 targeted participants
 - Distribute ACPE monograph to 5000 key pharmacists
 - Utilize Xponent/DuPont reps data to ID new advocates
 - ◆ Distribute acute pain slides & post on web site
 - Disseminate pt. ed/pain assessment tools via reps/web
 - Create series of Endo patient ed brochures
 - ◆ Select topics covered by JCAHO which apply to Endo e.g. opioid analgesics, pain assessment, acute pain tx
 - ◆ Brand Endo's educational resources
 - Pain as "5th Vital Sign" campaign -- CD&E, Dupont/Endo reps

2000: CD&E Tactics (Cont'd)

- **Build awareness & expand usage of Lidoderm**
 - **APS symposium (Proposal submitted: Rowbotham, Max, Dworkin, Galer)**
 - **Annual Neuropathic Pain Meeting**
 - ◆ **Speakers (Dworkin, Rowbotham, Argoff)**
 - ◆ **Clinical Journal of Pain Supplement (Dworkin: ed.)**
 - **Neuropathic Pain Handbook (Galer, Dworkin - eds)**
 - **Shingles/PHN video & PHN brochure (Pain centers & select offices)**
 - **Midwest Pain Society speakers (Galer, Bennett, Rutter)**
 - **UCSF Initiatives (Fields, Rowbotham, Miaskowski)**
 - **VZV Foundation National Mtg. (speakers: Dworkin, Oaklander)**
 - **Neuropathy Association Nat'l Mtg Speaker (Galer)**

2000: CD&E Tactics (Cont'd)

- **Build awareness & expand usage (cont'd)**
 - **Advances in Tx of Neuropathic Pain CME-accredited Monograph**
 - **Targeted symposia/workshops w/ advocates**
 - **Targeted visiting faculty programs**
- **Encourage expanded use of Lidoderm by advisors/VF**
 - **Stock box for office use**
 - **Work with M. Davis to identify/place Phase IV studies**
 - **Distribution of expanded slide kit/monograph**

2000: CD&E Tactics (cont')

- **Strategic tactics: future products/delivery systems**
 - Participation on development/commercialization teams
 - Formal advisory board meeting (Dex combos)
 - Discussions with advisors (Lido, Dex , 3202, 3215, Quick-Dis)
 - Potential investigator/site recommendations
 - Networking with influentials to:
 - ◆ identify opportunities for expanded indications/product line
 - ◆ identify opportunities for mutually-beneficial alliances
 - Current reviews of literature
 - Participation in national conferences
 - Premarketing educational initiatives (as budget permits)

Cost of Budgeted Tactics

National Symposia - Pain Community	\$215 K
Educational Materials (slides, video, monograph, CD)	\$165 K
Regional Pain Symposia (Lidoderm)	\$105 K
National Primary Care Initiatives	\$ 95 K
Preceptorships or Certificate Programs	\$ 70 K
National Guideline Projects (multidisciplinary)	\$ 45 K
Publications (Clinical Journal of Pain Supplement)	\$ 45 K
National Multidisciplinary Initiatives	\$ 30 K
Visiting Faculty	\$ 15 K
Corporate Memberships	\$ 15 K
Total	\$800 K

2000: Unbudgeted Tactics

- **National visiting faculty program**
 - Critical to expand base of prescribers & avg. # scripts written
 - > 50 speakers currently identified
 - High potential areas & institutions targeted
 - Effectiveness of “peer-to-peer” influence well-documented
- **Publications program (prioritized plan developed in '99)**
 - Critical for building awareness, usage, credibility & data to stimulate uptake by “moderate / late adopters”
 - Publications beget publications!
 - Textbook & peer-reviewed articles permanently indexed
 - Establishes standards of care, algorithms/guidelines

2000: Priority Unbudgeted Tactics

National Visiting Faculty:	\$200-\$225 K
Total Publications:	\$121-\$168 K
Major clinical study:	\$15 - \$20 K
4 abstracts/posters:	\$24 - \$32 K
1 review article:	\$15 - \$20 K
1 rapid publication:	\$ 8 - \$10 K
Textbooks	\$15 - \$20 K
Reprints & slide updates	\$20 - \$30 K (depending on qty)
Agency costs:	\$24 - \$36 K (depending on level of involvement)
Total Priority Unbudgeted:	\$321-393 K

2000: Unbudgeted Tactics

- Lidoderm Teleconferences (15 sites/call;10 calls) \$50K
- Lidoderm Telemedicine Pilot Project (NY) \$10K
- American Academy of Neurology Meeting \$40K
- National Primary Care Advisory Meeting \$30K
- Regional Pain Conferences (West, East, South) \$35K
- Lidoderm slide kit distribution (broad distrib.) \$35K
- American Academy Family Physicians Symposium \$25K
- American Osteopathic Association Symposium \$40K
- American Pain Foundation \$20K

Total = \$285 K

2000: Secondary Unbudgeted Tactics

- WHO Addiction Newsletter (US only) \$10K
- World Institute of Pain Meeting \$10K
- ASHP Annual Meeting workshop \$10K
- Nat'l Community Pharmacists Meeting \$5K
- Pain Mgmt & Oncology Nursing Meetings \$10K

Total = \$45K