

From: Tom Johnson
To: Jennifer Altier; kristins@adwise.com
Sent: 8/9/2012 8:27:57 AM
Subject: RE: Kadian Introductory Offer
Attachments: image001.gif

Hello Jennifer,

Ignore my last email. The PDF was not protected. We can simply copy and paste the text. We will have a PDF ready by tomorrow.

Tom Johnson

Zuchelli & Johnson Healthcare Advertising

2873 Ocean Ave.

Seaford, New York 11783

516-783-1400 x104

Cell: 516-359-9938

tj@adwise.com

From: Jennifer Altier [mailto:JALTIER@actavis.com]
Sent: Wednesday, August 08, 2012 10:23 PM
To: tj@adwise.com; kristins@adwise.com
Subject: FW: Kadian Introductory Offer
Importance: High

Tom and Kristin,

We have an urgent need for a tactic announcing our offering to pharmacies for the new strengths of Kadian. If possible, we would like a draft of this flyer to be created for the end of the week. We're following the same information format as the attached flyer for MOXDUO. While the attached version was created as a printed flyer, we need this version to be created as a PDF that will be e-mailed to wholesalers (with the ISI and PI included in the PDF file).

I can't mark-up the attached file so I've outlined the required changes below. If you have any questions about the tactic or concerns about the timing please let me know.

- Replace MOXDUO logo with KADIAN logo
- 1st bullet: Replace list of strengths with 40mg, 70mg, 130mg, 150mg
- 2nd bullet: Replace date with October 31,, 2012
- 3rd bullet should read "5% off invoice"
- Introductory Stocking Offer Chart:

o 46987-329-11 Kadian 130 mg - 100 count bottle (all strengths)- \$2,306.24 bottle / 241, 015.00

Exhibit:	007
Allergan - ALTIER	
Date:	8/2/18
Reporter: Amanda Miller, CRR	

ACTAVIS0255710

PLAINTIFFS TRIAL
EXHIBIT
P-03792_00001

P-03792 _ 00001

case, case dimensions for all 6.687" (W) x 8.937" (L) x 4.875 (H)

o 46987-330-11 Kadian 150 mg - direct price/bottle = \$2661.04 bottle/ \$31,932.48 case

o 46987-327-11 Kadian 40 mg - \$707.72 bottle / \$8492.64 case

o 46987-328-11 Kadian 70 mg - \$1,238.50 bottle/ \$14,862.00 case

· Bottles photos: trying to get - please just put something FPO for now

· Statement at bottom of page 1: Kadian is a Schedule II controlled substance 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

· Page 2: 1st bullet - Replace list of strengths with 40mg, 70mg, 130mg, 150mg

· 3rd bullet: change 120 reps to over 50 reps

· Chart:

o Orders: Specialty Pharmaceutical Services

o 15 Ingram Blvd, Suite 100

o Lavergne, TN 37086

· Intro Stocking Offer: change date to Sept 30, 2012

· Extended Dating Additional 30 days on initial orders only

· Retail Pharmacy Stocking Incentives:

o Replace list of strengths with 40mg, 70mg, 130mg, 150mg

o Change date to October 31, 2012

· Job number is KADI1209

Please confirm that you received this message and let me know when you think we will be able to see a draft.

Thanks,

Jennifer

Jennifer Altier
Marketing Director

Actavis
60 Columbia Rd. Bldg B t +1 908-672-1918 @ JALTIER@actavis.com
Morristown , NJ 07960 United States w www.actavis.com <<http://www.actavis.com/>>
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P-03792 _ 00002

From: Ara Aprahamian RPh
Sent: Wednesday, August 08, 2012 3:41 PM
To: Jennifer Altier
Cc: Ara Aprahamian RPh
Subject: Kadian Introductory Offer

Jennifer,

Here is the information to change from the Moxduo Stocking offer (note strengths are not in order):

46987-329-11 Kadian 130 mg - 100 count bottle (all strengths)- \$2,306.24 bottle / \$27,674.88 case, case dimensions for all 6.687" (W) x 8.937" (L) x 4.875 (H)

46987-330-11 Kadian 150 mg - direct price/bottle = \$2661.04 bottle/ \$31,932.48 case

46987-327-11 Kadian 40 mg - \$707.72 bottle / \$8492.64 case

46987-328-11 Kadian 70 mg - \$1,238.50 bottle/ \$14,862.00 case

Picture... Waiting and may need to go without but please keep place holder

Wholesale Ordering Information

Orders: Specialty Pharmaceutical Services

15 Ingram Blvd, Suite 100

Lavergne, TN 37086

Extended Dating Additional 30 days on initial orders only

Let me know if you need anything else. If you can get me draft soon, would appreciate.

Thanks

Ara Aprahamian RPh
Director, Pricing & Contracts

Actavis
60 Columbia Rd. Bldg B t +1 973-993-4363 @ AAprahamian@Actavis.com
Morristown , NJ 07960 United States f 973-695-1976 w www.actavis.com <<http://www.actavis.com/>>
Internal VoIP number t 125-4363

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P-03792 _ 00003

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