

PRESS RELEASE

**NEW SURVEY SHEDS LIGHT ON MOMS' PERSPECTIVES ABOUT
ADHD MEDICATIONS**

Moms of Children Taking ADHD Prescription Medication Feel Like They Are Doing the Right Thing, Yet Challenges and Knowledge Gaps Remain

October 17, 2012/Miami, FL, New York, NY – A new online survey of moms of children with attention deficit hyperactivity disorder (ADHD) conducted by Mom Central Consulting and Noven Therapeutics, LLC reveals that, while nearly all (93 percent) moms of children treated with prescription medication feel like they are doing the right thing, challenges managing ADHD symptoms and knowledge gaps related to treatment options remain. The survey, titled “Kids and ADHD: Assessing Where Moms Stand on Treatment,” was conducted in August 2012 among 1,011 moms of children ages six to 17 diagnosed with ADHD and treated with prescription medication.

Approximately nine out of ten surveyed moms report observing several positive results since their child began treatment on any of a variety of stimulant and non-stimulant ADHD prescription medications. Despite improvements, more than half (51 percent) of moms said they had experienced challenges adjusting their child’s treatment schedule between school days, weekend days and holidays. The survey found that most moms would value a long-acting medication option that lasts throughout the school day (81 percent), as well as the ability to manage treatment-related side effects that occur late in the day, such as decreased appetite and difficulty sleeping associated with stimulant medications (55 percent). However, less than one-third of moms (31 percent) surveyed say they are aware of an alternative treatment option that may address these particular concerns.

“What is encouraging about these survey findings is that moms of children with ADHD feel empowered to manage their child’s ADHD treatment and are finding successes in doing so,” said Patricia Quinn, M.D., a developmental pediatrician, former clinical assistant professor of pediatrics at Georgetown University Medical Center and mother who has children with ADHD. “However, the survey indicates that education gaps exist with respect to ADHD medications, including knowledge of a non-oral treatment option that might help meet the needs of certain patients.”

Gaps in Knowledge

The survey found that while moms have done their homework – 96 percent say they feel knowledgeable now about ADHD – almost half (47 percent) say that at times they had not felt fully informed about all available treatment options and seek insight from their child’s healthcare provider for information. After being briefly educated about the potential benefits of a medication patch treatment option, 85 percent of moms say they would be interested in learning more and would be likely to ask their child’s doctor about a medication patch, presumably for a full discussion of benefits and risks.

“This survey points to the vital role of healthcare providers to educate parents and caregivers about the range of treatment options available in order to best determine a tailored plan that may include behavioral management and ADHD medication,” said Dr. Quinn.

Attitudes About ADHD Medication Treatment

- While most moms feel empowered (78 percent) since their child began treatment with any of a variety of stimulant or non-stimulant ADHD prescription medications, some moms surveyed are still uncertain about using medication (59 percent) and are worried about long-term medication effects (85 percent).
- Many moms say that they have engaged in some negotiation with their child to take his or her medication (41 percent), which mostly happens in the morning (83 percent), making before-school routines difficult. Moreover, of these moms who have had to negotiate, more than half (52 percent) say one reason is that their child does not like swallowing a pill/capsule.
- One-third of moms (32 percent) say they would value the ability to shorten the effect of a long-acting medication as needed due to changes in their child’s day-to-day schedule.

A Medication Patch for ADHD

Daytrana[®] is the first and only long-acting medication patch indicated for the treatment of ADHD in children (ages 6-12) and adolescents (ages 13-17). The Daytrana[®] patch should be used as part of a total treatment program for ADHD that may include other measures (psychological, educational, and social). Efficacy of Daytrana[®] was demonstrated in a classroom study by teacher and observer SKAMP Department subscale ratings, as well as in the outpatient setting using the ADHD-Rating Scale-IV. Daytrana[®], marketed by Noven Therapeutics, LLC, contains the stimulant medication methylphenidate and is a controlled substance. Like other stimulant ADHD medications, Daytrana[®] is subject to potential dependence and abuse.

Daytrana[®] reduces ADHD symptoms for up to ten hours, lasting throughout the school day and/or a full day of activities. The Daytrana[®] patch can also be removed earlier for shorter

duration to accommodate patients' changing schedules and to help manage treatment-related side effects, such as decreased appetite and difficulty sleeping. In clinical studies, with the full nine hour wear time, 26 percent of children and adolescents experienced some loss of appetite and 13 percent of children and 6 percent of adolescents experienced some trouble sleeping.

Daytrana[®] employs a transdermal delivery system designed to smoothly deliver the stimulant medication directly into the bloodstream, avoiding possible food effects. The most common side effects seen while using the Daytrana[®] patch include skin problems (redness, small bumps, itching) where the patch is applied, poor appetite, nausea, vomiting, stomach pain, weight loss, tics, trouble sleeping, mood swings and dizziness. Caregivers should speak with their child's doctor before adjusting his or her treatment regimen. Side effects with Daytrana[®], discussed immediately below, are similar to those with oral methylphenidate products except for skin irritation. Redness at the patch application site is usual. Of course, many factors go into consideration of the risks and benefits of the various choices of how to treat ADHD. For more information, visit www.Daytrana.com and read the following Important Safety Information.

