

ACTIQ Marketing 2002

Sales Training

March 2002

Christine Wells, APM

PLAINTIFFS TRIAL
EXHIBIT
P-03609_00001



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Overview

- **Where have we been?**
 - ◆ Sales, TRx, Brand Concept
- **Where are we now?**
 - ◆ Sales, TRx, Brand Concept
- **2001 Performance Update**
- **Why ACTIQ in 2002?**
 - ◆ Differentiating Benefits / Positioning / Key Messages
- **2002 Key Marketing Issues**
- **Campaign Tracking Study Results**
- **Selected Tactics**

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Where have we been?

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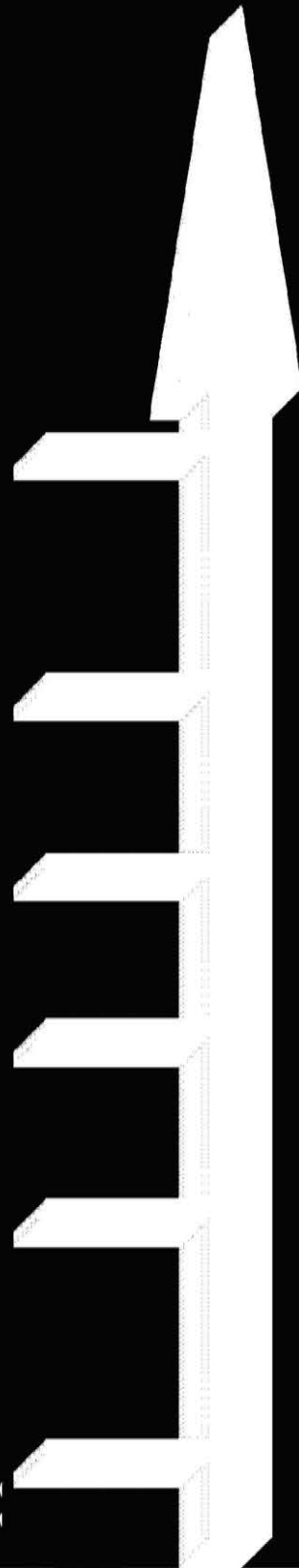
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History of ACTIQ

Anesta
 Acquires Cephalon
 ACTIQ Acquires
 AnestaAnesta
 "Launch"
 Abbott
 Launch
 FDA Approval
 Cephalon
 Re-Launch



11/98 4/99 2/00 5/00 10/00 3/01

It is important to understand the history of ACTIQ to be able to create a comfort level with your physicians regarding product use and company support



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Prior to 2001 Cephalon Relaunch

- **Product Ownership Changes**
 - ✦ Lack of continuity – company support??
 - ✦ Negative product perception
- **Weak Concepts and Poor Product Positioning**
 - ✦ Concepts focused on OT delivery system and clinical entity of BTCP
 - ✦ Did not position product based on differentiating benefits
- **BTP Misunderstood**
 - ✦ Newer concept – not well understood, assessed, treated by many in pain community

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2001 Major Challenges

- Do you get a second chance to make a first impression?
- Re-concept and reposition product after 2 years of minimal/poor support
 - Refocus targeting efforts
 - Improve product awareness and perception of ACTIQ's clear, differentiating benefits
 - Increase awareness of BTP among prescribers and patients: proper assessment and treatment

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Where have we been?

■ 1999

✦ TRx	5,548
✦ Gross Sales	\$3.5 MM
✦ # of Reps	20

■ 2000

✦ TRx	26,259
✦ Gross Sales	\$16.0 MM
✦ # of Reps	48

NOW AVAILABLE
A DELIVERY
SYSTEM DESIGNED TO MAKE
A DIFFERENCE

Breakthrough oral transmucosal delivery

Actiq® (oral transmucosal
fentanyl citrate)

Important Warnings



- Only for the management of breakthrough cancer pain in patients with malignancies who are already receiving and who are tolerant to opioid therapy for their underlying persistent cancer pain.
- Because life-threatening hypoventilation could occur at any dose in patients not taking chronic opiates, Actiq is contraindicated in the management of acute or postoperative pain.
- This product must not be used in opioid non-tolerant patients.
- Instruct patients/caregivers Actiq can be fatal to a child. Keep open units from children and discard properly.

See boxed warning and full prescribing information on following pages.

Actiq is a registered trademark of Amgen Corp.

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Molecular Products Division
9201 Park E. 90050-5174
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Where are we now?

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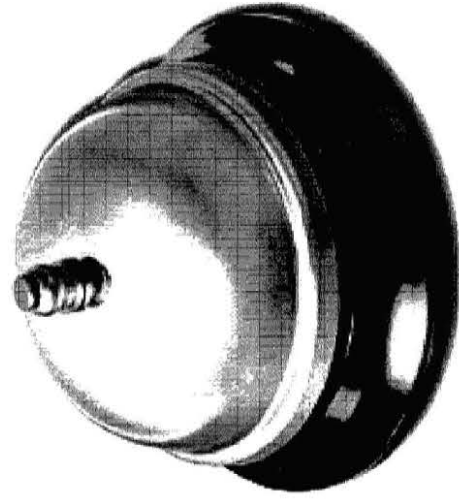
Where are we now?

■ 2001

- ★ TRx 73,514
- ★ Gross Sales \$55.0 MM
- ★ # of Reps 48

■ 2002

- ★ TRx 148K+
- ★ Gross Sales \$109 MM
- ★ # of Reps 60



Actiq® on call.



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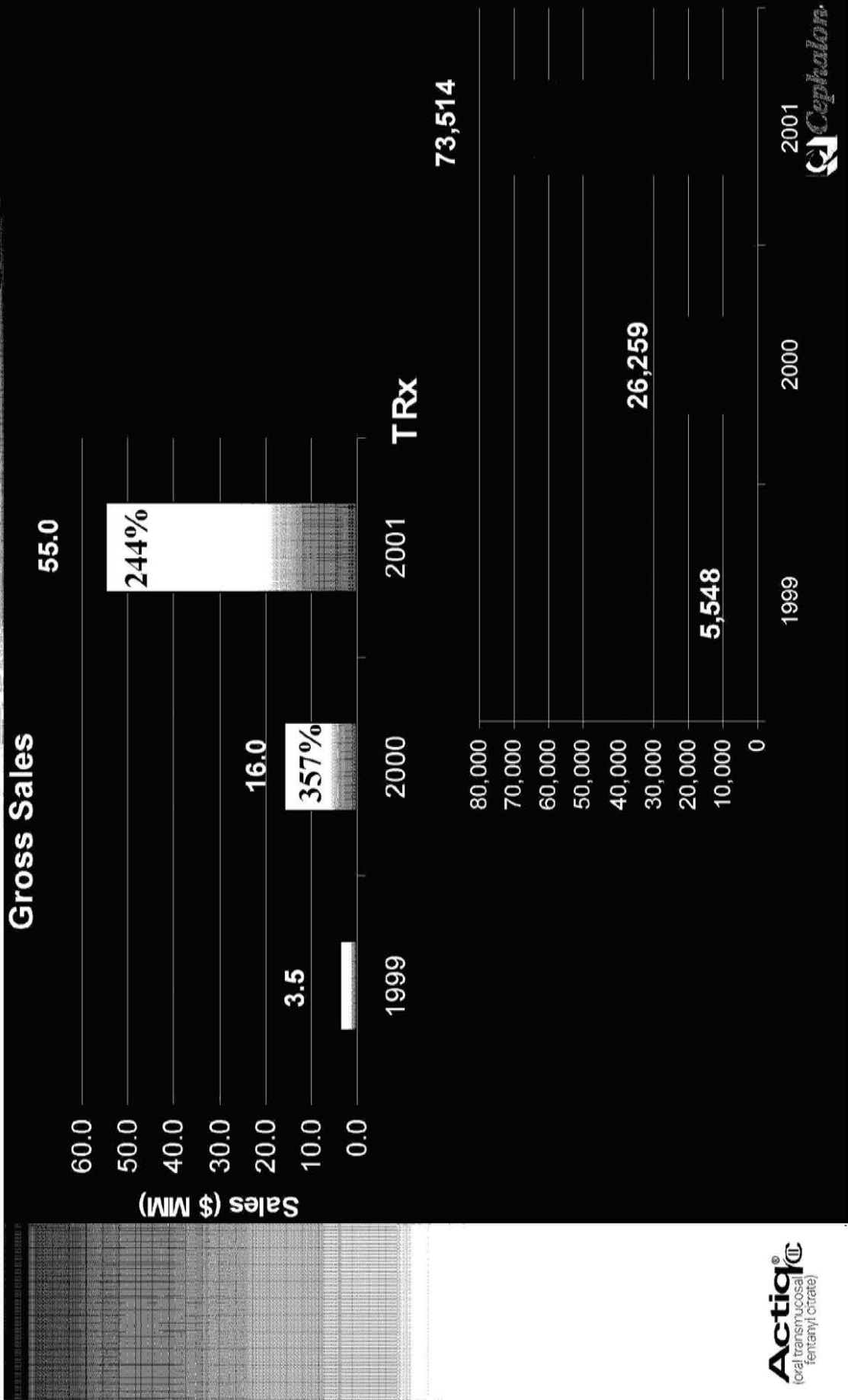
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Year-to-Year Growth Sales, TRx & % Increase



