

**From:** Hepp, Christopher <CHepp@kadian.com>  
**Sent:** Monday, November 01, 2010 10:39 AM  
**To:** Hagy, Robin  
**Cc:** Nathalie Leitch  
**Subject:** Field Contact Report 10-27-2010  
**Attachments:** Field Contact Form Robin Hagy 10-27-2010.doc

Robin:

Thanks for a great day last week in the Sacramento area. It is obvious from your planning and organization that you had a great day set up and followed through with several calls on key prescribers. You also showed some determination in getting to see your key prescribers and asked the right questions so you can better service these offices in the future.

Over the next few weeks, I would concentrate on getting an answer concerning the California Workers Comp situation as it relates to Kadian. Dr. Sanchez would be thrilled to get an answer that Kadian is still approved with no appeal needed. In order for us to get the answer to this, we will need to request a retail pharmacy run a dummy script for Kadian through California Workers Comp. If Kadian turns out to be covered with no appeal needed, Dr. Sanchez and others will quickly covert several of their patients to Kadian. This is an opportunity that will require us to be quick with our response, as I am sure there are competitors that are also trying to get the information that Dr. Sanchez is looking for.

Please let me know how I can help you with this, and anything else.

Attached is our Field Contact Report from our time together last week. Please read the attachment, let me know if you have any questions, and then key in your name and date at the bottom of the report and send it back to me.

Thanks again for a great day. Please let me know how I can help you.

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



**EXHIBIT 4**

Hagy  
11/13/19

Reported by: Emily  
Samelson, CSR 14043

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PLAINTIFFS TRIAL  
EXHIBIT

**P-21977\_00001**

## 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>	10/27/2010

### Sales Results /Business Analysis

#### Kadian Sales Results:

Current Month	Overall PCT to Plan
N/A	N/A

- ◆ There is no sales data yet available for the Sacramento territory.

### Field Observations

- ◆ Describe observed selling skills and noteworthy behaviors that meet or exceed expectations
- ◆ Robin, your planning and organization is well thought out. You take a close look at sales data and trends, and allow this to help you decide who and how often you will call on a certain prescriber.

### Business Strategy

- ◆ There are plenty of opportunities with MediCal within your territory. Continue to concentrate your calls on these prescribers.
- ◆ Continue to explore the issues surrounding California Workers Comp. We need to find out where Kadian stands in their coverage. If we get confirmation from a "dummy script" at a retail pharmacy that Kadian is still covered under this plan, a follow-up with Dr. Sanchez can prove to be beneficial in your sales.

### Developmental Opportunities / Action Plan

- ◆ Continue to focus each call on the managed care issues that dominate a certain office and their patients. You will need to ask questions to find out who the largest providers are within a practice. Then, by using Fingertip Formulary, you can better address their needs and provide them detailed information on how well Kadian is covered under these plans.
- ◆ Also continue to ask questions while on every call. The more questions we ask, the better we can discover the issues surrounding a prescribers use (or non-use) of Kadian and answer those concerns.

**ABM Signature:**

**Regional Director Signature: Chris Hepp 11/01/2010**