

From: Karin Shanahan
To: Christine Baeder
CC: Colleen McGinn
Sent: 10/16/2015 4:38:25 PM
Subject: RE: PO# 1031374 for the OXYCODONE product.

Monday is better for me. Thanks, Christine.

Karin

From: Christine Baeder
Sent: Friday, October 16, 2015 11:48 AM
To: Karin Shanahan
Cc: Colleen McGinn
Subject: RE: PO# 1031374 for the OXYCODONE product.

Karin,

Thank you for reaching out, I am happy to discuss and think the program is imperative, my concern was about the statement that Publix is diverting product. I think on new launches where we do not have established history to compare to, we need a more collaborative approach to ensure that we are making responsible decisions.

We are gathering information on historic purchases by Publix on other products this year to ensure the market share that they Publix has communicated to Teva relative to the Oxy is not higher than market share on other non control products. We will be presenting that data to the group for discussion. As I am sure you would agree reaction we need to gather information and partner with our customers, without an accusatory tone to ensure responsible decision making.

In the future- for these types of sensitive products we can provide IMS and customer historic market share data in advance of the launch to help make things easier if it is helpful, but looking at customers of "like size" as was described to me can be very misleading as it does not take into account the complexities in the channel.

We will send the information either later today or Monday, and we can discuss at that point? I know schedules are crazy? Monday or Tuesday better?

Best regards,



Christine Baeder VP, Commercial Operations
Tel: 215 591-8913 Cell: 908 894-4254
Christine.Baeder@tevapharm.com slp:Christine.Baeder@tevapharm.com www.tevapharm.com



OUR PURPOSE & VALUES



From: Karin Shanahan
Sent: Friday, October 16, 2015 11:21 AM
To: Christine Baeder
Cc: Colleen McGinn
Subject: RE: PO# 1031374 for the OXYCODONE product.

Christine,

I understand you have some concerns regarding our suspicious order monitoring program. As you know, our SOM program is designed to ensure that Teva is not subjected to penalties up to and including rescinding of our DEA licenses. Please feel free to set up some time for the 3 of us to discuss.

Karin

From: Joseph Tomkiewicz

Sent: Friday, October 16, 2015 8:01 AM

To: Jocelyn Baker

Cc: Nisha Patel02; Marianne Geiger; Michelle Osmian; Redet Tefera; Jennifer King; Daniel Baker; Colleen McGinn; Matthew Benkert

Subject: RE: PO# 1031374 for the OXYCODONE product.

Jocelyn,

There are several red flags with this—

1. This is high-strength oxycodone ultimately going to Florida, a well-established hot spot for oxycodone abuse in the U.S.
2. The total quantities in the Publix forecast put them significantly above their peers as far as size and class of trade are concerned.
3. The breakdown by strength, with an emphasis on 40mg does not appear to be normal for a retail pharmacy. I would expect the breakdown to be closer to that of Thrifty White, where the emphasis is on lower strengths.

While red flag #1 is always going to be in place, this places greater emphasis on our due diligence regarding #2 and #3, and we must be prudent in documenting our results in great detail, including maintaining all of our correspondence regarding this launch— and not just regarding Publix.

I had informed Michelle early yesterday afternoon that we were going to be discussing Publix (and one other customer, whose forecast numbers were much closer to what can be considered normal, but still slightly outside of that range) during the meeting next Tuesday, along with presenting information that we will require before we can ship to Publix. Unfortunately, the timetable has obviously been accelerated due to this order.

As far as Publix being an established customer, please remember that Cardinal, McKesson, Walgreens and CVS are also established customers, all of whom had serious DEA penalties due to the handling of oxycodone in the state of Florida.

For Wal-Mart and Thrifty White, their forecast numbers put them solidly into what we can consider normal, so unless they order far in excess of their forecast, no order for them should be held for further information, nor should further information be requested of them due to this launch.

