

From: Jennifer Altier
To: Nathalie Leitch
Sent: 8/12/2011 7:20:33 AM
Subject: Fw: RE: KADIAN eBlast: Mock-ups and timeline for review - Status call at 10:30am this morning
Attachments: image001.png; Kadian_W1.pdf; Kadian_W2.pdf; Kadian_W3.pdf; Kadian_W5.pdf; Kadian_W6.pdf

Hi Nathalie,

Please find attached the 5 waves of the e-mail blast campaign. I think they look good - a minor typo on "CIGNA" in wave 3 but otherwise I think they did a nice job on them. I think we should stay with the 5 wave plan for now, and monitor the rates of how many get opened.

Please let me know your comments on the attachments. I'll shoot to get them to Beth and Joann next week.

Thanks,
Jennifer

--- On Fri, 8/12/11, Danielle Clements <danielle.clements@verticalhealth.com> wrote:

From: Danielle Clements <danielle.clements@verticalhealth.com>
Subject: RE: KADIAN eBlast: Mock-ups and timeline for review - Status call at 10:30am this morning
To: "Jennifer Altier" <jaltier2001@yahoo.com>
Date: Friday, August 12, 2011, 2:40 AM

Hi Jennifer,

So sorry! We're able to read and enlarge them on our end - I'm not sure if there's a setting or something - please try these. I've reformatted as PDFs - it should be much better (and much more shrink/enlarge 'friendly').

I believe I mentioned yesterday that I'm in an all-day training event offsite today - but I will try to pop back on when I can. Can you please send me a note to let me know if you can or can't open these?

Thank you, and apologies about that!
Danielle

Exhibit:	010
Allergan - ALTIER	
Date:	8/2/18
Reporter: Amanda Miller, CRR	

From: Jennifer Altier [mailto:jaltier2001@yahoo.com]
Sent: Thursday, August 11, 2011 10:08 PM
To: Danielle Clements
Subject: Re: KADIAN eBlast: Mock-ups and timeline for review - Status call at 10:30am this morning

PLAINTIFFS TRIAL
EXHIBIT
P-03751_00001

ACTAVIS0501884

Hi Danielle,

I appreciate you sending me all of the files to review. When I try to open them, they open on a window about 2 inches wide. When I enlarge the window the text becomes illegible. Is there another way you can send them to me (or let me know how to better view the current files)?

Thanks,

Jennifer

--- On Thu, 8/11/11, Danielle Clements <danielle.clements@verticalhealth.com <<http://us.mc325.mail.yahoo.com/mc/compose?to=danielle.clements@verticalhealth.com>

From: Danielle Clements <danielle.clements@verticalhealth.com <<http://us.mc325.mail.yahoo.com/mc/compose?to=danielle.clements@verticalhealth.com>

Subject: KADIAN eBlast: Mock-ups and timeline for review - Status call at 10:30am this morning

To: jaltier2001@yahoo.com <<http://us.mc325.mail.yahoo.com/mc/compose?to=jaltier2001@yahoo.com>

Cc: "Sean Cunningham" <sean.cunningham@verticalhealth.com <<http://us.mc325.mail.yahoo.com/mc/compose?to=sean.cunningham@verticalhealth.com>

>, "Greta Klein" <greta.klein@verticalhealth.com <<http://us.mc325.mail.yahoo.com/mc/compose?to=greta.klein@verticalhealth.com>

Date: Thursday, August 11, 2011, 7:03 AM

Hi Jennifer,

We look forward to speaking with you at 10:30am this morning.

· Attached, please see the first draft mock-ups of the eBlast series.

o For the sake of consistency, we're still calling them Waves 1, 2, 3, 5, 6 - however, regarding the job codes, we've changed them to reflect KADI1146-1150 (we can certainly change those numbers if needed).

· Please also see the attached detailed timeline to discuss.

o According to the print schedule, most of the waves appear to drop in the mail on a Sunday - we've slotted the e-blasts to go out a few days later, on Wednesday - however, absolutely easy to change if preferred

ACTAVIS0501885

P-03751 _ 00002

o Med/leg/reg review: It would be helpful today if we could discuss the potential time you anticipate to have the pieces approved by med/legal/reg, and then we can revise/finalize the timeline as needed

We look forward to speaking with you!
Regards,

Danielle

Please dial in to the conference line:

