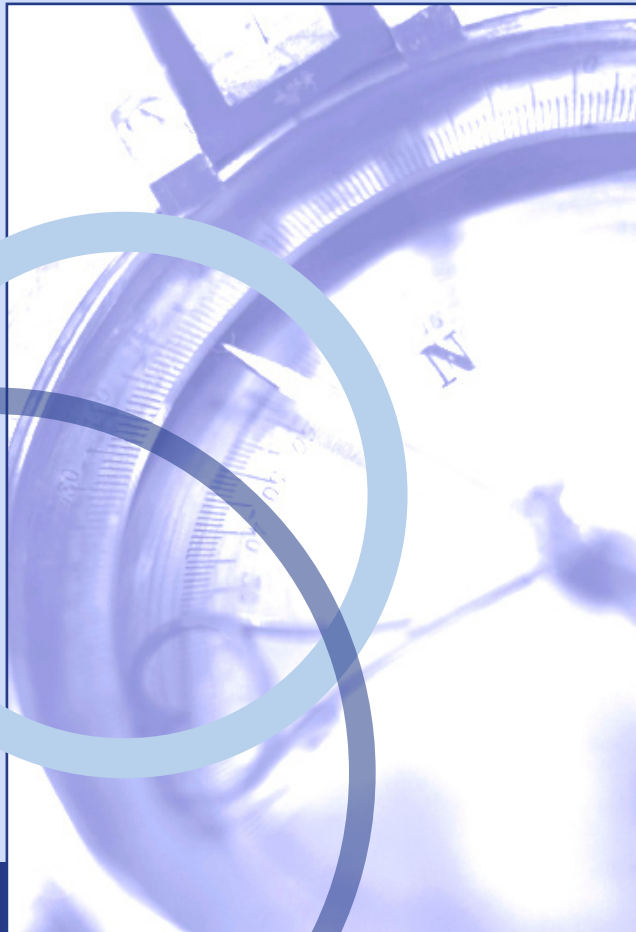


# *P&T Perspective*

2008



*Program Prospectus*





# *P&T Perspective Meeting Program Prospectus*

Discover How Your Product Fares in a Realistic P&T Simulation

*Forewarned is forearmed...*

As more complex chemical entities and classes enter the marketplace, manufacturers are increasingly faced with the need to value test how their products will be received by managed care. Newer cost structures, more complicated modes of delivery/sites of service, and the impact of the Medicare Modernization Act all can work against optimal formulary acceptance and positioning.

<i>Who Needs This Insight?</i>	<i>Benefits for you...</i>
<ul style="list-style-type: none"><li>✦ Account Management</li><li>✦ Brand Teams</li><li>✦ Contracting</li><li>✦ Health Economics</li><li>✦ Pricing/Reimbursement</li><li>✦ Managed Care Marketing</li><li>✦ Marketing Managers</li><li>✦ Medical</li><li>✦ Sales</li></ul>	<ul style="list-style-type: none"><li>✦ Gain insight into the ways that payers view your product</li><li>✦ Understand potential formulary restrictions</li><li>✦ Gauge committee responses related to supporting documentation, product dossiers, and product economics</li></ul>





## THE VALUE OF THE P&T PERSPECTIVE MEETING

### The Usual Way: A Traditional “Mock” P&T Meeting

Most pharmaceutical-sponsored “mock” P&T Committee meetings are not structured to provide marketers with a realistic understanding of how their products will fare during a formulary review process. The findings of these advisory meetings may be heavily biased in favor of the sponsor, as well as unrepresentative of the workings of an actual P&T committee.

#### Most traditional pharmaceutical-controlled advisory meetings are:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>✦ Comprised of primarily managed care medical and pharmacy directors</li> <li>✦ Focused on a single product rather than an entire category or condition</li> <li>✦ Conducted over four-eight hours, far longer than the typical P&amp;T Committee meeting</li> </ul> | <ul style="list-style-type: none"> <li>✦ Driven by presentations made by an agent of the sponsor or a key opinion leader</li> <li>✦ Based largely on research conducted by an agent of the sponsor</li> <li>✦ Open to sponsor staff in the room thus limiting the candor of advisors</li> </ul> |
|---|---|

All of these factors bias results in favor of the sponsor and reduce the validity of any insights generated. The value of the meeting to the sponsor is further diminished since the findings do little to prepare the marketer for the scrutiny of an actual formulary review.

### A Better Way... The Zitter Group’s P&T Perspective Meeting

For marketers who truly want to see how a P&T committee is likely to evaluate their product and their competition – and for those who need to show senior management how payers really think about the category – there is a much better way.

The Zitter Group has more than 17 years of managed care experience and longstanding relationships with hundreds of key managed care executives who manage the P&T process for their organizations. We use these assets to create a program format that realistically simulates an actual P&T committee meeting in composition, length, preparation, and freedom from bias. There is no better way to understand what really is going to happen to your product behind closed doors at a P&T meeting.