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2005 Performance Update

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4 Key Business Drivers

- # of Prescribers
- # of TRx
- Units/Rx
- Dosage Strength of Rx



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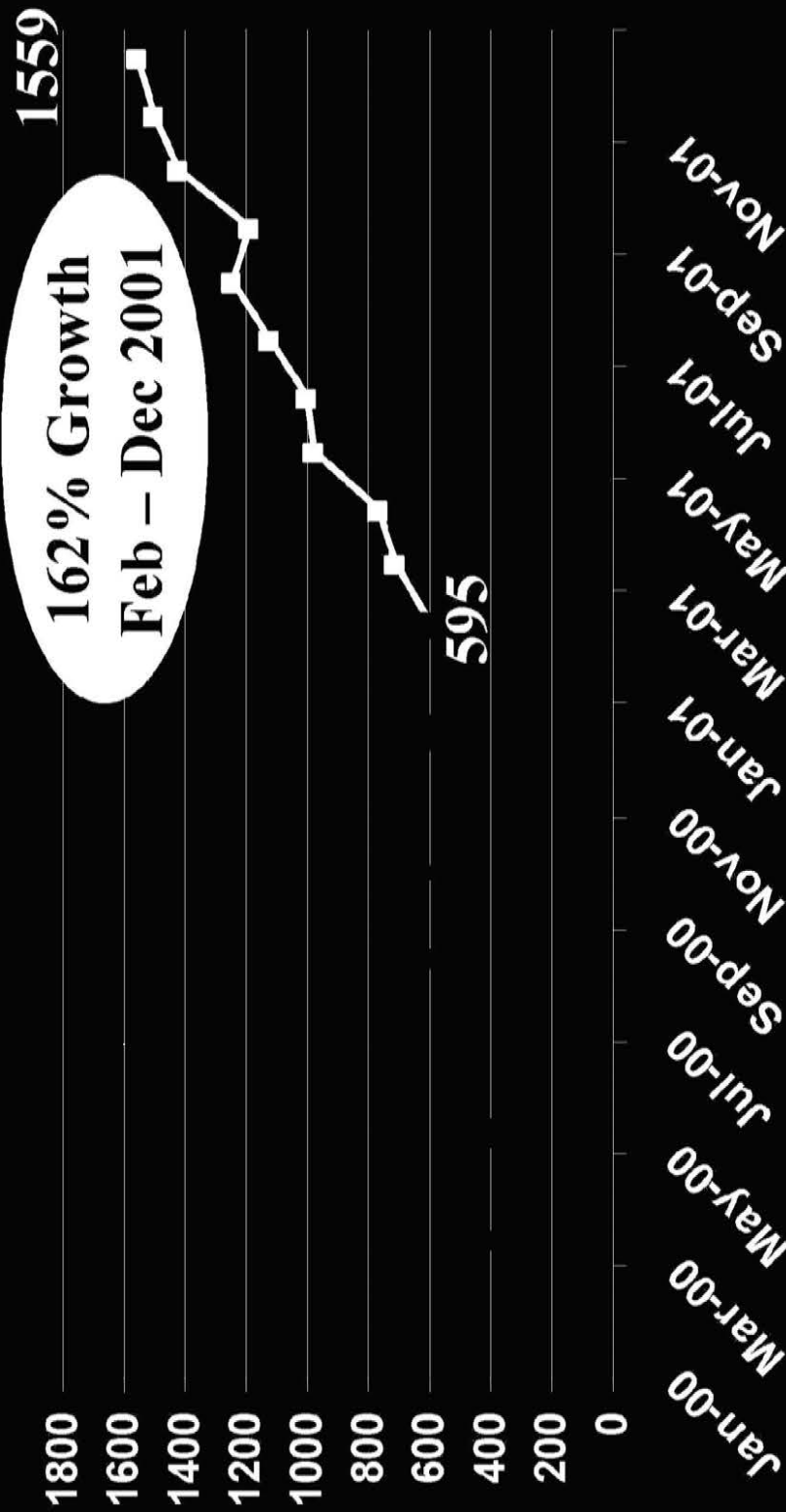
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Monthly Prescriber Count Trend and Post-Launch



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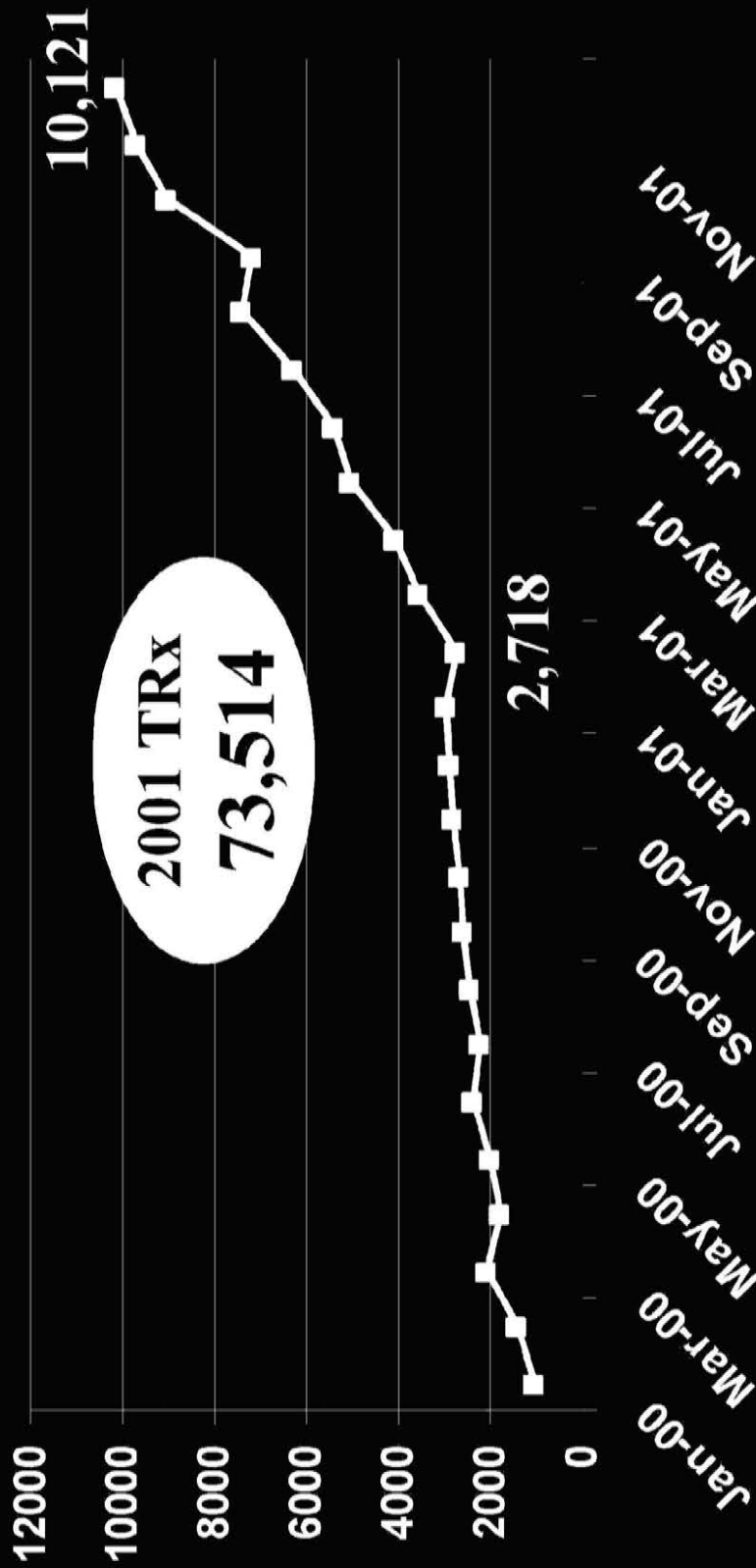
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Monthly TRx Trend Pre- and Post-Launch

Where will we be at the end of 2002?