Had my group been informed of this launch prior to actually receiving orders, we may have been able to clear these red flags before any order had been placed. Unfortunately, this was not the case, and we have been forced to hold this order. We do not take the holding of a newly launched product lightly, and are only holding this because of these serious red flags. Once these red flags have been cleared we will be able to ship.

Thanks,

 **TEVA**

Joseph Tomkiewicz Manager DEA Compliance

Tel: 215-293-6378 Cell: 215-272-8840

Joseph.Tomkiewicz@tevapharm.com www.tevapharm.com



OUR PURPOSE & VALUES

From: Jocelyn Baker
Sent: Friday, October 16, 2015 7:37 AM
To: Daniel Baker
Cc: Nisha Patel02; Joseph Tomkiewicz; Marianne Geiger; Michelle Osmian; Redet Tefera; Jennifer King
Subject: Re: PO# 1031374 for the OXYCODONE product.

Joe-

Publix is an established customer who sells some of our other controls. Is this really required? Also, will you require this from my other 2 retailers (Walmart and Thrifty White) who have accepted our offer on this product? This was not presented to them in advance and may put this award at risk. Again they are an established customer selling controls and have had no issues to date.

Please advise-

Jocelyn Baker
Director, National Accounts
Tel: 410-874-7683 Cell: 479-903-0934

On Oct 16, 2015, at 7:28 AM, Daniel Baker <Daniel.Baker@tevapharm.com> wrote:

I received a phone call from Jerry Kovak stating Anda is selling this product as an indirect for Teva. He stated we should be reaching out to our NAM and/or Publix. Is there anyone I should be sending this to directly? Please let me know.

Thanks

Dan Baker
Teva Pharmaceuticals
Trade Account Specialist II

(215) 591-8691 Work
(800) 545-8800 Option 2,1,1 Work
(800) 760-1009
Daniel.Baker@tevapharm.com

From: Daniel Baker
Sent: Thursday, October 15, 2015 3:55 PM
To: 'Ward, Dawn'
Cc: Guedes, Juliana
Subject: RE: PO# 1031374 for the OXYCODONE product.

Dawn

Our DEA team is asking for the Following:

We need the following from Publix:

- A list of their top 10 stores by oxycodone tablet volume;

- A breakdown by SKU of their oxycodone ER and IR volume at each of the 10 stores;
- A list of the top 5 prescribers, including DEA number, at each of the 10 locations

Thanks

Dan Baker

Teva Pharmaceuticals
Trade Account Specialist II

(215) 591-8691 Work
(800) 545-8800 Option 2,1,1 Work
(800) 760-1009
Daniel.Baker@tevapharm.com

From: Ward, Dawn [<mailto:dawn.ward@andanet.com>]
Sent: Thursday, October 15, 2015 3:49 PM
To: Daniel Baker
Cc: Guedes, Juliana
Subject: RE: PO# 1031374 for the OXYCODONE product.

Hi Dan,

Yes, this order is to be shipped and warehoused in OH. I've attached a copy of the order that has the shipping address.

Thank you,
Dawn Ward
Buyer

2915 Weston Road
Weston, FL 33331
Dawn.ward@andanet.com
Direct: (954)-217-4103

From: Daniel Baker [<mailto:Daniel.Baker@tevapharm.com>]
Sent: Thursday, October 15, 2015 3:32 PM
To: Ward, Dawn
Subject: PO# 1031374 for the OXYCODONE product.

Can you tell me if this product is going to be warehoused in OH please?

Thanks

Dan Baker

Teva Pharmaceuticals
Trade Account Specialist II

(215) 591-8691 Work
(800) 545-8800 Option 2,1,1 Work
(800) 760-1009
Daniel.Baker@tevapharm.com

This message is intended solely for the designated recipient(s). It may contain confidential or proprietary information and may be subject to attorney-client privilege or other confidentiality protections. If you are not a designated recipient you may not review, copy or distribute this message. If you receive this in error, please notify the sender by reply e-mail and delete this message. Thank you.