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**From:** Hepp, Christopher <CHepp@kadian.com>  
**Sent:** Monday, March 07, 2011 9:06 AM  
**To:** Hagy, Robin  
**Cc:** Nathalie Leitch  
**Subject:** Field Contact Report 03/01-02/2011  
**Attachments:** Field Contact Form-Hagy 03-01 to 03-02-2011.doc

Robin:

Thanks for a great couple of days in the Sacramento area last week. There are some nice trends we are starting to see in your territory, and if you implement many of the items we discussed, I am confident you will see yourself at the top of the sales leader board by the end of 2011.

Attached is the Field Contact Report for our time together. Please review it and let me know if you have any questions. If everything looks good, please key in your name and date at the bottom and return the file to me.

As always, please let me know if you have any questions or if there is anything I can do to assist you.

Thanks again,

**Chris Hepp**  
Actavis/InVentiv Health  
Regional Business Director  
[chepp@kadian.com](mailto:chepp@kadian.com)  
(317)997-7337

PLAINTIFF TRIAL  
EXHIBIT  
**P-02988\_00001**

Christopher Hepp  
EXHIBIT  
020  
Tuesday, February 11, 2020  
Juliana Zajack, CSR

## Field Contact Form

<b>Area Manager Name</b>	Robin Hagy
<b>Regional Director Name</b>	Chris Hepp
<b>Territory</b>	Sacramento, CA
<b>Date</b>	March 1-2, 2011

### Sales Results /Business Analysis

#### Kadian Sales Results:

Current Month	Overall PCT to Plan
\$460,513 (Dec. 2010)	92.9% (Q4-2010)

- ◆ (Business Analysis) Share Observations regarding trends, etc.
  - Robin, you finished Q4 2010 at 92.9%-to-plan, compared with the West Region at 95.4% and the Nation at 96.8%. Although you fell behind in %-to-plan, your territory made a nice rebound in December with sales that increased over November by nearly 10%, and your 3-month average compared to the previous 3-months (-4.6%) was very close to that established by the West Region (-4.0%) and the Nation (-3.0%). If you can continue and improve this sales trend into 2011, you will meet and exceed your sales quota.

### Field Observations

- ◆ Describe observed selling skills and noteworthy behaviors that meet or exceed expectations
  - You do a nice job in making the "total office call," by asking everyone in an office how you can be assistance to them, and finding out who to speak with to get important information. Your breakfast with Dr. Snook demonstrated this ability as you discovered who to speak with to gain information on their most important insurance carriers. This information will prove important as we continue to roll out Form Trak on Demand and provide our prescribers with information that will assist them when completing prescriptions for their patients.
  - Your ability to establish yourself as a prescriber's "Kadian Representative" is one that is exceptional. Although it was a very quick detail, Dr. King felt confident enough in you to discuss issues that go far beyond prescribing Kadian. These types of relationships will aid you as you continue to make yourself a resource to your offices.

### Business Strategy

- ◆ Observations made that will lead to business opportunities
  - During our lunch with Dr. Miller in Auburn, you discovered they are having an issue with Rx America patients, no matter what brand name drug they are hoping to write. This is clearly an opportunity for you to provide them with the

Form Trak On Demand data that will inform them that Kadian is Tier 2 on this plan, and they can feel confident in prescribing it for their patients. I am anxious to hear how this office responds to the information you will provide to them.

### **Developmental Opportunities / Action Plan**

- ◆ Describe areas and specific behavior examples that need development.
  - Robin, continue to work on your aggressiveness in establishing Kadian as an alternative to prescribing generics. It helps to write out specific questions that you feel comfortable in asking to gain information as to their specific prescribing habits. With your sales data, you can combine this information and establish Kadian as their branded favorite and prescribe for patients who are covered by insurance where we have favorable coverage.
  - Once you gain which plans are the most prevalent in each office, provide for them a Form Trak On Demand card that directly addresses these plans and the coverage that Kadian can provide them and their patients. The more individualized you make these cards, the more impact they will have on each office.

**ABM Signature:**

**Regional Director Signature: Chris Hepp 03/07/2011**