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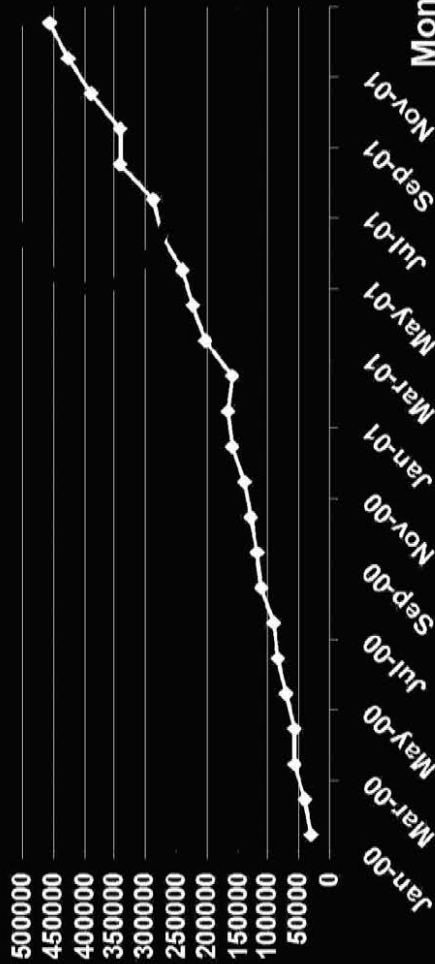
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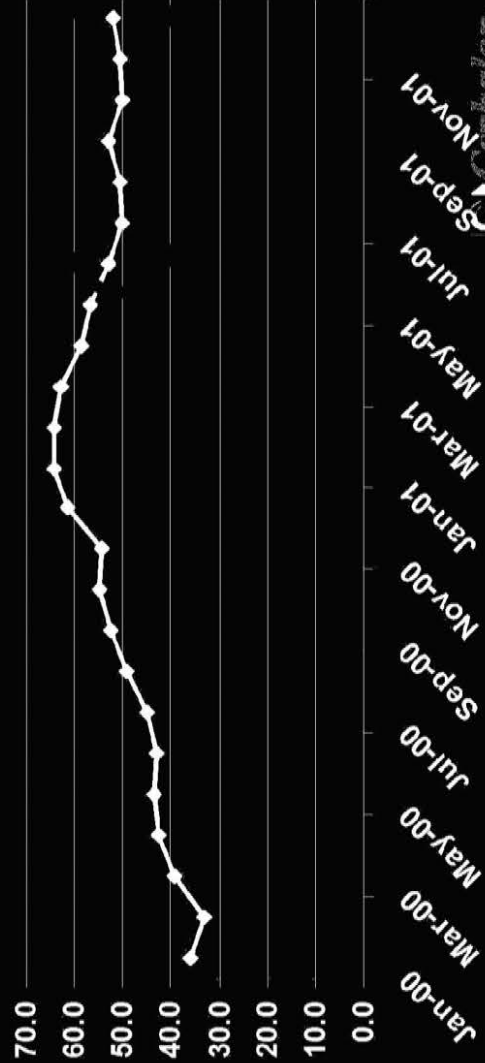
Monthly Units and Units/Rx

Monthly TRx Units



- Accelerated growth
- 190% growth Feb to Dec

Monthly Units / TRx



- Units/TRx steady
- Remains above 50



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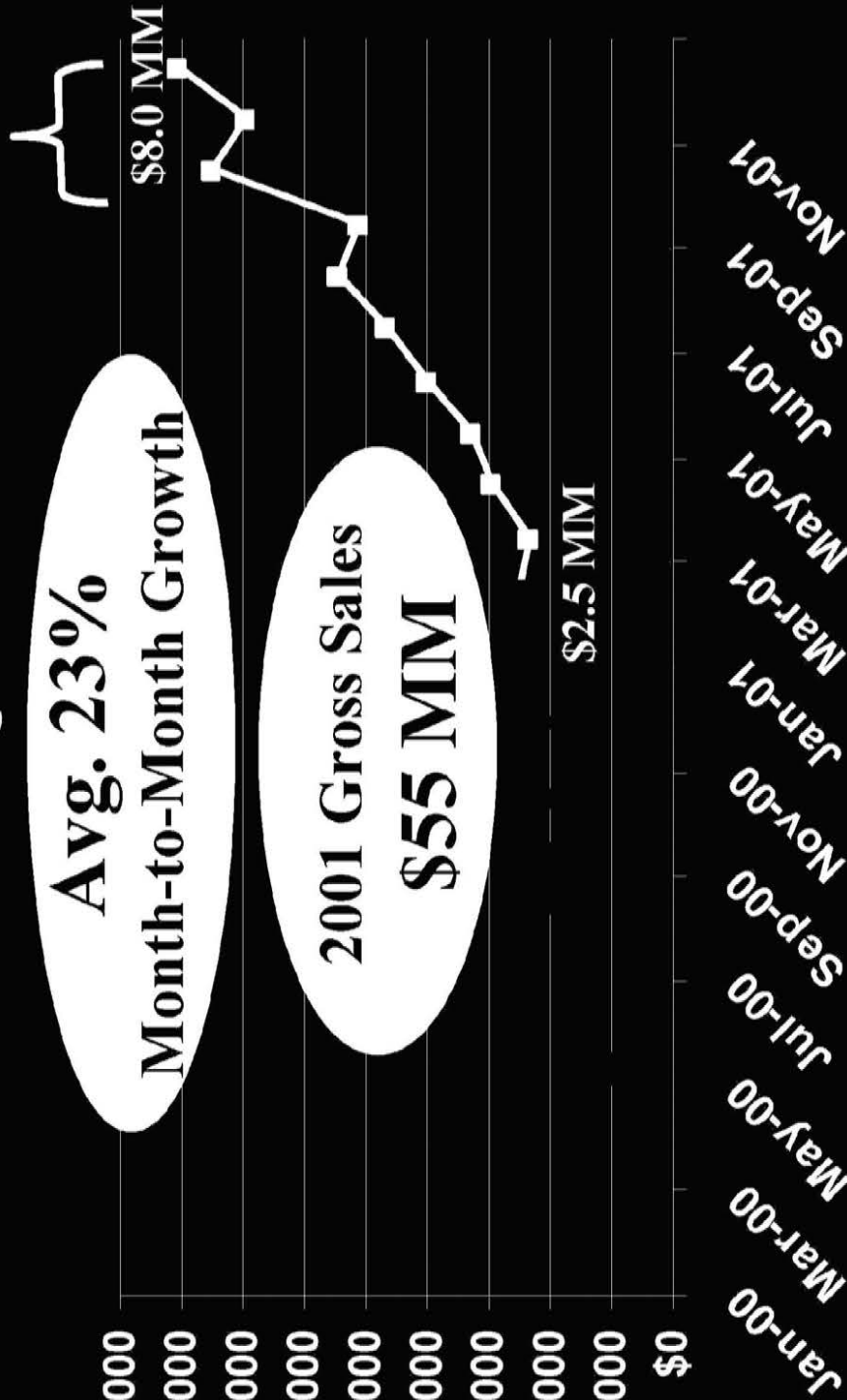
Monthly Gross Sales Trend and Post-Launch