#### Our Approach...

TZG assembles a group of 13-15 P&T panelists, typically consisting of the following titles:

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>✦ (2-3) Clinical pharmacists</li> <li>✦ (1) Health plan pharmacy director</li> <li>✦ (1) Health plan contracts manager</li> </ul> | <ul style="list-style-type: none"> <li>✦ (1) Health plan medical director</li> <li>✦ (5-10) Primary care physicians &amp; specialists</li> <li>✦ (1) Pharmacy Benefit Manager</li> </ul> |
|--|--|

P&T Perspective members are recruited from a variety of health plan sizes and types from across the country. *P&T Perspective members do not know which manufacturers are sponsoring the meeting.*

The clinical pharmacist reviews the category and develops a detailed written review based solely on the literature, labeling, and other public information. *The clinical pharmacist is given no instructions that might cause attention or favor to be weighted toward or away from a particular therapy.*





<i>The Process</i>	<i>Process Realism...</i>
<ol style="list-style-type: none"> <li>1. The clinical review is distributed to committee members in advance of the meeting.</li> <li>2. The committee meets for 90 minutes on a Saturday or Sunday.</li> <li>3. The meeting includes: clinical and contracting presentations, marketplace discussions and votes on formulary and management issues (i.e. PA, step edits).</li> <li>4. Sponsors can view the meeting in real time through a closed circuit, Web-enabled technology. This approach ensures that P&amp;T members do not know the identity of either the sponsoring company or the target products, and are not influenced in any way by the sponsors.</li> <li>5. At the conclusion of the meeting, The Zitter Group staff will facilitate questions from sponsors to the committee to provide deeper insight into decisions.</li> </ol>	<ul style="list-style-type: none"> <li>✦ Committee members prepare for the meeting commensurate with their actual, professional roles.</li> <li>✦ The clinical pharmacist prepares all product background documents and presents the clinical overview.</li> <li>✦ The clinical pharmacist also discusses the review with the relevant specialist prior to the meeting.</li> <li>✦ The contract manager prepares the financial analysis and presentation.</li> <li>✦ One of the managed care professionals chairs the meeting.</li> <li>✦ All members on the committee are voting members and will vote regarding coverage, placement and management</li> </ul>

## BENEFITS FOR YOU

### The Zitter Group's P&T Perspective Meeting will help you to:

- ✦ Gain insight into the ways that payers view your product's clinical and economic value propositions vs. the competition
- ✦ Understand how your product will be viewed in terms of potential formulary restrictions
- ✦ Gauge advisor responses related to supporting documentation, product dossiers, and product economics
- ✦ See how payers are likely to manage your product
- ✦ Compare and contrast your drug's formulary position fro commercial and Medicare populations
- ✦ Identify potential gaps and roadblocks in gaining formulary acceptance identified as a result of the P&T meeting
- ✦ Demonstrate to others in your organization the way your product is likely to fare in a P&T Committee category review
- ✦ Train marketing, account management, and sales staff on how payers perceive your product's competitive strengths and weaknesses





## SAMPLE AGENDA (for each disease state)

- 20 min Overview of disease state / current therapies
- 20 min Overview of disease state / new treatments and dynamics
- 10 min Financial review / Contracting discussion
- 20 min Drug review discussion (clinical & financial)
- 10 min Vote on coverage, placement, and management protocols
- 10 min Sponsor Q&A session

**Conveniently monitor the P&T Perspective Meeting on-line without having  
to leave your home or office!**

## PROGRAM DELIVERABLES

Upon conclusion of the meeting, all program sponsors will receive:

- The detailed product or category reviews compiled by the clinical pharmacist
- The final slide deck with both clinical and financial presentations
- A summary of committee findings and recommendations
- Program sponsors purchasing Video Only option will receive a full-length audiovisual recording of the meeting





## SPONSORSHIP OPTIONS/PRICING

Prices listed are per disease state		
<b>Option 1:</b>	Live Meeting Observation with Q&A, up to 5 viewing sites	\$35,000
Additional services (in addition to Option 1):		
a)	Full-length audiovisual recording <ul style="list-style-type: none"> <li>• <i>delivered within two weeks of live review</i></li> </ul>	\$2,500
b)	Edited audiovisual recording <ul style="list-style-type: none"> <li>• <i>delivered within five weeks of live review</i></li> </ul>	\$8,000
c)	Stand Alone Training package <ul style="list-style-type: none"> <li>• <i>includes both full-length and edited training DVDs</i></li> </ul>	\$15,000
d)	Onsite training package—includes all the items in c) plus TZG will provide an expert instructor to present the training to your staff onsite	\$19,500
<b>Option 2:</b>	Video Only <ul style="list-style-type: none"> <li>• <i>includes all program documents and full length audiovisual recording</i></li> <li>• <i>Delivered within two weeks of live review</i></li> </ul>	\$30,000
Additional Video Only options:		
a)	Video Only with edited audiovisual recording <ul style="list-style-type: none"> <li>• <i>Delivered within five weeks of live review</i></li> </ul>	\$38,000
b)	Video Only with Stand Alone Training Package <ul style="list-style-type: none"> <li>• <i>Includes full-length DVD &amp; training DVD</i></li> </ul>	\$48,500
c)	Video Only with Onsite training package—includes all the items in b) plus TZG will provide an onsite expert instructor to present the training to your staff.	\$53,000
<b>Option 3:</b>	Training Package Only* <ul style="list-style-type: none"> <li>• <i>* does not include program documents.</i></li> </ul>	\$18,000
<b>Option 4:</b>	Onsite Training Package Only--includes all the items in Option 3 plus TZG will provide an expert instructor to present the training to your staff onsite.	\$23,500
<b>Option 5:</b>	Custom Session	Contact TZG for pricing





