

Xyrem Prescription and Distribution Process

Video Script 2/2/01)

Audio	Video	Titles
1. [Fade in music]	Graphic texture of oranges and yellows	Fade in first title/logo graphic.
[Up music.]	logo of Xyrem emerges	Xyrem® (Sodium Oxybate) Oral Solution
[Fade out music.]		Fade out first title/logo graphic. Fade in video title.
		Prescription and Distribution Process
2. Narcolepsy, it is a serious debilitating condition that diminishes the quality of life for approximately 125,000 Americans.	Fade to head-to chest shot of narrator.	
3. Xyrem is a promising new medication that, for some patients with narcolepsy, can significantly reduce the incidence of cataplexy, as well as improve symptoms of daytime sleepiness.	Fade to table-top shot of Xyrem box and a display of its contents.	
4. But, because Xyrem is a controlled substance, Orphan Medical wants to make certain that “only” patients for whom it is prescribed have ongoing access to this important treatment.	Fade back to shot of narrator sitting on desk.	

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| 5. Orphan Medical is committed to a distribution plan that is both safe and effective for patients and also protects the general public by minimizing opportunities for the diversion of Xyrem to unauthorized individuals. | Fade to shot of Orphan representative making a presentation about success plans—perhaps pointing to a bullet point on an overhead screen. | |
| 6. To achieve that goal, Orphan Medical--after extensive consultation with law enforcement, prosecutors, field law enforcement personnel, pharmaceutical distribution experts, forensic experts, DEA consultants, and drug diversion experts-- has developed a comprehensive, restrictive distribution program. | Fade to build graphic that begins with shot of Xyrem box in center of screen. | <p>Fade in titles as mentioned.</p> <ul style="list-style-type: none"> <input type="checkbox"/> law enforcement <input type="checkbox"/> prosecutors <input type="checkbox"/> field law enforcement personnel <input type="checkbox"/> pharmaceutical distribution experts <input type="checkbox"/> forensic experts <input type="checkbox"/> DEA consultants <input type="checkbox"/> drug diversion experts |
| 7. In addition to thorough patient and physician education about Xyrem, | Fade to shot of narrator holding up a variety of patient/physician education material and, then, setting it down on the desk. | |
| 8. As well as multiple security checks before, during and after prescription fulfillment. | Cut to split-screen shot showing <ul style="list-style-type: none"> a) pharmacist assistant verifying doctor's license b) pharmacist unlocking cabinet, c) patient signing for delivery by Federal Express. | |

9. The purpose of this video is to outline, step-by-step, all of the security measures that will occur whenever a prescription of Xyrem is written and filled.
- Cut back to narrator.
- 10.
- Fade to freeze-frame shot of a physician consulting with a patient.
- Begin action
- When Xyrem first becomes available, a select group of physicians with a documented history of prescribing medications for patients with narcolepsy will receive an educational module, in the mail, called the Physician Success Program.
- Fade in title with freeze frame.
- Notify A Select Group of Physicians about Xyrem®**
- Fade out title
11. This program will introduce these selected physicians to Xyrem and includes a videotape, Physician Success Program contact information, a patient education presentation, templates for medical records and patient contracts, and information about third-party payor reimbursement.
- Fade to table-top display of Physician Success Program materials.
- This mailing will be documented and no medication samples will ever be provided.
- Fade in titles when mentioned in narration.
- Documented mailing**
 - No physician samples**

12. Complementing this effort, a representative from Orphan Medical will visit each targeted physician and reinforce the information provided in the Physician Success Program.

Fade to shot of rep and physician meeting and discussing Physician Success Program materials.

The representative will ask the physician to sign a receipt if any additional Physician Success Program materials are left for the physician's office.

13.

Fade in title

**Specialty
Pharmacy**

Fade out title.

A crucial component of the secure distribution of Xyrem is the use of a specialty pharmacy. The specialty pharmacy is a single, centrally-located facility that will have a variety of distribution, documentation, and security responsibilities.

Fade in narrator

14. A staff of dedicated pharmacists, reimbursement specialists, and customer service representatives will provide a closed-loop distribution system that will not only serve patients and prescribers, but will also be able to generate data, recording prescribers, patients and dosing that could provide information for any possible investigations and prosecutions for state and federal authorities.

Fade to shot of pharmacist

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| 15. This distribution system begins with a secure holding warehouse area where an inventory of Xyrem is kept, according to scheduling requirements by federal and state laws and checked several times a day. | Fade to shot of pharmacy employee unlocking holding warehouse to reveal Xyrem supply. | Fade in benefit title.

Secure inventory storage |
| 16. On a regular basis, a small supply of Xyrem is moved from the gated and locked warehouse to a gated and locked area within the same pharmacy. Only qualified pharmacists and pharmacy technicians, dedicated to the Xyrem Program will be allowed access or will handle Xyrem. | Cut to shot of pharmacy employees transferring inventory. | |
| 17. Both Orphan and the pharmacy acknowledge and document every time any inventory is moved. | Slow fades shot of
a) pharmacy personnel signing some transaction documentation
b) Orphan personnel at computer screen documenting the same. | |
| 18. Now, let's take a step-by-step look at how the specialty pharmacy provides verification and documentation of both the prescription and the prescribing physician before preceding to fill any requests for Xyrem. | Fade to shot of narrator. | |
| 19. When a physician determines that Xyrem is an appropriate medication for a patient, | Fade to shot of physician in the office using Orphan Medical's materials to educate a patient about Xyrem. | |
| 20. The prescription is faxed or mailed, depending on each states pharmacy board regulations, directly to the specialty pharmacy. | Fade to shot of physician faxing prescription. | |

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