Q4 Gross Sales = \$22.5 MM

Avg. 23%
Month-to-Month Growth

2001 Gross Sales
\$55 MIM

\$9,000,000
\$8,000,000
\$7,000,000
\$6,000,000
\$5,000,000
\$4,000,000
\$3,000,000
\$2,000,000
\$1,000,000
\$0



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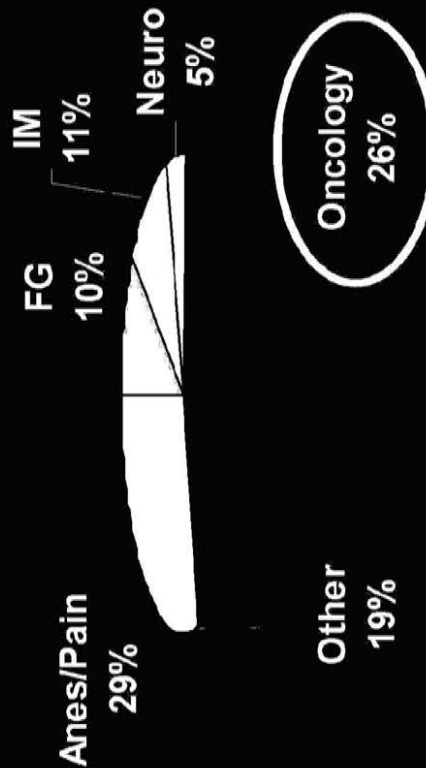
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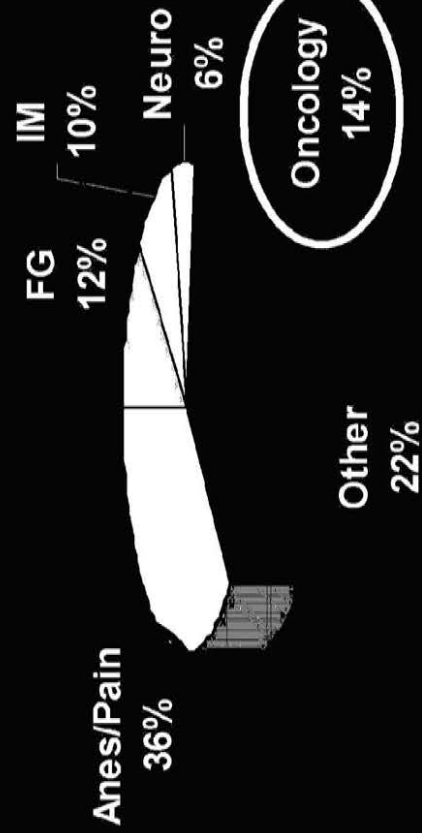
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Prescriber Base by Specialty January 2001 vs. December 2001

January 2001



December 2001



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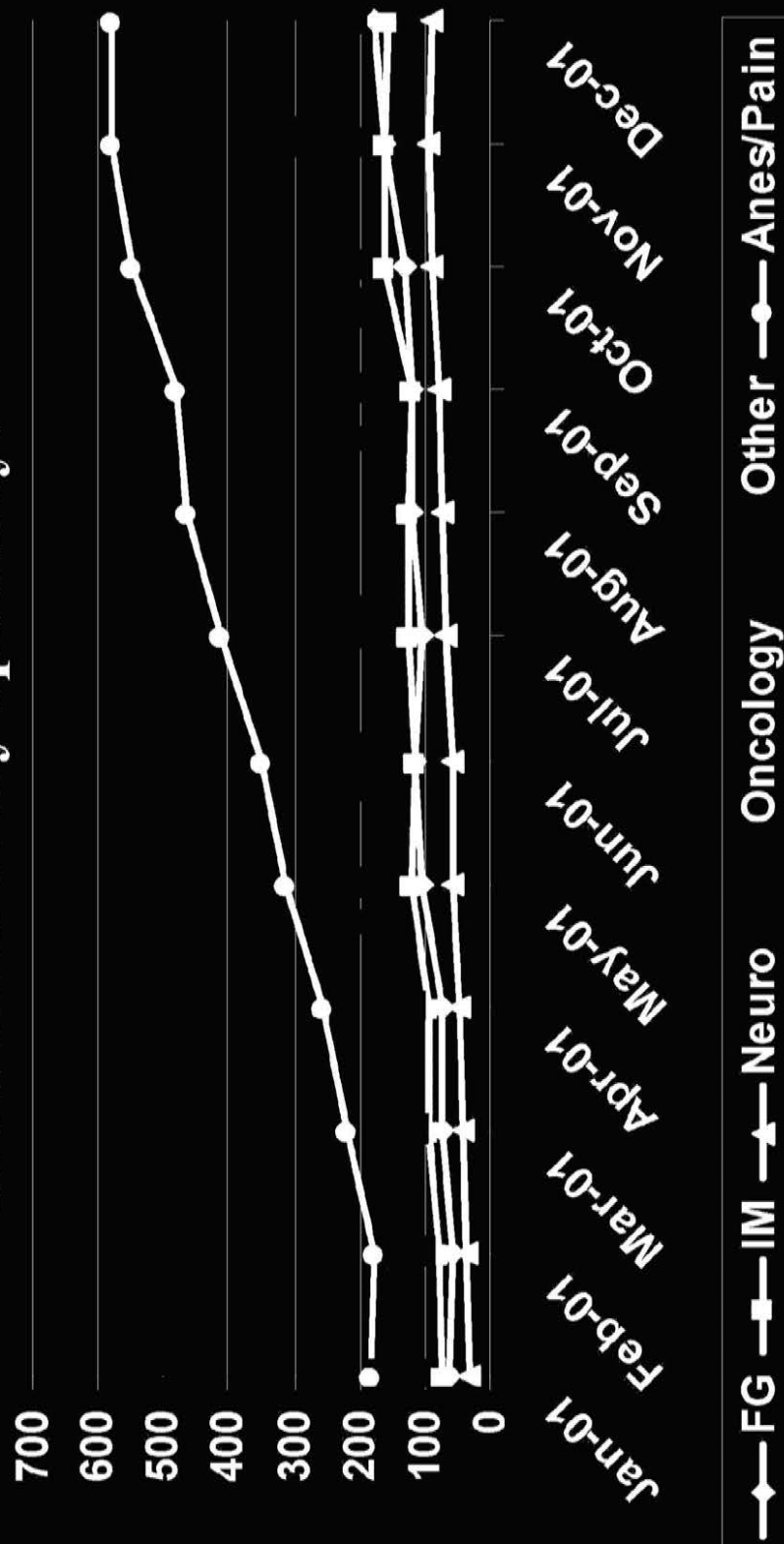
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Monthly Prescriber Count by Specialty Impact of Focused Targeting

- Tremendous growth in Anes/Pain
- Growth in every specialty!



