
From: Hepp, Christopher <CHepp@kadian.com>
Sent: Monday, February 28, 2011 3:41 PM
To: Allen, Benjamin; Askew, Richard; Balzanti, Carl; Boyle, Aaron; Hagy, Robin; Hepp, Christopher; Koschwanez, Erin; Kristie Robinson; Rampton, George; Romer, Lori; Webb, Debbie; Wurgler, Kristi
Cc: Killion, Mark; Shepherd, Michael; McClanahan, Patrick; Nathalie Leitch
Subject: Top Prescribers Gain/Loss

West Region:

The next e-mail from me to each of you individually will contain a spreadsheet with an analysis of your most recent December sales data. In it, I have broken down your top 25 dollar prescribers and then looked at their current 3-months Kadian scripts vs. their previous 3-months Kadian scripts. This may be old news for some of you as you incorporated some of this analysis as part of your business plans.

But I wanted everyone to take a close look at these prescribers. What we do over the next several months in Kadian sales will hinge on these top prescribers. If you see a negative number in the last column (Trx change, Current 3-months vs. Previous 3-months), this is where we are losing the business the quickest. And for those that show a positive number in this column, we are obviously showing our greatest growth. It is vital that we are spending a majority of our time with these prescribers. And it is vital that we turn as many of the negatives in this column, into positives. By doing this, we will meet and exceed our goals for 2011.

We will discuss these prescribers when I work or speak with each of you over the coming weeks.

Please call me with any questions.

Thanks,

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