Important Safety Information for Parents and Caregivers

IMPORTANT:

Daytrana is a controlled substance (CII) because it can be abused or lead to dependence. Keep Daytrana in a safe place to protect it from theft. Selling or giving away Daytrana may harm others and is against the law.
Tell the prescribing doctor if your child has ever abused or been dependent on alcohol, prescription medicines or street drugs.

The Daytrana patch should not be used if your child has been diagnosed as very anxious, tense, or agitated; has an eye problem called glaucoma; has tics (repeated movements or sounds that cannot be controlled); has a diagnosis or family history of Tourette's syndrome; is taking a monoamine oxidase inhibitor (MAOI) medicine or has discontinued an MAOI medicine in the last 2 weeks; or is allergic to methylphenidate, acrylic adhesive, or silicone adhesive (does not contain latex).

Serious heart problems have been reported with the Daytrana patch or other stimulant medicines including:

- sudden death in people with heart problems or heart defects
- stroke and heart attack in adults
- increased blood pressure and heart rate

Tell the doctor if your child or a family member has any heart problems, heart defects, or increased blood pressure and heart rate. Remove the Daytrana patch and call the doctor right away if your child has any signs of heart problems such as chest pain, shortness of breath, or fainting while using Daytrana.

Serious mental (psychiatric) problems have been reported with the Daytrana patch or other stimulant medicines including:

- new or worse aggressive behavior, hostility, anger or irritability
- new or worse bipolar illness or mania (an extreme increase in activity or talking)
- new or worse psychosis (hearing or seeing things that are not real, being suspicious, or distrustful, believing things that are not true)
- other unusual or extreme changes in behavior or mood

Tell the doctor about any mental problems your child or family members have including suicide or depression, bipolar illness, mania, or psychosis. Call the doctor right away if your child has any new or worsening mental symptoms or problems while using the Daytrana patch.

Be sure to tell the doctor if your child is pregnant or breast feeding.

Serious side effects such as seizures (this usually happens in children with a history of seizures), slowing of growth (weight and height), eyesight changes or blurred vision have been reported with the Daytrana patch. Your child should have their height, weight, and blood work checked while using the Daytrana patch and your doctor may stop treatment if a problem is found during these check-ups. Allergic skin rash may occur. **Stop using Daytrana and see the doctor right away if swelling, bumps, or blisters happen at or around where the patch is applied.**

If the patch is worn longer than 9 hours in a day, or if more than 1 patch is worn at a time, too much medicine has been applied. Avoid exposing the Daytrana patch to direct external heat sources such as hair dryers, heating pads, electric blankets, heated water beds, or other heat sources while wearing the patch. Heating the patch could cause too much medicine to pass into your child's body and cause serious side effects.

The most common side effects seen while using the Daytrana patch include skin problems (redness, small bumps, itching) where the patch is applied, poor appetite, nausea, vomiting, stomach pain, weight loss, tics, trouble sleeping, mood swings, and dizziness.

Please read [Medication Guide](#) and [Full Prescribing Information](#) including the Boxed Warning regarding abuse and dependence.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.FDA.gov/medwatch or call 1-800-FDA-1088.

About Attention Deficit Hyperactivity Disorder (ADHD)

Approximately 5.4 million children have been diagnosed with ADHD, one of the most common childhood disorders. Symptoms can include difficulty staying focused, paying attention and controlling behavior. While many children may demonstrate characteristics of ADHD, for those diagnosed, the symptoms tend to happen more often and can become more severe over time,

interfering with learning. There is no one way to treat a child with ADHD. However, children who have a treatment plan with both behavioral treatment and ADHD medications often do the best. Prescription medications for ADHD include stimulants (methylphenidates or amphetamines) and non-stimulants. Data on long-term effects of ADHD medication use is limited. Drug treatment may not be indicated for all patients with this syndrome.

About the Survey

The “Kids and ADHD: Assessing Where Moms Stand on Treatment Survey” was commissioned by Noven Therapeutics, LLC to better understand how moms of children diagnosed with ADHD manage ADHD symptoms and treatment with their child’s doctor. The nine-question survey was conducted online from August 14 to August 23, 2012, programmed and analyzed by Mom Central Consulting. All respondents belong to the Mom Central Testing Panel, consisting of a nationwide pool of moms spanning relevant demographics, such as household income, education, age, number and age of children.

Online questions generally asked participants to choose from lists of selected issues that might have applied to their child at some time. The survey also asked participants whether they strongly agreed, somewhat agreed, somewhat disagreed, or strongly disagreed with various statements about their and their child’s experiences with ADHD and ADHD treatments. Responses could be added such as “Strongly agree” and “Somewhat agree.” Depending upon their answers, up to five follow-up questions could be added. All survey respondents had at least one child in the household between the ages of six and 17 years of age who has been diagnosed with ADHD and is treated with prescription medication.

About Noven Therapeutics, LLC

Noven Therapeutics, LLC is a subsidiary of Noven Pharmaceuticals, Inc., a specialty pharmaceutical company engaged in the research, development, manufacturing, marketing and sale of prescription pharmaceutical products. Noven is committed to developing and offering products and technologies that meaningfully benefit patients, its customers and its industry partners. Noven is a stand-alone operating subsidiary of Japan-based Hisamitsu Pharmaceutical Co., Inc., and serves as Hisamitsu’s U.S. growth platform in prescription pharmaceuticals. For more information about Noven, visit www.noven.com. For information about Hisamitsu, visit www.hisamitsu.co.jp/english.

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