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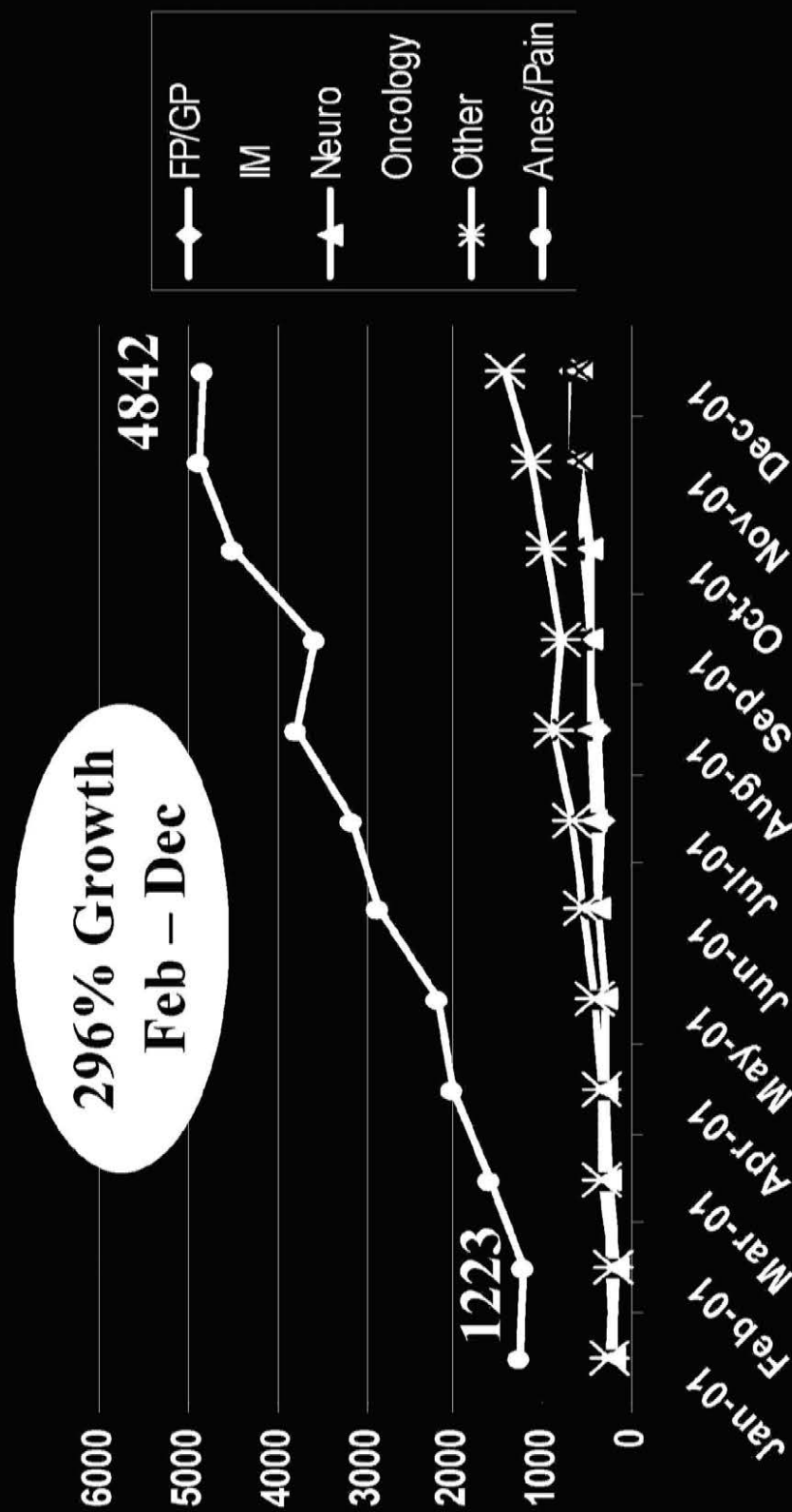
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TRx Trend by Specialty

Impact of Focused Targeting



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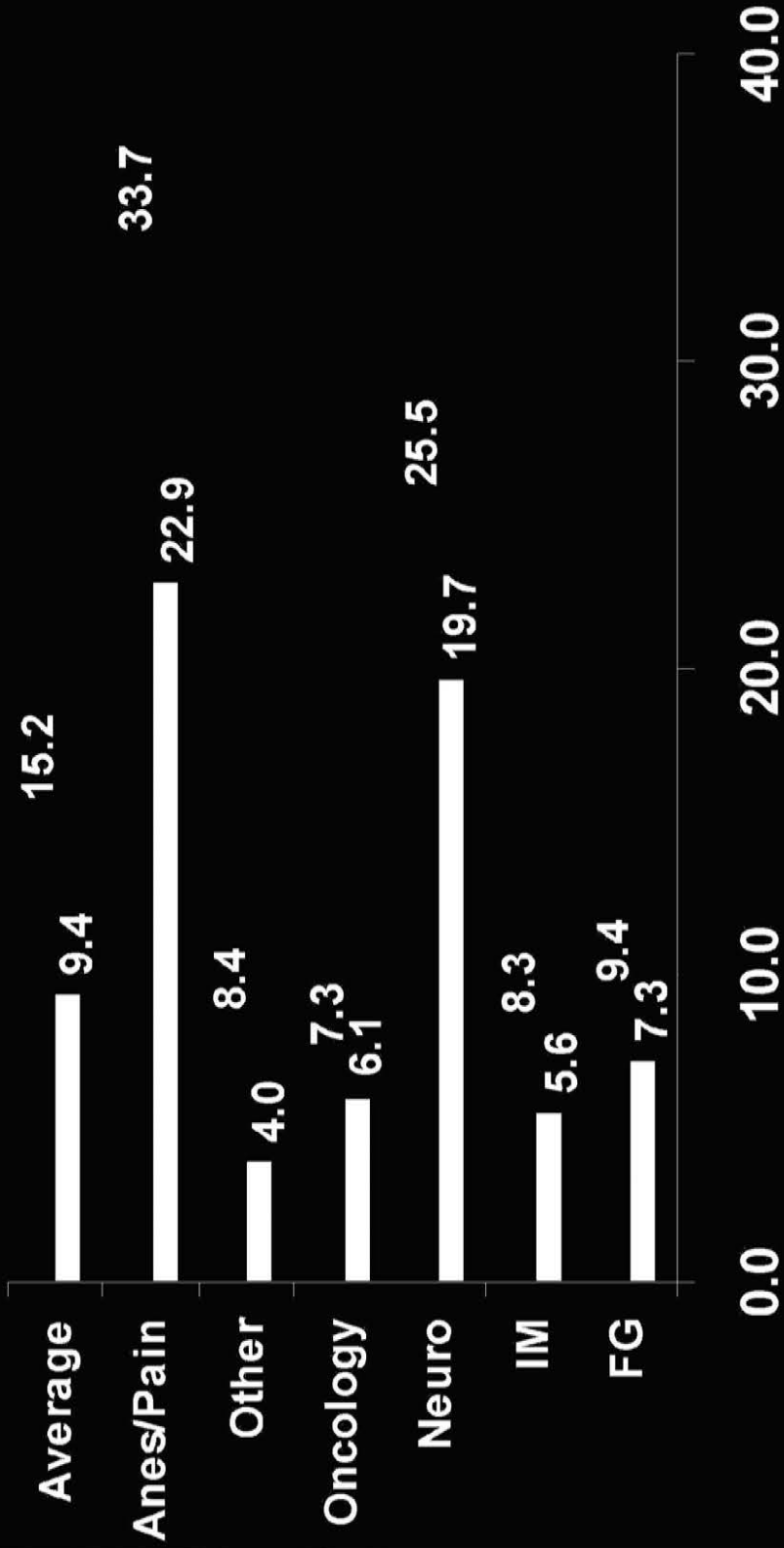
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Average TRx/Prescriber by Specialty 2000 vs.

