

## Overview: Response Time

### LEARNING OBJECTIVES

Upon completion of this workshop, participants will be able to:

- \* Differentiate XARTEMIS XR from the 6 primary competitors in the treatment of acute pain
- \* Utilize the available resources to handle the top 6 customer objections to activate initiation to new prescribing behavior

### PROCESS OVERVIEW

- \* The duration of this workshop is 2 hours and 30 minutes
- \* Subject matter experts from Marketing and Training will share information via broadcast
- \* Managers will facilitate 2 activities; 1 focused on differentiating XARTEMIS XR from the competition and 1 focused on handling customer objections
- \* The workshop will culminate with an *X Factor* Challenge and Debrief

### RESOURCES

- \* XARTEMIS XR iPad MSA
- \* XARTEMIS XR PI
- \* Line 'Em Up Game Cards

### PRE-WORK

- \* Opioids in Acute Pain Management Module
- \* 795 Data Module
- \* Annotated PI

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## Workshop At-A-Glance

Response Time			
Method		Description	Timing
Breakout	Broadcast		
		<b>Marketing Review</b> <ul style="list-style-type: none"><li>※ Learning Objectives</li><li>※ Marketing reviews competitive landscape and strategies for differentiating XARTEMIS XR</li><li>※ Activity #1 Instructions</li></ul>	13 min
Activity #1		<b>Line ‘Em Up</b> <ul style="list-style-type: none"><li>※ Each district breaks into 3 teams</li><li>※ Teams align key characteristics and perceptions to the 6 primary competitors for XARTEMIS XR using Line ‘Em Up Game Cards</li></ul>	15 min
	Discussion #2	<b>Line-Up Revealed</b> <ul style="list-style-type: none"><li>※ And the answers are...</li><li>※ Activity #2 Instructions</li></ul>	2 min
Activity #2		<b>The XARTEMIS XR Difference</b> <ul style="list-style-type: none"><li>※ Lead Facilitator awards Go Time! Recognition Tokens to the team that completed the line-up correctly first</li><li>※ Maintain teams from Activity #1; each team is assigned 2 competitors</li><li>※ Teams determine a key differentiator of XARTEMIS XR and develop a competitive message that incorporates either logic, emotion or the 5 senses</li><li>※ Lead Facilitator debriefs the activity by randomly calling on teams to present, awarding <i>Go Time!</i> Recognition Tokens as appropriate</li></ul>	5 min  15 min  10 min
BREAK			15 min

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**Workshop At-A-Glance (con't)**

Method		Description	Timing
Breakout	Broadcast		
	Discussion #3	<b>Customer Objections</b> <ul style="list-style-type: none"> <li>Marketing reviews 3 of the most common objections regarding XARTEMIS XR and suggested responses</li> <li>Activity #3 Instructions</li> </ul>	4 min
Activity #3		<b>Round Robin Time – Round 1</b> <ul style="list-style-type: none"> <li>DMs pose the objections and randomly asks members of the district to acknowledge and clarify or reframe and confirm for each one</li> </ul>	25 min
	Discussion #4	<b>Customer Objections (con't)</b> <ul style="list-style-type: none"> <li>Marketing reviews 3 more common objections regarding XARTEMIS XR and suggested responses</li> <li>Activity #4 Instructions</li> </ul>	4 min
Activity #4		<b>Round Robin Time – Round 2</b> <ul style="list-style-type: none"> <li>DMs repeat the process from the previous activity for the additional objections</li> <li>Volunteers demonstrate handling objections for the group; Lead Facilitator awards <i>Go Time!</i> Recognition Tokens</li> </ul>	25 min 10 min
	Activity #5	<b>X Factor Challenge</b>	10 min
	Discussion #5	<b>Wrap-up</b> <ul style="list-style-type: none"> <li>Key Take-Aways</li> </ul>	5 min
Discussion #6		<b>Debrief</b> <ul style="list-style-type: none"> <li>District Discussion</li> <li>Transition to Go Time! (Certification Prep)</li> </ul>	7 min
<b>Total Time: 2 hours and 30 minutes</b>			

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### Competitive Line-Up

Brand Name	Oxecta	OxyContin	Percocet	Roxicodone	Nucynta	Vicodin
Generic Name	Oxycodone HCl IR	Oxycodone HCl CR	Oxycodone/acetaminophen	Oxycodone HCl IR	Tapentadol IR	Hydrocodone/acetaminophen
Doses	ADT Tablets: 5mg, 7.5mg	Tablets: 10 mg, 15 mg, 20 mg, 40 mg, 60 mg, 80 mg	Tablets: 2.5/325 mg, 5/325 mg, 7.5/325 mg, 7.5/500 mg, 10/325 mg	Tablets: 5 mg, 15 mg, 30 mg	IR Tablets: 50 mg, 75 mg, 100 mg	Tablets: 5/300 mg, 7.5/300 mg, 10/300 mg
Dosage		Dosed every 12 hours	1 to 2 tablets every 6 hours as needed for pain	Individualized; titrated; every 4-6 hours	Individualized; titrated	1 to 2 tablets every 4 to 6 hours as needed for pain
Formulation	IR/ ADT	CR	IR	IR	IR	IR
Properties	The abuse deterrence characteristics are achieved through the addition of sodium lauryl sulfate, which makes sniffing the crushed form unpleasant, and attempts to liquify it result in a gel that is difficult to inject	Extended-release label contains abuse-deterrent studies consistent with FDA categories 1-3. Once post- marketing data are available, this will be the first product to obtain revised labeling following the introduction of the FDA Guidance on abuse deterrent formulations.		No ADT		Do we add ES formula?

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### Competitive Line-Up

Brand Name	Oxecta	OxyContin	Percocet	Roxicodone	Nucynta	Vicodin
Generic Name	Oxycodone HCl IR	Oxycodone HCl CR	Oxycodone/acetaminophen	Oxycodone HCl IR	Tapentadol IR	Hydrocodone/acetaminophen
<b>Indications</b>	Acute & chronic moderate to severe pain	Not to be used for acute pain or for postoperative pain unless the patient is already receiving chronic opioid therapy prior to surgery or unless the postoperative pain is expected to be moderate to severe and persisting for an extended period of time. The label precludes PRN use. With new labeling requirements, the label can no longer claim an indication for moderate pain.	For the relief of moderate-to-moderately severe pain	For the management of moderate-to-severe pain	For the treatment of acute pain	For the relief of moderate - to-moderately severe pain
<b>Perception</b>	Tamper-resistant ADT; Designed to deter injection and snorting; Abuse deterrence remains to be demonstrated		Well established efficacy; #2 Rx'd opioid incl. generic	"Red flag" when requested by name; Stigma of abuse; No ADT	ER not for acute pain; IR no conversion tables	Most widely prescribed med in the US

Ref: Topic 2 Opioids in Management of Acute Pain

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