
From: Nancy Baran
Sent: Friday, April 04, 2008 7:51 AM
To: Michael Perfetto
Subject: RE: Diclofenec Buy-Ins

Sorry I missed your call. I'm here if you still need me.

Nancy

-----Original Message-----

From: Michael Perfetto [mailto:MPerfetto@actavis.com]
Sent: Friday, April 04, 2008 10:42 AM
To: Nancy Baran
Subject: RE: Diclofenec Buy-Ins

I agree - we need to set up a SOP that triggers this.

Michael Perfetto
Vice President, Sales
Actavis US
Cell 908 - 868 -9778
Office 607-724-2930
Fax 607-724-0322

Nancy Baran/Actavis@Exchange
04/04/2008 10:34 AM

To: Jinping McCormick/Actavis@Exchange
cc: Michael Perfetto/SM/CRA/Alpharma@ALPHARMA, Pat Corridon/Actavis@Exchange
Subject: RE: Diclofenec Buy-Ins

Jinping,



Pat sent you an e-mail yesterday asking for usage by customer on this product. The plan is that I am going to be running an open order report throughout the day reviewing Diclofenec sales. It would be extremely beneficial to have the customer averages to compare against. I can also provide copies of these reports to anyone that wishes to review them.

The DEA suspicious report is not all that it's thought to be. It looks at order quantities and compares them against a customer's monthly usage. A customer can order three times a day or ten times a week. Unless a customer places a large quantity (above their average) all at once, it won't necessarily come up as suspicious. This is one of several flaws with this report. Pat and I spoke about improvements to this report that would make it a better tool. Unfortunately, these changes would have to be prioritized along with a multitude of other pending IT requests.

The DEA suspicious report is something I hope we can talk about more in the future. I would like to suggest that the report be utilized in areas beyond customer service. Contracts, Marketing and Sales (as an example) has a wealth of knowledge (ex: new awards, forecast changes resulting from new product awards, impact on the plants, market changes, etc..) that would prevent situations like this from occurring. While I am not suggesting customer service involvement goes away, I am suggesting it be supplemented with input from other areas. I would suggest shared ownership across a few areas.

Nekela came to me with a situation last week that was prevented because she monitors the DEA suspicious report on a regular basis. The quantity of product was not really huge (500 bottles), but she identified it right away because she knew the monthly forecast for all customers is only 112 bottles/month. Shipping one order would have caused a shortage for approximately 6 weeks for all other customers (until a new batch could be completed) had we filled the order. After Nekela identified the situation, I contacted the sales rep who in turn reached out to the customer. The order was verified to be a legitimate one time order. The end result was modifying the release date 4-6 weeks out for ½ of the quantity. The customer's needs were satisfied and we prevented other customers from experiencing back orders. This is an example of how shared ownership of the DEA suspicious process can really work well.

We are monitoring the Diclofenec orders. If you can provide the averages, it would be helpful. To prevent situations like this from occurring in the future, I would suggest we all work together and revisit the entire process.

Thanks,

Nancy Baran
Manager, Customer Service
Actavis US
60 Columbia Rd., Building B
Morristown, NJ 07960
phone: 973-993-4510
fax: 973-993-4300

From: Jinping McCormick
Sent: Friday, April 04, 2008 9:18 AM
To: Nancy Baran
Cc: Michael Perfetto
Subject: FW: Diclofenec Buy-Ins

Jinping

Jinping McCormick

Senior Manager, Rx Marketing
Actavis Inc
60 Columbia Road, Building B
Morristown, NJ 07960
Tel: 973-889-6977

From: Jinping McCormick
Sent: Friday, April 04, 2008 9:18 AM
To: Michael Dorsey; Michael Perfetto; Joseph Corsetti; Pat Corridon
Subject: RE: Diclofenec Buy-Ins

Mike,

Thanks so much for looking into this.

Pat,

Do you get exception reports/suspicious order report a couple times each day? If so, would you be able to catch these?

Thanks.

Jinping

Jinping McCormick
Senior Manager, Rx Marketing
Actavis Inc
60 Columbia Road, Building B
Morristown, NJ 07960
Tel: 973-889-6977

From: Michael Dorsey
Sent: Thursday, April 03, 2008 7:24 PM
To: Michael Perfetto; Joseph Corsetti; Jinping McCormick; Pat Corridon
Subject: Diclofenec Buy-Ins

It appears a few accounts have spec'd our Diclofenec:
Harvard: Nothing for 12 months then 2,784 (Though maybe we just got their business...?)
Kinray: bought 2,621 in 11 months, then bought 1,284 March.
Premier: bought 105 in 11months, then bought 1,104 March.

Mike P. has asked me to see what systems are in place to 'catch' these. My understanding is that these orders get 'kicked out' softly; meaning a report is generated but the order continues on down the line and is not stopped unless someone see's the exception in time. (Something like this?)

Is there any better way/efficient way of stopping the order and having either customer service or the account rep call the account to determine what is going on?

Thanks,

Mike Dorsey

Director, National Accounts
262.377.0874 (O)
262.421.4636 (F)
908.906.9838 (C)

Please note that this e-mail and its attachments are intended for the named addressee only and may contain information that is confidential and privileged. If you have by coincidence or mistake or without specific authorization received this e-mail and its attachments we request that you notify us immediately that you have received them in error, uphold strict confidentiality and neither read, copy, nor otherwise make use of their content in any way Please note that the sender of this e-mail and its attachments is solely responsible for its content if it does not concern the operations of Actavis Group or its subsidiaries.