- Tremendous growth in Anes/Pain



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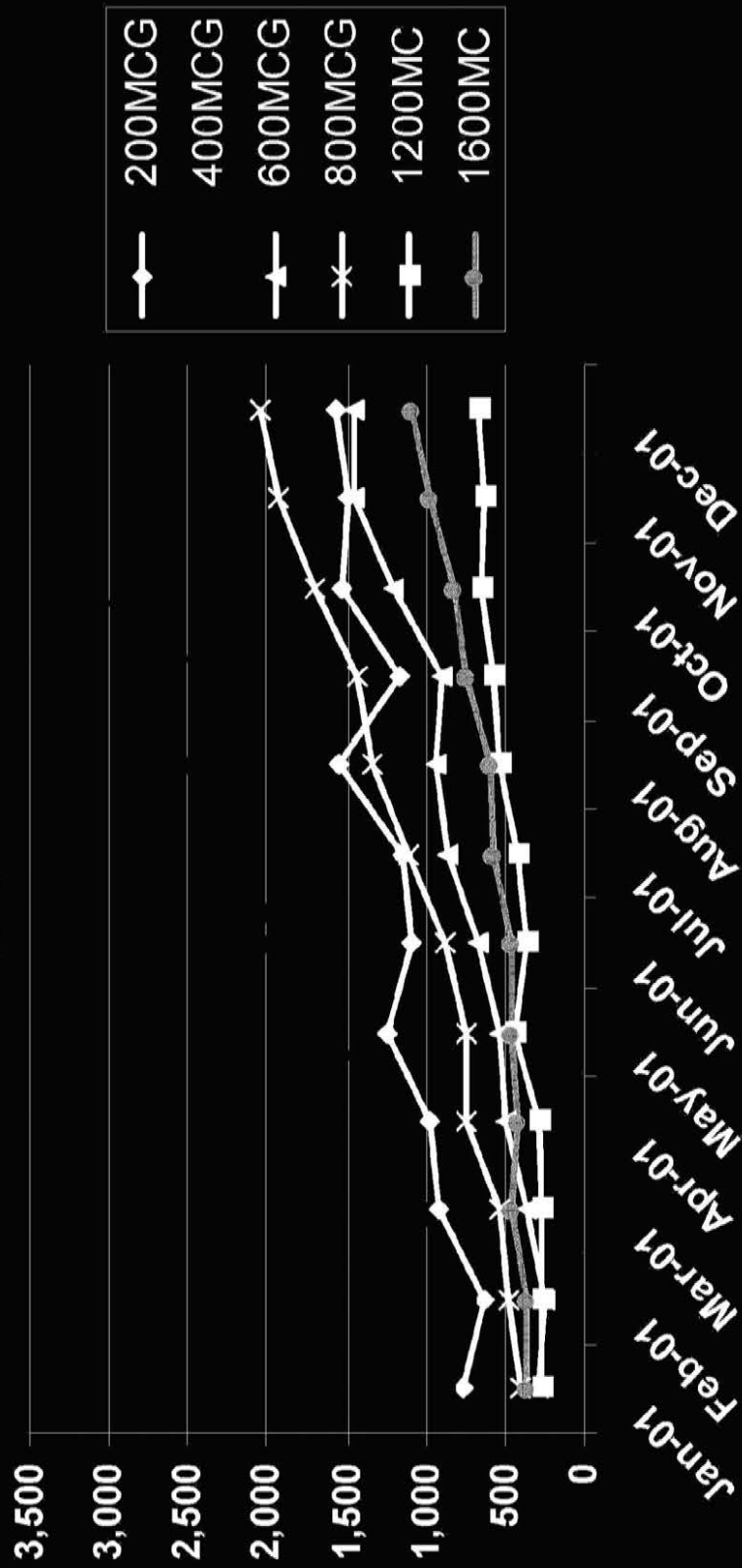
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TRx Trend by Strength Impact of Titration Messaging

- 200mcg & 800mcg TRx growing at fastest rate
- Titration messaging has been effective



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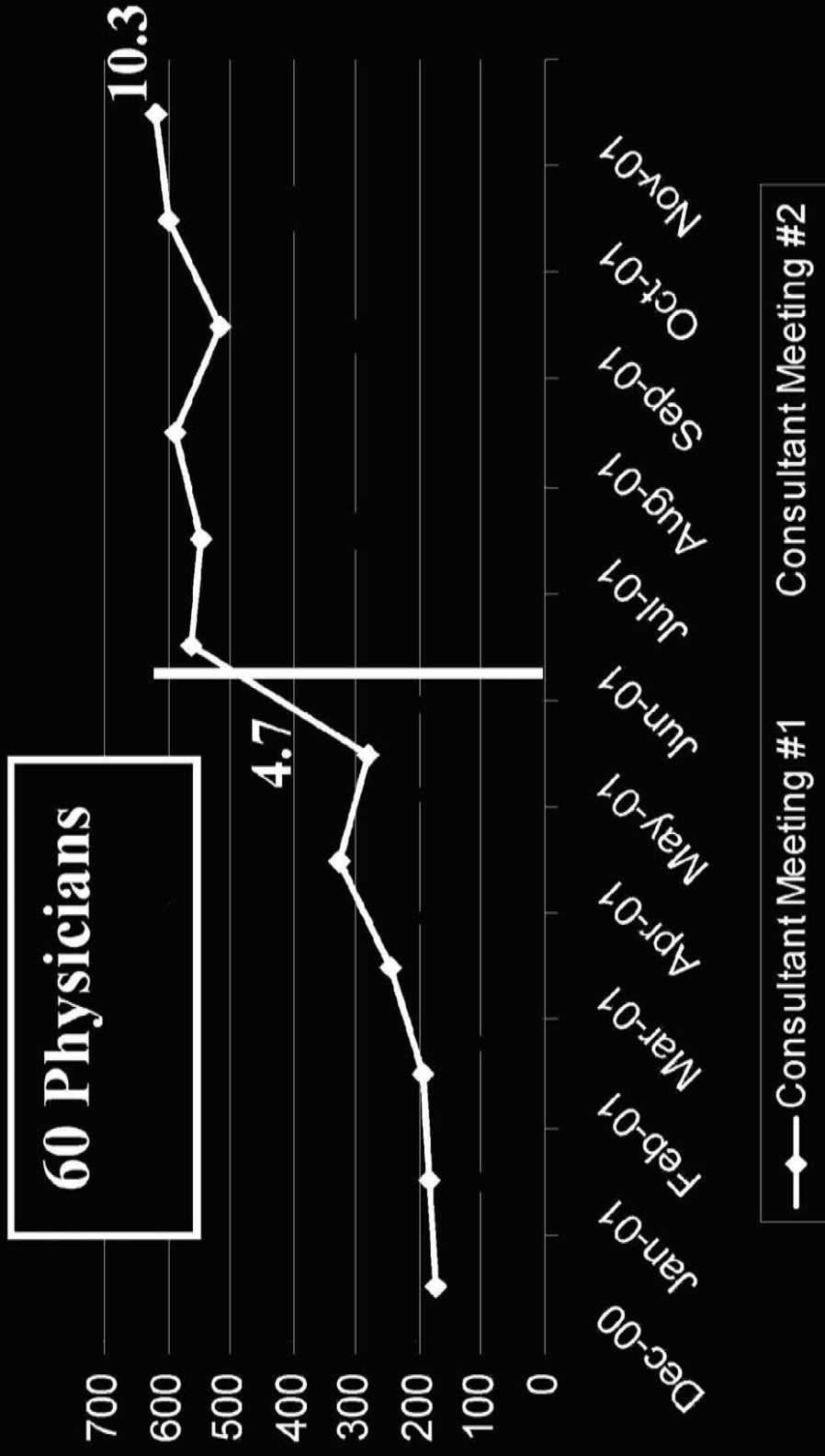
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Two Consultant Meetings San Diego Meetings – 2001



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2001 Performance Update Summary

Four Key Business Drivers

- **Prescriber Count**
 - ◆ Average month-to-month growth since relaunch: 17%
- **Total Prescriptions**
 - ◆ Average month-to-month growth since relaunch: 23%
- **Total Units**
 - ◆ Average month-to-month growth since relaunch: 10%
 - ◆ Units/Rx no longer in decline and above 50 units/Rx
- **TRx Strength**
 - ◆ 400 & 800 growing at fastest rate
- **Gross Factory Sales**
 - ◆ Average month-to-month growth since relaunch: 23%
 - ◆ 244% growth over 2000 (\$55.0 MM vs. \$16.0 MM)

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Prescriber Productivity Summary

Full Year 2001

Specialty	% of Prescriber Base	% of TRx	% of Sales
FG	10%	7%	10%
IM	11%	8%	6%
Neuro	6%	7%	6%
Oncology	19%	11%	7%
Other	18%	12%	8%
Anes/Pain	35%	55%	62%

Specialty	Avg TRx/Prescriber	Avg Units/TRx
FG	9.4	65.9
IM	8.3	50.8
Neuro	25.5	50.7
Oncology	7.3	38.0
Other	8.4	45.4
Anes/Pain	33.7	57.6



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Why have we been successful?

