

ACIPHEX weekinabox



Everything you need, including

- Five Talking Point Cards
- Four Theme Cards
- CD-ROM

How to use weekinabox

talking point cards

The five talking point cards explain what ACIPHEX is and why people suffering from acid reflux disease should use it.

ACIPHEX offers:

- Nighttime and Daytime Relief
- Long-term Results
- Patient Support
- Managed Care Options
- One Tiny Solution

Pick one talking point per day.

theme cards

In order to keep your informational sessions fresh and lively, pick one theme card for the week, then pair it with a different talking point card each day. An example of themes includes International Heartburn Week. Flip through them all, and you'll find suggestions for:

- Menus
- Props
- Activities

Match them up for a mix of education and fun.







One ACIPHEX 20 mg tablet daily is used for the treatment of persistent, frequent (2 or more days a week) heartburn and other symptoms associated with acid reflux disease.

ACIPHEX is also used for the short-term (4 to 8 weeks) treatment in the healing and symptom relief of damaging (erosive) acid reflux disease (gastroesophageal reflux disease) and to maintain healing of damage (erosions) and relief of heartburn symptoms that happen with acid reflux disease. ACIPHEX has not been studied for treatment lasting longer than 12 months (1 year).

Important Safety Information

ACIPHEX has a well-established safety profile. The most common side effect possibly related to ACIPHEX is headache. Symptom relief does not rule out other serious stomach conditions. Patients on warfarin (such as Coumadin®) may need to be monitored more closely by their doctors.

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ACIPHEX week in a box







international heartburn week



a world tour of health

While taking this week to explore the benefits and attributes of ACIPHEX, you can enjoy foods from around the world. As you know, combining ACIPHEX with diet and exercise is the best way for your patients to manage their acid reflux disease, so give our international smorgasbord a whirl.

Acidic foods, like tomatoes or citrus fruits, can trigger heartburn. So can carbonated and caffeinated beverages, as well as spicy foods. Follow our itinerary and see for yourselves how changing your diet to maximize the effects of AcipHex can be creative and simple.



random holiday week



celebrate the esophagus

Sure, everybody knows about Halloween, Channakuh, Easter or Kwanzaa, but what about Squirrel Appreciation Day (January 21), World Smile Day (October 6), or National Escargot Day (May 24)? OK, you don't have to go that far, but take a closer look at five forgotten American holidays, some of them popular, others not as well known, and one or two we've created ourselves.

These holidays can be ordered as you see fit. You can also come up with your own. Prizes are up to your discretion and taste.



vacation week



take time out to tune in

What is life without a few vacations thrown in along the way? On this holiday, we are not bound by the constraints of space or time. Let ACIPHEX be your tour guide as you head off into uncharted territories.

You'll encounter salty pirates, bucking broncos and beach blanket mayhem, with enough time left over to win a limbo contest at a luau and score a hole-in-one on the AcipHex putting green. You won't need a US passport to board any jumbo jets, but you will have the chance to have your AcipHex passport stamped.



game week



lightning round: are you up to speed?

Who doesn't love a good, old-fashioned test of wits and wiles? We've modeled many of our games after popular television shows. Draw pictures of GERD words at an easel while your colleagues decipher your sketches, and try to guess the acidities of items in our *pH is Right* grocery cart.

You'll also find more traditional brain-teasers that will test everyone's knowledge about acid reflux disease. There's even a gastrointestinal board game, all in the name of fun.

Day 3: Managed Care Jeopardy: State Managed Care Acceptance and ACIPHEX answers presented in the form of a question. Prompt discussion of local market solutions. Everyone wins today because without Managed Care, patients could be in jeopardy!

Enhancement Suggestions: ACIPHEX stress balls
Serving Suggestions: Snacks & soda

Day 4: Oversized ACIPHEX Patient Care Crossword Puzzle: Words and clues in puzzle are related to patient support, as is the topic of conversation for the day.

Enhancement Suggestions: Crossword Puzzle Book
Serving Suggestions: Snacks & soda

Day 5: Family Feud With Or Without Food: Split the group into two teams and have them answer questions about GERD and the benefits of ACIPHEX – its tiny size and how it can be taken with or without food. Winning team gets snacks & soda. Losers get nothing. Just kidding – share the snacks with everyone!

Enhancement Suggestions: Movie ticket vouchers
Serving Suggestions: Snacks & soda



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game week

Each day a different game is played that relates in some way to one of the core messages.

Day 1: Long-term Healing Spelling Bee: Participants have to spell words like “gastroesophageal,” to launch discussion regarding long-term healing, diet and lifestyle changes, and maintaining/healing heartburn relief. Give out prizes for correctly spelled words.

