

*Actavis US  
Kadian Advisory Board  
2011*

Submitted to:

Jennifer Altier  
Marketing Director

Submitted by:

Genesis Associates  
PO Box 431  
Hopewell, NJ 08534

June 2011

GENESIS

PLAINTIFF TRIAL  
EXHIBIT  
**P-02350\_00001**

**Exhibit:** 015  
**Allergan - ALTIER**  
**Date:** 8/2/18  
Reporter: Amanda Miller, CRR

ACTAVIS0821336

P-02350\_00001

## Kadian Advisory Board

### Project Scope and Objectives

Actavis has solicited the support of Genesis Associates, Inc. in the development of a Kadian Advisory Board to be convened ideally in August or September 2011. Kadian has recently lost patent protection (April 2010), however maintenance of market share and sales has been robust and generic competition has not been introduced.

At this point in the Kadian lifecycle, gaining insights and guidance from clinical experts in the area of pain management are critical to strengthen understanding of current and future drivers of prescribing and therapeutic selection for long acting opioids and uncovering new opportunities for strategic and tactical planning to sustain sales and market position.

The proposed meeting is 1-day (8am-4pm), with 12 key experts in pain management, including both academic and practicing clinicians. Advisors who may be candidates for the board include Charles Argoff (Albany), Scott Fishman (UC Davis), Dennis Turk (U Washington), Richard Payne (Duke), Rollin Gallagher (UPenn), and Bruce Nicholson (PennState). Extended care providers (RNs, NPs, PAs) with specialized focus in pain management may also be excellent candidates for considered participation to be discussed and reviewed with Actavis.

The agenda for the meeting will be developed in collaboration with the Chair and the Actavis medical and commercial teams.

### Estimated Schedule and Deliverables

Genesis Associates will develop the agenda, format and content support materials with input from the Actavis teams and the Program Chair. Genesis will also coordinate all meeting planning and logistics activities. Details of services provided are outlined as follows:

#### *Program Development*

- Develop advisor database and poll for availability / meeting date confirmation – July / August
- Advisor communications; development/confirmation of final participation – July / August
- Coordination of advisor consultant agreements – July / August
- Collaboration with Actavis for identification of key strategic data, presentation format/clinical content review – July / August
- Develop Program Agenda /liaison and consultation with Chair and Actavis – July through meeting completion
- Communications with external/internal presenters – July through meeting completion
- Coordination of slide development, data presentations – July through meeting completion
- Content Development and Editorial (including content development and printing of all meeting support materials, agenda, chairman's discussion guide, workshop materials, internal and external communications) – TBD

- Development of full meeting transcript and Executive Meeting Summary – TBD

*Meeting Planning and Logistics*

- Research site selection, venue planning – July
- Airfare analysis, management of meeting participant travel as requested – July
- Contract negotiation for accommodations, services, food/beverage – July / August
- Ground transportation arrangement – July through meeting completion
- Management of meeting participant database, confirmations, travel – July through TBD
- Audio-visual support planning and management – July through meeting completion
- On-site meeting management – TBD
- Honorarium disbursement, consultant expense reimbursement, tax handling – TBD
- Budget reconciliation (hotel, vendor services, consultant) – 45 days post-meeting

*Fees and Payment Terms*

The attached spreadsheet provides preliminary estimates of total costs, pass-through and professional fee for the advisory meeting. Budget assumptions include honorarium, hotel and travel expenses for 12 consultants @ \$3,000 honorarium and Chair honorarium of \$3,500 and meeting related costs (food/beverage/meeting space) for the 12 consultants plus 5 Actavis staff at a venue in the New Jersey area (Hoboken/Jersey City). Upon arrival, an on-site dinner is planned and budget assumes all advisors would attend.

Given approval of this proposal and following confirmation of meeting attendees and final hotel contracting, an updated budget will be provided.

Following program completion, Genesis will provide a complete summary of all actual expenses incurred. Copies of receipts for all pass-through charges will be provided as full documentation of payment. Direct costs will be passed through, net of any discounts, and are not commissionable and include such expenses as reimbursements to advisors for travel-related expense, honoraria, hotel charges, airfare and ground transfers, mailing and materials costs and any reasonable out-of-pocket expenses incurred by on-site staff.

Services will be invoiced according to the following proposed schedule.

Milestone	Invoice Date	Payment	% Of Total Estimate
Contract execution	6/28/2011	\$38,745	30%
Advisor confirmations	7/31/2011	\$38,745	30%
Agenda completion	8/15/2011	\$38,745	30%
Reconciliation	TBD (est 10/15)	\$12,915 (estimate)	10%

This Proposal shall be effective as of the date of execution and shall automatically expire upon satisfactory completion of the services by Genesis detailed herein. In the event of early cancellation/termination, Genesis Associates will be entitled to reimbursement for any out of pocket expenses incurred to date as well as professional service fees for work completed.

Signing of the Proposal constitutes Agreement to services and the estimated budget and payment schedule.

IN WITNESS WHEREOF, the parties hereto have caused this Proposal to be executed by their respective duly authorized representatives as of the day and year first above written.

Accepted and agreed to on behalf of:

**Actavis US**

**Genesis Consulting Associates, Inc.**

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(signature)

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(name printed)

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Cherie Forchette

\_\_\_\_\_  
(name printed)

\_\_\_\_\_  
(title)

\_\_\_\_\_  
President

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(title)

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(date)

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