- Targeting correct physician specialties
- Delivering ACTIQ's key messages (benefits of rapid onset)
- Implementing appropriate and effective medical education programs
 - ❖ Sales-driven MEPs
 - ❖ Consultant meetings
 - ❖ CME programs; newsletter, website, teletopics, symposia
- Educating key physician targets
 - ❖ Titration process
 - ❖ Relative potency of ACTIQ
 - ❖ Patient selection
- Improving product awareness
 - ❖ Media plan (journal ads)
 - ❖ Convention presence
 - ❖ Direct mailings (medical & promotional)

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Why ACTIQ in 2002...and beyond?

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Differentiation of ACTIQ

- Why ACTIQ and not another short-acting opioid?
- ACTIQ's key differentiating benefit meets a critical unmet need
- Rapid onset of analgesia
 - Critical feature in treating BTP and episodic pain

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2002 ACTIQ Positioning

- ACTIQ is
 - ↳ a medication in a unique oral transmucosal delivery system
 - ↳ that provides the most rapid onset of analgesia of any non-invasive opioid formulation available
 - ↳ and affords patients personal pain control for BTP and episodic pain

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2002 ACTIQ Key Messages

Messages may appear differently in promotional materials

■ ACTIQ

- ✦ Provides rapid onset of analgesia*
- ✦ Provides personal pain control by improving functionality and QoL*
- ✦ Has a unique, revolutionary drug delivery system
- ✦ Is most effective when titration is initiated at 400mcg
- ✦ Is safe and highly effective*
- ✦ Is easy and convenient to use*
- ✦ Is the only product specifically indicated for BTCP

* Characteristics of ACTIQ which rated extremely high in market research “satisfaction ratings”

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2002 Key Marketing Issues

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2002 Key Marketing Issues

1. **Low product awareness among targeted physician specialties (especially “awareness” linked to key benefits)**
2. **Lack of knowledge in the assessment and treatment of BTP and episodic pain among targeted physician specialties**
3. **Limited clinical data and publications outside of cancer patient population and supporting simplified titration**
4. **Low product and disease state awareness among pain patients**
5. **Limited direct promotional reach**

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The Big Questions

How will we:

- Address these key issues
- Deliver ACTIQ's key messages
- Effectively position the product in 2002?
 - Continue to utilize current brand concept
 - Establish appropriate strategies
 - ◆ No real change in direction
 - Execute effective tactics
 - ◆ We will review shortly

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Positioning Conveyed Through Brand Concept



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Strategically Addressing Key Issues



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2002 Selected Tactics

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2002 Selected Tactics

- Consultant Meetings
- CME / CE
- Promotional Materials

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Consultants Meetings

- March 22-24 Ft. Lauderdale, FL
- June 21-23 San Diego, CA
- October 25-27 Dallas, TX

↳ Targeting 60 physicians at each meeting

↳ Objectives

- Drive scripts
- Identify speakers / champions

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CME / CE

- **Five Key Initiatives**
 - ↳ 3 programs extended from 2001
 - **Newsletter: Emerging Solutions in Pain**
 - **Symposia**
 - **Website: *EmergingSolutionsinPain.com***
- ↳ 2 new programs
 - **Breakthrough Pain Category on *Pain.com***
 - **Teleconferences**

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CME / CE – Extended Programs

1. Newsletter

- ◆ 1st Newsletter mailed November 2001
- ◆ 2002 – Trimesterly
 - February, June & October
 - Will allow for varied topics and create a credible CME resource
- ◆ Circulation of 10K (80% MDs)
 - BRCs mailed to original mailing list
 - ◆ Reps will be provided with BRCs
 - ◆ Clinicians / Reps can sign up at website

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CME Newsletter

*Emerging Solutions
in Pain*
www.EmergingSolutionsinPain.com

Spring 2002
Volume 11
Number 1

An educational resource
for clinicians in the field
of pain management

Provided by:
 MediCom
Worldwide, Inc.

In this issue...

The Clinical Expert

Dr. Jeffrey A. Gudim reviews a recent regional symposium addressing the new JCAHO Pain Management Standards.

The Clinical Experience

An independent study CD-ROM program presented by Dr. Steven Passik discussing substance abuse issues and chronic pain.

For additional continuing education opportunities, please visit us at:

www.EmergingSolutionsinPain.com

MediCom gratefully acknowledges the receipt of an educational grant in support of this publication from Cephalon, Inc.



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Business Reply Card



To continue receiving your complimentary subscription to *Emerging Solutions in Pain*, please fill out this form and return it to MedCom Worldwide, Inc. via mail, fax (215-337-0900) or online at www.EmergingSolutionsinPain.com

Free subscriptions are available only to those who hold one of the positions in Pain Management listed below. If you do not qualify, paid subscriptions are available and can be ordered by calling 800-408-4242. Thank you!

A subscription offer for updates and continuous *pain*

- Yes! I want to receive complimentary quarterly publications of *Emerging Solutions in Pain!*
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Specialty: Please check which best describes your position and/or specialty:

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CME / CE – Extended Programs

2. Symposia

- ◆ Different strategy than in 2001
 - 25 cities with target of 20-30 MDs per program
 - Fewer presenters / topics
 - ❖ BTP & Abuse, Addiction, Diversion
 - Expanded reach with concentrated effort
 - Major rep involvement with physician recruitment
- ◆ Timing: February through November 2002

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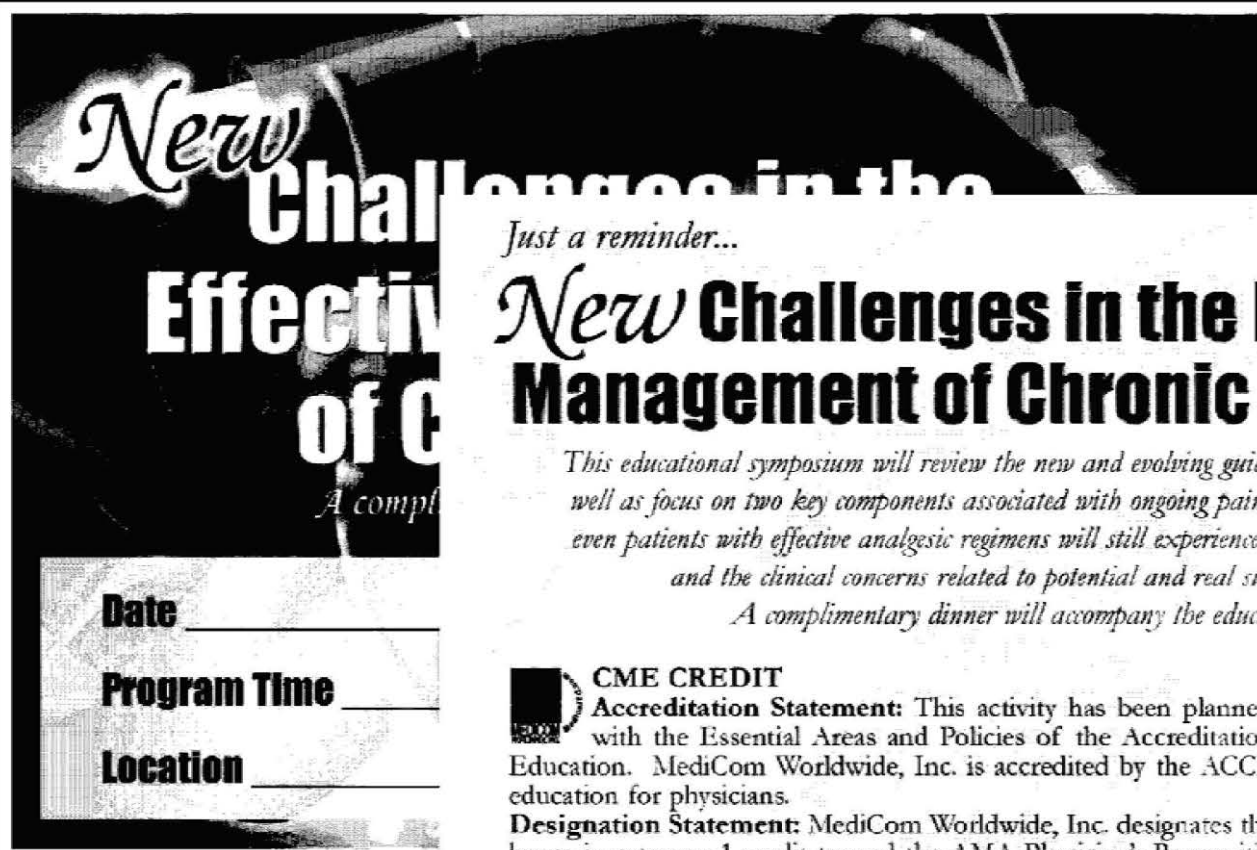
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Symposia Invitation



Just a reminder...