800-503-2899

Passcode 0857574

Danielle Clements

Director, Client Services

Vertical Health, LLC

Phone: (973) 783-7009 x317

Fax: (973) 707-5279

danielle.clements@verticalhealth.com <<http://us.mc325.mail.yahoo.com/mc/compose?to=danielle.clements@verticalhealth.com>>

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Vertical Health publishes the following health care properties:

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P-03751 _ 00003

<<http://www.endocrineweb.com/>> www.EndocrineWeb.com

<<http://www.diabeticlifestyle.com/>> www.DiabeticLifestyle.com

<<http://www.practicalpainmanagement.com/>> www.PracticalPainManagement.com

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September 7-10

Pain Week, Las Vegas, NV

Visit Practical Pain Management

September 20th-23rd

American Academy of Pain Management, Las Vegas, NV

Visit Practical Pain Management at Booth #501



ACTAVIS0501888

P-03751 _ 00005



Morphine Sulfate
Extended-Release Capsules

Dear Dr. XXXX:

Please consider prescribing KADIAN® (morphine sulfate extended-release) Capsules ER for your patients when appropriate.

Actavis is proud of KADIAN's 15-year history as an approved long-acting opioid.

- KADIAN® has formulary coverage for the majority of patients in the top 15 U.S. Health Plans.¹
- Over 87% of KADIAN® patients with managed care coverage pay \$50 or less for their prescriptions.²
- The KADIAN® Co-Pay Assistance Program provides the first \$50 toward each prescription for up to 24 prescriptions over 12 months.

Generic prescription co-pay costs vs. KADIAN® co-pay costs

Generic Rx Co-Pay
2010 National Average
for all Generic Rx Products
\$6.06*

KADIAN® Co-Pay Assistance Program
Over 87% of KADIAN® patients
with managed care coverage
pay \$50 or less.
*Source: IMS MIDAS, IMS MIDAS Rx Data, April 2011

To learn more about KADIAN® formulary coverage in your area or for Co-Pay Assistance Cards, contact your KADIAN® representative or call 1-800-215-1187.

Rx only

WARNING:

KADIAN® contains morphine sulfate, an opioid agonist and a Schedule II controlled substance, with an abuse liability similar to other opioid analgesics. KADIAN® can be abused in a manner similar to other opioid agonists, legal or illicit. This should be considered when prescribing or dispensing KADIAN® in situations where the physician or pharmacist is concerned about an increased risk of misuse, abuse or diversion.

KADIAN® capsules are an extended-release oral formulation of morphine sulfate indicated for the management of moderate to severe pain when a continuous, around-the-clock opioid analgesic is needed for an extended period of time.

KADIAN® Capsules are NOT for use as a pm analgesic.

KADIAN® 100 mg and 200 mg Capsules ARE FOR USE IN OPIOID-TOLERANT PATIENTS ONLY. Ingestion of these capsules or of the pellets within the capsules may cause fatal respiratory depression when administered to patients not already tolerant to high doses of opioids.

KADIAN® CAPSULES ARE TO BE SWALLOWED WHOLE OR THE CONTENTS OF THE CAPSULES SPRINKLED ON APPLE SAUCE. THE PELLETS IN THE CAPSULES ARE NOT TO BE CHEWED, CRUSHED, OR DISSOLVED DUE TO THE RISK OF RAPID RELEASE AND ABSORPTION OF A POTENTIALLY FATAL DOSE OF MORPHINE.

KADIAN® is contraindicated in patients with a known hypersensitivity to morphine, morphine salts or any of the capsule components, or in any situation where opioid use is contraindicated. This includes, but is not limited to, patients with respiratory depression, (acute or chronic), acute or chronic bronchitis, and/or uncontrolled asthma; and in patients with acute or severe bronchial asthma or hypercarbia.

KADIAN® is contraindicated in any patient who has or is suspected of having complete bowel obstruction.

The most serious adverse events associated with KADIAN® and other opioid analgesics are respiratory depression, respiratory arrest, apnea, circulatory depression, cardiac arrest, hypotension, and/or shock.

The most frequent adverse events are constipation, dizziness, drowsiness, and nausea.

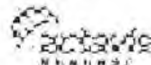
Please refer to the full prescribing information for full Prescribing Information and other important safety information.

KADIAN® capsules (100 mg, 200 mg, 300 mg, 400 mg, 500 mg, 600 mg, 700 mg, 800 mg, 900 mg, and 1000 mg) are manufactured by Actavis Inc., Allentown, PA, USA.

