

# The race is going on

**OXYCONTIN®**

**PALLADONE®-SR capsules**

launched: Oct 2002

launched: Oct 2004

moderate to severe pain,  
mostly non cancer  
use after dihydrocodeine,  
tramadol

**POSITIONING**

golden standard III step  
WHO  
in cancer pain

pain specialists,  
neurologists,  
rheumatologists,  
orthopedists,  
oncologists

**TARGET**

oncologists,  
pain specialists

first line opiod for  
non-malignant pain

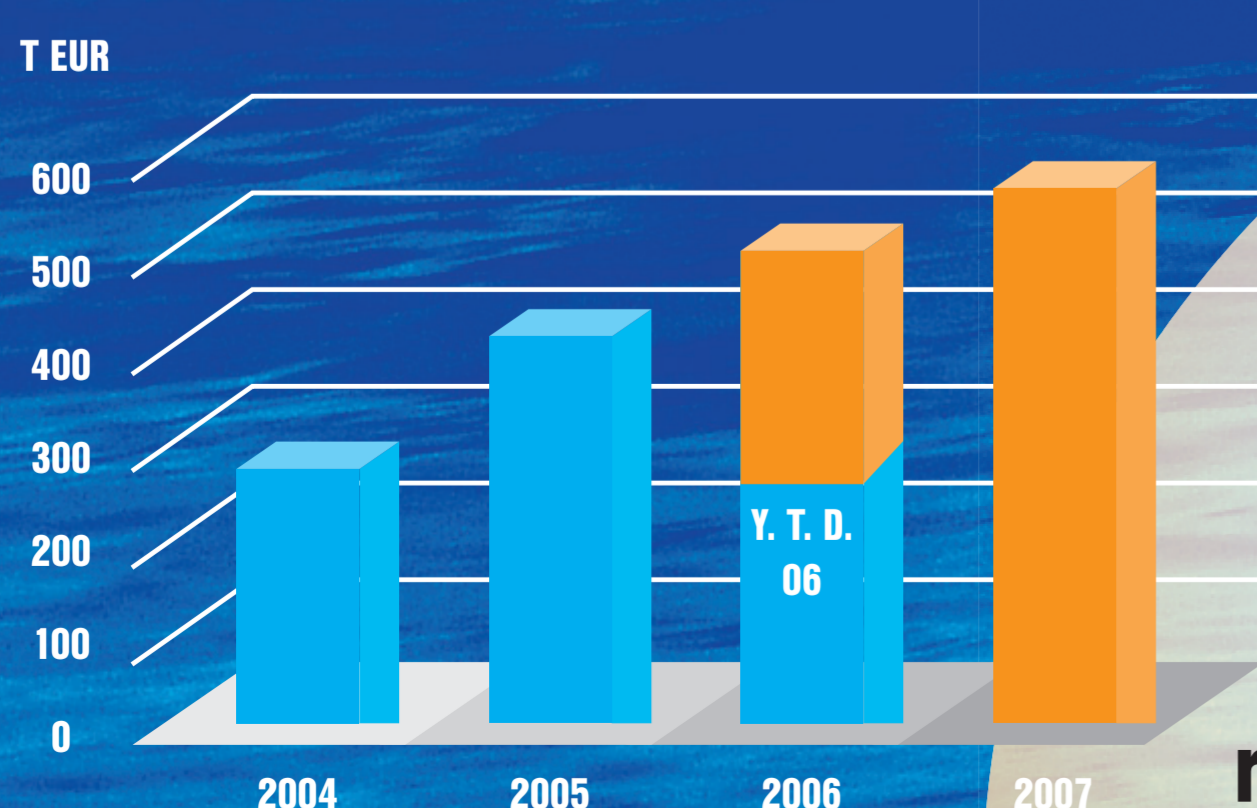
**GOALS**

first choice drug  
for tumor pain

**ACTIVITIES**

1. PAIN SCHOOL PROJECT  
(closely connected with PFS)
2. multidisciplinary cooperation  
(direct mailing with PP outputs  
reinforce pain management communication)
3. discussion forums with GPs

In-market sales development  
OxyContin®



In-market sales development  
Palladone®-SR capsules

