

Therapeutic Area Overview

Field Support & Company Controlled/Supported Activities

	Sales & Marketing	Medical Affairs Research & Development
Products Supported	Product X	Product: X
Field Support	<ul style="list-style-type: none"> • National Sales Director: • Sales Directors: • # Regional Sales Managers: • # Sales Reps (Co. & CSO): • Sales Training Director: • Health Systems Support: • Marketing Director: 	<ul style="list-style-type: none"> • Therapeutic Area Director: • Scientific Directors: • # Scientific Liaisons • Training Manager:
Company Controlled Activities	<ul style="list-style-type: none"> • # Promotional Speaker Programs: • # Promotional Speaker Training: • # Advisory Boards: • # Corporate Booths: • # Symposia: 	<ul style="list-style-type: none"> • # Consultant/Advisory Board Meetings: • # Scientific Booths: • # SL Approved Presentations:
Internal Company Meetings	<ul style="list-style-type: none"> • # Launch Meetings: • # National Sales Meetings & POAs: • # Managers Meetings: 	<ul style="list-style-type: none"> • # Scientific Affairs National Meetings: • # Scientific Affairs Therapeutic Area Meetings:
Company Supported Activities		<ul style="list-style-type: none"> • # Completed IITs: • # Ongoing IITs: • # Grants :

Therapeutic Area Overview

Product Overview, Business & Medical Environment

Product & Indication	Potential Unapproved Uses	Business Environment	Research & Development and Medical Environment
Source: Package Insert	Source: Journal Articles, Medical Information Reports	Source: Brand Plans	Source: Scientific Strategic Plans, IME Advisory Boards, Safety and Medical Information Reports
<ul style="list-style-type: none"> • Product Name: • Indications and Usage: • Warnings and Precautions: • Contraindications: • Dosing: • Box Warning: • REMS: • Therapeutic Class Labeling: • Monitoring required by HCP: • Patent expiration date: 		<ul style="list-style-type: none"> • 2009 Sales/Market Share vs. Goal: • 2010 Sales/Market Share Goals: • 2010 Marketing Strategies: • Business Alliance Support: <ul style="list-style-type: none"> - Business Agreement - Business Alliance Manager - Compliance Contact • Health Systems Support: <ul style="list-style-type: none"> - Formulary Tier Status • Global Marketing Support: <ul style="list-style-type: none"> - Global Marketing Contact - Global Legal/Compliance Contact - Global Marketing Activities • Legal/Regulatory Support <ul style="list-style-type: none"> - Hold Order s in Place - FDA/DDMAC Letters Received - CIA related to Competitive Product - Legal/Regulatory Contacts • Competitive Products : 	<ul style="list-style-type: none"> • Medical Affairs Support: <ul style="list-style-type: none"> - Medical Information Manager - # MIRFS submitted - Medical Information FAQs - Medical Director: - Grant System Manager - # IME Grants - Publications Manager • R&D Support: <ul style="list-style-type: none"> - Global Project Leader - # Adverse Events - Most common AEs - Phase 1-1V studies • Legal/Regulatory Support: <ul style="list-style-type: none"> - Legal/Regulatory Contacts •Unmet Medical Needs:

2010 Prioritization Worksheet

	Factor	Product X	Product Y	Product Z
Product	Narrow Indication	1		1
	REMS Program	1		
	Box Warning	1		
	NDA/sNDA Pending	1		
	Recent FDA/DDMAC Letter		1	
	Product Under Legal Hold Order		1	
Field Support Activities	Launched Within 18 mos.	1		
	Promotional Speakers >100 and /or Programs >350		1	
	Contract Sales Force Used			
	Use of HEOR Managers		1	1
	Co-Marketing or Co-Development Partner	1	1	
	Global Marketing of Product		1	
	High Level of IIT Activity	1		1
	Support by Scientific Liaisons	1	1	1
	High Level of MIRF Activity	1		1

2010 Prioritization Worksheet

	Factor	Product X	Product Y	Product Z
Market Place	Current Sales/Market Share < Projected	1	1	
	>2 Competitive Products	1	1	
	Generic Competition	1	1	1
	Competitors With Broader Indications	1		
	Standard of Care does not Reflect PI	1		
	Use in Indications the FDA Did Not Approve	1		
	High Unmet Medical Needs	1	1	
	Product Purchased by HCP Office /Clinic	1		1
	Recent Reimbursement/Contract Change		1	
	Recent CIA with Competitive Product	1		
R&D Activity	Phase 3b-4 Studies in Progress	1		1
Total		19	12	8
		Higher Priority	Medium Priority	Lower Priority

2010 Monitoring Plan

Therapeutic Area X

Monitoring Activity	2010 Plan	Q1 Plan	Q1 Actual	Q2 Plan	Q2 Actual	Q3 Plan	Q3 Actual	Q4 Plan	Q4 Actual	2010 Total
Sales Rep Field Visits	10	2	2							
Regional Sales Manager Field Visits	5	1	1							
Sales Director Field Visits	2	0	0							
Health Systems Field Visits	2	1	1							
Product X Promotional Speaker Program	6	2	1							
Product X Promotional Speaker Training	1	0	0							
Product X Advisory Boards	3	1	1							
Corporate Booths	2	1	1							
Scientific Liaison Field Visits	3	1	1							
Scientific Director Field Meetings	2	1	0							
R&D Consultant Meetings	4	1	1							
R&D Investigator Meetings	3	1	0							
IME Programs	1	1	1							

2010 Monitoring Plan

Internal Company Meetings

Monitoring Activity	2010 Plan	Q1 Plan	Q1 Actual	Q2 Plan	Q2 Actual	Q3 Plan	Q3 Actual	Q4 Plan	Q4 Actual	2010 Total
Sales POA Meetings	2	0	0							
Sales Manager Meetings	2	1	1							
Sales National Meetings	2	2	2							
Sales Meeting Breakouts	20	10	12							
Sales Conference Calls	8	2	3							
Launch Meetings	1	0	0							
Business Partner Meetings	2	1	1							
Scientific Liaison Therapeutic Area Meetings	2	0	0							
Scientific Liaison National Meetings	1	1	1							
Scientific Liaison Meeting Breakouts	4	4	4							
Scientific Liaison Conference Calls	4	1	1							
R&D Meetings	2	1	1							