
From: Killion, Mark <MKillion@kadian.com>
Sent: Thursday, June 17, 2010 7:53 AM
To: Nathalie Leitch
Subject: robin hagy field ride
Attachments: Robin Hagy Field Ride 0613-061410.doc

Nathalie,

Attached is the field ride report I sent to Robin Hagy. As you can tell by her numbers things are going well here. She is doing a great job. The main reason for the visit is that I hadn't seen her in quite a while (since my initial ride along) and I wanted to assess her progress. Based on what I saw she is falling down on my priority list for future visits (especially with the new hires I have). Let me know if you ahve any questions.

Mark

Field Contact Form

Area Manager Name	Robin Hagy
Regional Director Name	Mark Killion
Territory	San Francisco
Date	06/13-06/14/10 Field Ride

Sales Results /Business Analysis

Kadian Sales Results:

Current Month	Overall PCT to Plan
\$793,641	108%

- ◆ (Business Analysis) Share Observations regarding trends, etc.
- ◆ Robin, your territory finished number one in the region and number three nationally at 108% to plan in the first trimester. Congratulations on a great job. Your April sales growth in dollars and rx's was substantially ahead of the region and the nation, up 2.9% and 4.6% respectively. As we discussed your accounts with a high Medi-cal population have been growing quite a bit the last quarter.
- ◆ You have done a very good job in limiting the impact of Embeda in your territory. Last month there were only 63 total Embeda rx's which was down from 72 rx's the previous month. These numbers are the lowest in the region by far. Additionally your largest Embeda prescriber wrote only 9 rx's last month with two others having written 8 rx's each.

Field Observations

- ◆ Describe observed selling skills and noteworthy behaviors that meet or exceed expectations
- ◆ You have done a very good job establishing relationships with your key offices in a very short period of time. This was obvious at many of the offices we visited such as Dr. Malabed and Dr. Cheng/Phillips' offices where the staff let you back in to see the key prescribers even with a busy waiting room full of patients. This relationship building was very evident as well at Dr. Weil's office when we had a lunch inservice for their staff. You did a great job discussing Kadian and the co-pay cards with the six doctors and fellows in the practice. More importantly though was the interaction you had with Dr. Weil. While at the lunch interviewing a potential new addition to their group Dr. Weil stopped the interview to ask you specific questions about Kadian and Embeda which you nailed. It is obvious he respects you and the time you have spent at their practice (which is a lot considering their entire group has written almost \$200,000 of Kadian ytd).
- ◆ You did a very good job addressing the patient assistance and co-pay questions for Dr. Jeff Chen (#11 Kadian prescriber ytd). He asked you about coverage of Kadian and then specifically focused in on Medicare Part D patients in the donut hole. You were able to get him this information directly from the patient assistance hotline before we left his office. He was very appreciative of the information you provided

EXHIBIT 3

Hagy
11/13/19

Reported by: Emily
Sarnelson, CSR 14043

especially since it offered his patients a potential option when they fall in the donut hole.

- ◆ You made sure to discuss in detail our co-pay card program on all of your calls. This program has been well received as could be seen with our calls to Dr. Griggsby/Rode's and Dr. Kessler's offices. Even though we weren't able to see the doctors at the offices you were able to speak with their support staff. The nurses we spoke to said they had been passing out the cards regularly and needed more of them (which may explain why their April numbers were up a bit). You took the time to with each of these nurses to make sure they understood all of the key points with the cards.

Business Strategy

- ◆ Observations made that will lead to business opportunities
- ◆ Robin, I enjoyed sitting down with you to discuss your business plan in detail. You have done a thorough analysis of your territory and have a good plan in how you are attacking your targets. Using your November data (which is the last month of full competitive data) is a great way to help focus your calls where you have seen increasing trends of Morphine Sulfate, Avinza and Opana. It also helps you find potentially large Medi-Cal and Worker's Compensation practices where Kadian has very good coverage.
- ◆ As we discussed, looking at the dollars per prescription written can also be an effective tool as some prescribers (e.g. Dr. Hattori, Dr. Pearson) who write large dollars/rx can have a big impact on your territory in both a positive or negative way depending on their total rx trends. Conversely, accounts like Dr. Rehwaldt or Dr. Klistoff who are low dollars/rx will have a lower impact which may change your business planning.
- ◆ I think your ideas for covering far northern CA (i.e. Crescent City, Oregon House) make a lot of sense. They are high Medi-Cal areas with good growth recently. With those areas being 7+ hour drive and the fact the accounts have said they don't want to be seen monthly it makes sense to spread the call cycle out a little longer than your local accounts. Your local accounts (SF and Sacramento) are the ones being hit weekly, if not more often, by the Embeda and Opana reps. As discussed earlier your more frequent call cycle with these prescribers has really helped build relationships in a short period and blunt the impact of the competitors.
- ◆ Robin, please get me an updated list of doctors who need to be removed from your target list as well as any doctors that need to be moved (e.g. Victor Li in Santa Cruz who you want to move to Richard's territory) by the EOB June 17th.

Developmental Opportunities / Action Plan

- ◆ Describe areas and specific behavior examples that need development.
- ◆ Please stay on top of your expense reports. It is important that you stay up to date with your expenses.
- ◆ Develop action plan with attainment steps.

ABM Signature:

Regional Director Signature: Mark M. Killion, June 16, 2010