Enhancement Suggestions: Mugs, pens, tote bags, stress ball with the ACIPHEX logo.
Serving Suggestions: Brown paper bag sack lunch with sandwiches, chips’ and apples with stickers on them that say “An ACIPHEX a day keeps the doctor away!”

Day 2: Day & Night Esophagus Board Game: Use different pieces of candy as game pieces. Ask questions relating to maintaining and healing heartburn all day and all through the night. Correct answers move the participants towards the stomach, incorrect answers send back up the esophagus.

Enhancement Suggestions: Give the game “Operation” as the prize
Serving Suggestions: Eat the rest of the candy not used in the game; chips & soda.

Enhancement Suggestions: ACIPHEX stress balls
Serving Suggestions: Snacks & soda

Day 4: Patient Support Dude Ranch Day: Hop in the saddle and discuss patient support. Everyone puts his or her name in a cowboy hat. Rep picks the Grand Prize Winner.

Enhancement Suggestions: Grand Prize Movie – “City Slickers”
• Cowboy boot piñata • Banner that reads “Give Acid Reflux Disease the Boot!”
Serving Suggestions: Chips, salsa and non-alcoholic beer

Day 5: Managed Care Island Fantasy: With managed care acceptance, patients won’t be cast away! Talk about local market solutions and offers, etc. while enjoying a luau theme. Hold a limbo contest – the more correct answers a person has, the higher (easier) the bar is held. Person who answers the most questions correctly wins the Grand Prize.

Enhancement Suggestions: Grand Prize DVD of the movie, “Castaway”
• Give everyone a Hawaiian Lei
Serving Suggestions: Fruit punch served in coconut cups with little umbrellas
• Order in chicken satay, shish kebabs • Cut up pineapple decorations for dessert

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Core messaging is communicated through a different vacation activity every day.

Day 1: Beach Blanket Tiny Pill Bingo: Play ACIPHEX Bingo on beach towels. The bingo markers are “tiny ACIPHEX pills.”

Enhancement Suggestions: Beach balls and inflatable rafts with ACIPHEX logo. Grand Prize – a 60’s surf movie like “Gidget Goes Hawaiian”
Serving Suggestions: Pigs in a blanket, chips & soda

Day 2: Night & Day Pirate Ship: Everyone gets an eye patch with the ACIPHEX logo on it. As they discuss the benefits of heartburn relief all day and all through the night, they can guess how many chocolate coins are in the treasure chest. Winner gets to keep the chocolate.

Enhancement Suggestions: Grand Prize Movie – “Pirates of the Caribbean”
Serving Suggestions: “Pirate’s Booty” snack food & soda

Day 3: Long-term Healing Golf Day: Every correct answer pertaining to ACIPHEX and long-term healing of GERD allows the player a chance to putt. The person who plays all holes first wins.

vacation week

Enhancement Suggestions: Home Gardening Kit
Serving Suggestions: Crudités with broccoli ("little trees")

Day 4: Patient Support Groundhog Day: Exactly the same as the previous day, Arbor Day. But today bring in a plant that has a stake holding it up to help it grow. Discussion points on stickies are regarding Patient Support. Again, at the end of the session, pull a name out of a planter and that person gets to keep the plant and pot.

Enhancement Suggestions: Home Gardening Kit
Serving Suggestions: Crudités with broccoli ("little trees")

Day 5: Tiny ACIPHEX Pill Day: Play ACIPHEX Bingo. The bingo markers are "tiny ACIPHEX pills."

Enhancement Suggestions: Tiny keychains - mini Etch-A-Sketch, mini Eight Ball
• Make ACIPHEX pill masks for everyone to wear.
Serving Suggestions: Red Hots, Tic Tacs, Mini M&M's
• White Castle burgers, pigs in a blanket, soda

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Core messaging is supported by various, often less celebrated, holiday themes.

Day 1: Everybody's Long-term Healing Birthday: Longevity is something to celebrate! Discuss long term healing of erosive GERD while playing "Pin the ACIPHEX Pill on the Esophagus."

Enhancement Suggestions: Party hats, balloons, streamers
Serving Suggestions: Birthday cake & beverages

Day 2: Fourth of July Day & Night: Celebrate (and talk about) the nighttime and daytime relief, regardless of symptom severity.

Enhancement Suggestions: Red, white & blue balloons & streamers
-Sparklers (they demonstrate the feel of heartburn)
Serving Suggestions: Bomb Pops

Day 3: Managed Care Arbor Day: Think globally, act locally. Bring in a tree or plant with questions/discussion points (written on stickies) about Managed Care Acceptance and Local Market Solutions. At the end of the session, pull a name out of a planter and that person gets to keep the plant and pot.

random holiday week

Day 4: Thailand:

Talk about Patient Support.