New Challenges in the Effective Management of Chronic Pain

This educational symposium will review the new and evolving guidelines on pain management, as well as focus on two key components associated with ongoing pain management: recognition that even patients with effective analgesic regimens will still experience occasional breakthrough pain and the clinical concerns related to potential and real substance abuse issues.

A complimentary dinner will accompany the educational activity.




CME CREDIT

Accreditation Statement: This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education. MediCom Worldwide, Inc. is accredited by the ACCME to provide continuing medical education for physicians.

Designation Statement: MediCom Worldwide, Inc. designates this educational activity for up to 1.5 hours in category 1 credit toward the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent completing the educational activity.

To register for this program, please call **800-408-4242, ext. 33.**

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Date _____
Program Time _____
Location _____

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CME / CE – Extended Programs

3. *EmergingSolutionsinPain.com*

- ↳ Launched August 2001
- ↳ Repository of all programs
 - Creates enduring materials for rep referral
 - Registration for newsletter / future programs

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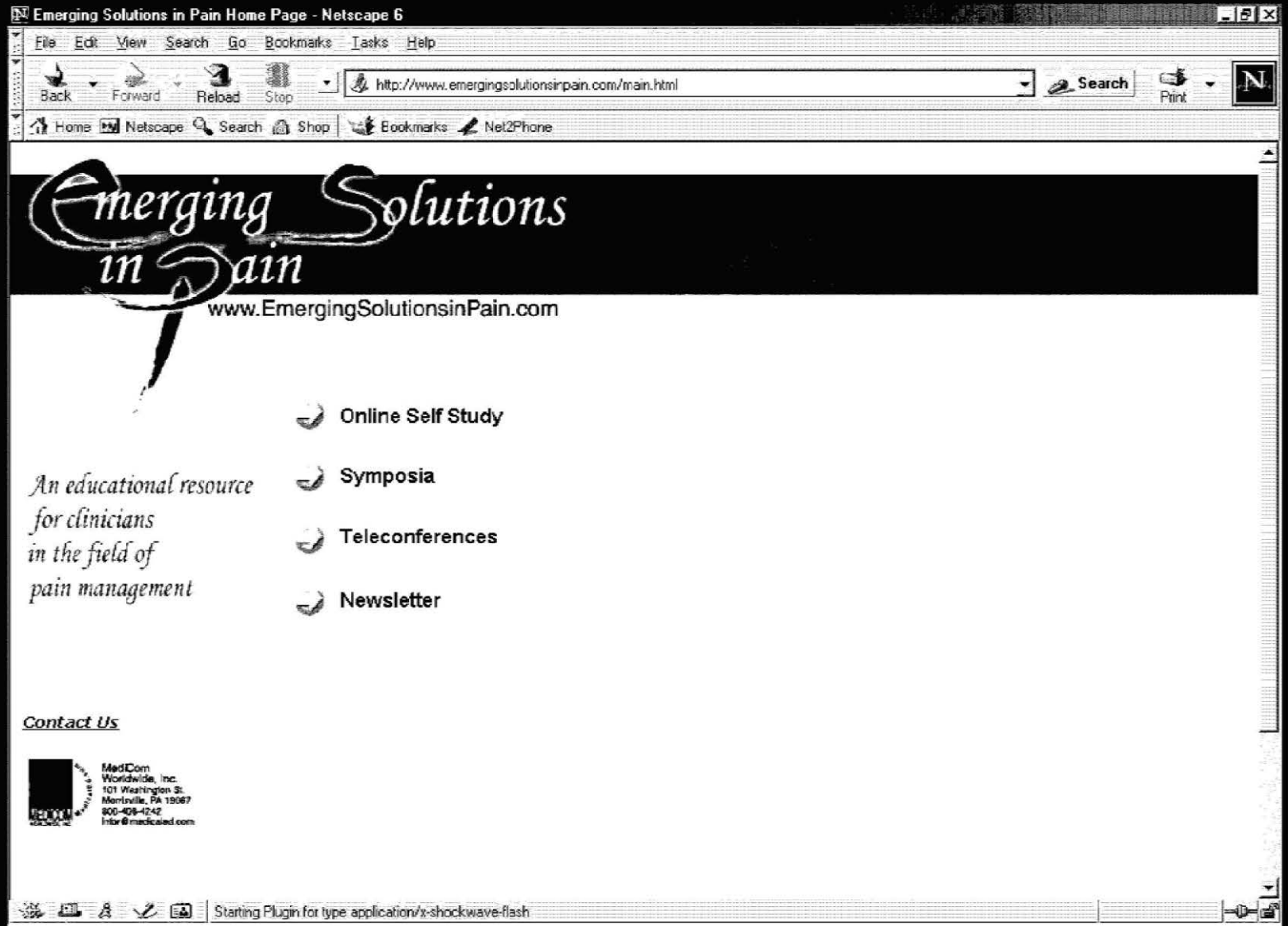
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CME Website: *EmergingSolutionsinPain.com*



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CME / CE – New Programs

1. Breakthrough Pain Category on *Pain.com*

- Most popular “pain” website (200K hits/month)
 - ❖ Dannemiller Memorial Educational Foundation
- Cephalon is sole sponsor of “Breakthrough Pain” category
 - ❖ Unique URL: *Pain.com/breakthroughpain*
- Initial core offerings include:
 - ❖ CME/CE module on BTP (10 studies abstracted)
 - ❖ Expert interviews (with site editor and guest MD)
 - ❖ Selected articles on BTP
 - ❖ Case histories
 - ❖ Patient education and information resources
 - ❖ Ask the Pain Doctor
 - ❖ FAQs
- Additional CME offerings / updates every 3 to 6 months
- Targeted Launch: Q3 2002

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CME / CE – New Programs

2. Teleconferences

- ◆ **Pilot program – only 6 in 2002**
- ◆ **Topic: Treatment Advances in CRPS**
- ◆ **Timing: June – Aug 2002**
- ◆ **Targeting 20-30 MDs/call**
 - **If successful, additional dates possible**

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Promotional Materials Update

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2001 Core Promotional Materials

Available Now:

- 2001 Sales Aid
- Patient FAQs
- Physician FAQs
- Dosing Guide (old concept)
- Product Monograph
- Reimbursement Brochure
- Pain Assessment Tear Sheet (non-branded)
- 3 Non-ACTIQ Specific Reprints

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2002 Additions

Available Soon:

- 5 ACTIQ-specific Reprints
- Non-branded BTP Wall Chart
- New “Pocket-Size” Dosing Guide
- New PCS Coupons (with dosing instructions)
- Patient Instructional Use Tear Sheet
- 2001 Sales Aid – Revised
- Medi-Message Pads
- New Magnet & Rolodex Card
- ACTIQ.com

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2002 Additions

Other Possibilities:

- Competitive Comparison PK Sales Aid
- Patient Profile Flash Cards
- Formulary Kit
- Promotional Direct Mailings

Giveaways:

- 3 Different Style Pens
- Travel Coffee Mugs
- Medi-Message Pads
- And last but not least...

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Critical Success Factors for 2002

Marketing & Sales

- Creation of key sales aids/promotional pieces
- Modification of Brand Concept
- Implementation of Public Relations Plan
- PCS-driven MEPS
- CME Programs
- Consultant Meetings

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