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KADIAN[®] 100
Morphine Sulfate
Extended-Release Capsules
The Way the Key-Opening Works

KADIAN[®]
National Formulary Coverage

KADIAN[®] has formulary coverage for the majority of patients in the top 25 U.S. Health Plans.

Provide Your Patients with Meaningful Co-Pay Assistance.

87% **\$50**

Over 87% of all KADIAN[®] patients with managed care coverage can pay \$0 for their prescription when using the co-pay assistance card.

The KADIAN[®] Co-Pay Assistance Program provides the first \$50 toward each prescription for up to 24 prescriptions over 12 months.

The KADIAN[®] Co-Pay Assistance Program

Rx **1,200**

For patients with a prescription copay, Card covers an out-of-pocket assistance for all co-pay costs up to \$50.

For cash paying patients, Card covers the first \$50 of the cost of the prescription.

R only

WARNING:

KADIAN[®] contains morphine sulfate, an opioid agonist and a Schedule II controlled substance, with an abuse liability similar to other opioid analgesics. KADIAN[®] can be abused in a manner similar to other opioid agonists, legal or illegal. This should be considered when prescribing or dispensing KADIAN[®] in situations where the physician or pharmacist is concerned about an increased risk of misuse, abuse or diversion.

KADIAN[®] capsules are an extended-release oral formulation of morphine sulfate indicated for the management of moderate to severe pain when a continuous, around-the-clock opioid analgesic is needed for an extended period of time.

KADIAN[®] Capsules are NOT for use as a pm analgesic.

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KADIAN[®] is contraindicated in patients with a known hypersensitivity to morphine, its esters or any of the capsule excipients, or in any situation where opioids are contraindicated. This includes patients with respiratory depression in the absence of respiratory equipment or an unassisted caregiver, and in patients with a cycle or severe respiratory failure or hypoxemia.

KADIAN[®] is contraindicated in any patient who has or is suspected of having paralytic ileus.

The most serious adverse events associated with KADIAN[®] and other opioid analgesics are respiratory depression, respiratory arrest, apnea, circulatory depression, cardiac arrest, hypotension, and/or stroke.

The most frequent adverse events are drowsiness, dizziness, constipation, and nausea.

Please go to www.actavis.com for Full Prescribing Information and other Important Safety Information.

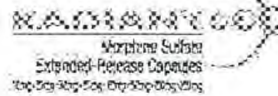
U.S. Dep't of Health & Human Services, 2011, Prescription Formulary (2 and 3), 2011, and Data on File, Actavis Elizabeth LLC.

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KAD01408





It doesn't have to be a financial burden for your patients when you prescribe a long-acting opioid.

KADIAN® Can Help Reduce Costs for Your Long-Acting Opioid Patients.

Generic Rx Co-Pay
2010 National Average
for all Generic Rx Products

\$6.06*

Over 87% of KADIAN® patients with managed care coverage can pay \$0 for their prescription after using the co-pay assistance card.

To learn more about KADIAN® formulary coverage in your area or for Co-Pay Assistance Cards, contact your KADIAN® representative at call 1-800-276-1162.

- KADIAN® has formulary coverage for the majority of patients in the top 25 U.S. Health Plans.¹
- Over 87% of KADIAN® patients with managed care coverage can pay \$0 for their prescription after using the co-pay assistance card.²
- The KADIAN® Co-Pay Assistance Program provides the first \$50 toward each prescription for up to 24 prescriptions over 12 months.
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& only

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KADIAN® is contraindicated in persons with a known hypersensitivity to morphine, morphine salts or any of the capsule components, or in the situation when opioids are contraindicated. This includes in patients with respiratory depression (in the absence of respiratory equipment and appropriate settings), and in patients with acute or severe bronchial asthma or hypercarbia.

KADIAN® contains alcohol, paraffin waxes and suspended cellulose particles.

The most serious adverse events associated with KADIAN® and other opioid analgesics are respiratory depression, hypotension, coma, respiratory depression, cardiac arrest, hypoxemia, and death.

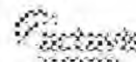
The most frequent adverse events are drowsiness, dizziness, constipation, and nausea.

Please go to www.actavis.com for Full Prescribing Information and other important safety information.

1. The Use of Generic & Branded Drugs: Review 2010. FDA website for Healthcare Incentives and Reform. 5/2010. Available at www.fda.gov.
2. ASD Directory of Health Plans, 2010. Fingert Pharmacy (TX and FL), 2010. Available at www.fingertpharmacy.com.

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2010/12/01



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It is important to read the full prescribing information for each product before use.