Serving Suggestions: Pad Thai, basil chicken, salad

Day 5: China:

Talk about the powerful but tiny pill, and the convenience of taking it with or without food.

Serving Suggestions: General Tso’s chicken, Buddha’s Feast, Mongolian Beef

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international heartburn week

You can get heartburn anytime, anywhere. This week while exploring the **benefits and attributes of ACIPHEX**, we will enjoy potentially heartburn-inducing **foods from around the world**.

Day 1: Italy:

Discuss long term healing.

Serving Suggestions: Brown paper bag sack lunch with sandwiches, chips, and apples with stickers on them that say “An ACIPHEX a day keeps the doctor away!”

Day 2: Greece:

Talk about daytime and nighttime heartburn relief.

Serving Suggestions: Souvlaki & salad

Day 3: Mexico:

Discuss Managed Care Acceptance & Local Market Solutions

Serving Suggestions: Burritos, tacos, chips, salsa, salad

For patients studied in this trial, their **days got a whole lot easier, too.**

After only one dose, 64% reported complete alleviation of daytime reflux; after 28 days of treatment, 88% also reported total relief.¹

The results of these trials continue to indicate high rates of healing. After eight full weeks of treatment with AcipHex, 90% and 91% of patients with moderate or severe heartburn reported satisfactory daytime and nighttime relief.*¹

Of those with mild, moderate, or severe heartburn, **75% and 71%** found themselves **symptom-free** after 8 weeks of treatment.^{†1}

‡Defined as symptom resolution in patients with erosive esophagitis.

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1.



In a clinical trial, patients experiencing moderate to severe heartburn found taking **ACIPHEX** once daily for 28 days **reduced symptoms significantly.**^{*1,2}

80%[†] of those studied reported satisfactory nighttime relief on only the first night. By the final night, 95% of patients reported relief of nighttime reflux. These individuals reported similar results for daytime heartburn: nearly 80%[†] reported relief the first day, and 94% reported relief on the final day.¹

Patients who had previously reported mild, moderate or severe heartburn also experienced high rates of relief – for these people, many found that their reflux problem disappeared altogether.*

On **night 1, 69%** found themselves experiencing **complete nighttime relief;** by **night 28, the number jumped to 91%.**^{‡1,2}

*Defined as moderate or severe baseline symptoms reduced to mild or no symptoms in patients with erosive esophagitis.

†78% of patients reported nighttime heartburn relief (n=1469) and 79% of patients reported daytime heartburn relief (n=1449).

nighttime/daytime relief

In two trials, ACIPHEX not only relieved daytime and nighttime heartburn: it also maintained endoscopic healing in patients with healed erosive GERD at the one-year mark.^{§ 3-5}

90%[¶] and 86%[¶] of these patients reported remaining healed.

It's no wonder: ACIPHEX is a potent gastric acid suppressor. In an 8-day study,[¶] patients had a pH above 4 for

- 44%[#] of the day on day 1
- 60%[#] of the day on day 8

By day 7, AcipHex maintained pH levels at or above 4 for 95% of the time (22.8 hours per day).^{**}

[§]Two US multicenter, double-blind, randomized, parallel-group studies of patients with previously healed erosive or ulcerative GERD treated for 1 year (N=209; N=285).
[¶] $p < 0.001$ vs placebo.
[¶]A single-center, double-blind, placebo-controlled, randomized crossover study in healthy H. pylori-negative male subjects (N=24). Analysis performed in three evaluable subjects.^{1,3}
[#] $p < 0.001$ vs placebo. ^{**}A single-center, double-blind, randomized, two-way crossover study of 20 and 40 mg rabeprazole in GERD patients (N=20). In the 20 mg arm, percentage of time esophageal pH<4 decreased from a baseline of 24.7% to 5.1% on day 7.^{1,3}



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While ACIPHEX acts quickly to treat the symptoms of mild, moderate, and severe acid reflux disease, its results are long-lasting.

In two US clinical trials, ACIPHEX was proven to relieve nighttime heartburn in patients with healed erosive GERD after one year.^{*3-5.}

98%[†] of patients in the first study and 91%[‡] of patients in the second study reported symptom disappearance.

Daytime symptoms diminished as well: 97%[†] and 94%[†] of those patients analyzed found themselves without relapse of heartburn severity one year later.