## ADDITIONAL SERVICES

### Video footage of the meeting

Full-length and edited video footage of the meeting is available within 2 – 5 weeks of the meeting date.

### Training Package

Train key staff on the form and function of a P&T Committee and how your drug fared in a typical review. The training package includes:

- an edited DVD of the P&T Perspective review
- a Facilitator's Guide
- a PowerPoint presentation for training
- With purchase of Option 1 or 2 you will also receive:
  - all documents used during the live meeting
  - a summary of findings from the live meeting

### Custom Sessions

Do you want to test pricing, labeling, or other information about your product without having to share this information with your competitors? Custom sponsorships are available to meet your specific needs without losing the realism

## Schedule of upcoming P&T Perspective Reviews

P&T Perspective is a quarterly meeting with up to six disease states reviewed at each meeting. Visit [www.zitter.com](http://www.zitter.com) to learn more about the dates and categories of upcoming P&T Perspective reviews.

Video clips of previous P&T Perspective reviews are available for viewing at

[http://www.zitter.com/PTP\\_VideoClips.htm](http://www.zitter.com/PTP_VideoClips.htm)

### For More Information

Please contact The Zitter Group at 1-888-4Zitter ext 109 or [contact@zitter.com](mailto:contact@zitter.com).





### **P&T PERSPECTIVE 2008 SCHEDULE\***

\*Disease states are chosen and scheduled based upon potential new entrants in the above categories. The Zitter Group strives to hold PTP meetings at the most advantageous times for pharmaceutical companies. However, TZG reserves the right to change the schedule based upon changes in anticipated launch dates, new regulatory changes or other issues pertinent to the marketing of pharmaceutical products. TZG can perform a review of any disease state with notice of 60 days.

<b>2008 Meeting Categories Include:</b>	
• ADHD	• Ankylosing Spondylitis
• Anxiety	• Asthma
• Breast Cancer	• Allergic Rhinitis
• Alzheimer's	• Inflammatory Bowel Disease
• Diabetes	• Depression
• Contraceptives	• Endometriosis
• Erythropoietins	• Glaucoma
• Human Growth Hormone	• Insomnia
• Hyperparathyroidism	• Schizophrenia/Psychosis
• Macular Degeneration	• Obesity
• Multiple Sclerosis	• Psoriasis
• Osteoporosis	• Custom Sessions Available (pre- and post-launch)

For specific dates for 2008, please contact The Zitter Group at 1-888-4ZITTER ext. 109 or via email at [contact@zitter.com](mailto:contact@zitter.com)





### LIBRARY OF AVAILABLE P&T REVIEWS

Audiovisual recordings are available from past P&T Perspective reviews. Purchase of a library review would include all documents and presentations used for the live review. Please contact your TZG Account Representative for pricing information.

Category	Date	Formats Available
Depression	December 2005	Full-length Video Only
Osteoporosis	December 2005	Full-length Video Only
Antipsychotics	December 2005	Full-length Video Only
Rheumatoid Arthritis	March 2006	Full-length Video and Edited Training Package Available
Psoriasis	March 2006	Full-length and Edited Videos Available
Heart Failure	March 2006	Full-length Video Only
Insomnia	March 2006	Full-length and Edited Videos Available
Contraceptives	March 2006	Full-length and Edited Videos Available
HRT	March 2006	Full-length Video Only
Depression	July 2006	Full-length, Edited Video, and Transcripts Available
Multiple sclerosis	July 2006	Full-length Video Only
Diabetes	December 2006	Full-length and Edited Videos Available
Statins	December 2006	Full-length and Edited Videos Available
Parkinson's Disease	June 2007	Full-length Video Only
Red Blood Cell Stimulating Growth Factors (ESA)	June 2007	Full-length Video Only

#### About The Zitter Group...

Founded in 1989, The Zitter Group (TZG) is a leading managed market resource for life science companies with integrated strategic and tactical capabilities. The company has more than 16 years of experience working with biopharmaceutical manufacturers and payer organizations. TZG works extensively with both small and large molecule issues and has expertise in strategy and analytics as well as communication and educational tactics.





The  
Zitter  
Group

1-888-4ZITTER