^{*}Two US multicenter, double-blind, randomized, parallel-group studies of patients with previously healed erosive or ulcerative GERD treated for 1 year (N=209; N=285).
[†] $p \leq 0.001$ vs placebo.
[‡] $0.001 < p < 0.05$ vs placebo.

long-term healing

Patients interested in **learning more about ACIPHEX** can call **1-800-XXX-XXXX**.

They can also browse our ACIPHEX Web site, www.acipHex.com, for additional product information. Through the site, patients can receive a detailed description of acid reflux disease find out how ACIPHEX can help, and enroll in a free trial offer.

The **ACIPHEX Web site** gives patients the option of signing up for ***Straight Forward***, a compliance program created specifically for ACIPHEX patients.



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3.



When you prescribe **ACIPHEX** to your patients for symptoms associated with frequent, persistent acid reflux disease, you're doing a whole lot **more than treat them — you're educating them.**

Patients are more likely to take a medication when they understand why it's necessary, how it works to solve their problem, and what impact it will have. That's why ACIPHEX has developed and supports a wealth of informational materials, including a newsletter, ***Reflux Digest*** and a comprehensive brochure.

Our Patient Starter Kit features a **pedometer**, so patients can be inspired to increase esophageal health through exercise a brochure and a **free trial offer voucher**, so they can get started.

patient support

4.

If your patients **do not have health insurance**, there's **still a way** for them to get **ACIPHEX**.

The Partnership for Prescription Assistance, or **PPA**, unites pharmaceutical companies, doctors, healthcare professionals, patient advocacy organizations, and community groups to help uninsured and underinsured Americans who lack adequate prescription coverage get the medicines their physicians recommend through both public and private programs.

To find out which of the 475 programs endorsed by the PPA is the right match for them, your patients can visit the PPA Web site at **pparx.org**, or call the PPA toll-free at **1-888-4PPA-NOW (1-888-477-2669)**.

Medicare Part D also works to help eligible patients **afford ACIPHEX**.

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ACIPHEX fits nicely into most prescription plans.

You can begin prescribing ACIPHEX for your patients with the reassurance that their plans will most likely cover them for ACIPHEX.

Patients can sign up for a 30-day free trial program.

They can simply contact their physician and then use the voucher we provide to find out immediately if ACIPHEX is right for them. If they enjoy the relief they experience, they can be prescribed ACIPHEX regularly, whether you are their primary care physician or a specialist.

managed care options

This tiny pill can be taken with or without food.

Your patients can take it with a healthy breakfast, or simply swallow it with a gulp of water. Whether they take it in the morning or at night is also their decision. They'll barely notice any change in their routines — but they'll most assuredly notice the effect of taking ACIPHEX once daily to manage their personal acid reflux condition.

**Each 20 mg ACIPHEX pill is
actually smaller than a Tic Tac.**

1. Data on File, Eisai Inc.
2. Robinson M, Fitzgerald S, Hegedus R, Murthy A, Jokubaitis L, on behalf of the F.A.S.T. trial investigators. Onset of symptom relief with rabeprazole: a community-based, open-label assessment of patients with erosive oesophagitis. *Aliment Pharmacol Ther.* 2002;16:445-454.
3. ACIPHEX full prescribing information.
4. Caos A, Moskovitz M, Dayal Y, Perdomo C, Niecestro R, Barth J, and the Rabeprazole Study Group. Rabeprazole for the prevention of pathologic and symptomatic relapse of erosive or ulcerative gastrophageal reflux disease. (*Am J Gastroenterol.*) 2000;95:3081-3088.
5. Birbara C, Breiter J, Perdomo C, Hahne W, and the Rabeprazole Study Group Rabeprazole for the prevention of recurrent erosive or ulcerative gastro-oesophageal reflux disease. *Eur J Gastroenterol Hepatol.* 2000;12:889-897.

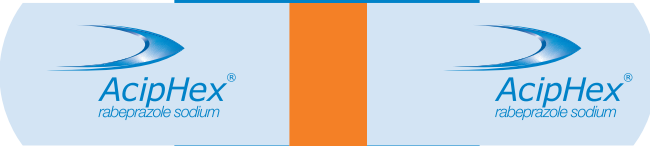
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**Your patients may wonder about how taking
ACIPHEX can fit into their lives.**

They might very well feel like they are taking enough pills already, or could be concerned about how and when to take it. Pill size is also important: they most likely do not want to have to swallow a large pill.

Fortunately, AcipHex offers patients suffering from both short-term and chronic acid reflux disease a regimen that can fit into any lifestyle.



- **Actual Pill Size**
- **Can be taken with/without food**
- **Can be taken morning/evening**

one tiny pill