



From: Matthew C. Hutcheson
To: 'Shepherd, Michael'
CC: Nathalie Leitch
Sent: 8/9/2012 9:19:18 PM
Subject: RE: Universe File 2 of 2
Attachments: image001.jpg; image002.png; Kadian Drop Add T3 2012 - A100 West.zip; Kadian Drop Add T3 2012 - A200 Great Lakes.zip; Kadian Drop Add T3 2012 - A300 Gulf Coast.zip; Kadian Drop Add T3 2012 - A400 Mid-Atlantic.zip; Kadian Drop Add T3 2012 - A500 Midwest.zip

Updated files broken out by territory.
- name split into separate fields
- 51 blank MEs added that are potential targets

From: Shepherd, Michael [mailto:MShepherd@inventivhealth.com]
Sent: Thursday, August 09, 2012 12:31 PM
To: Matthew C. Hutcheson
Cc: Nathalie Leitch
Subject: Fwd: Universe File

Matt
Can you break out the physician's name into two columns (last, first).....see thread below.
Please advise.
Mike

Sent from my iPhone

Begin forwarded message:

From: "Novak, Joelle" <JNovak@inVentivhealth.com>
Date: August 9, 2012 11:31:49 AM EDT
To: "Shepherd, Michael" <MShepherd@inventivhealth.com>
Subject: FW: Universe File

Mike,

This is the challenge...our data team just indicated that everything is combined and we need them broken out...

Is that possible?

Joelle Novak

jnovak@inventivhealth.com

732-584-5205

From: Young, Gabriel
Sent: Thursday, August 09, 2012 11:28 AM



To: Novak, Joelle
Cc: Forman, Todd
Subject: RE: Universe File

The first/last names and Degree are combined into one field label Prescriber. Could we have them broken out into 3 different fields?

Thanks,

Gabriel Young

Data Analyst

Inventiv Health

500 Atrium Drive

Somerset, NJ 08873

T:(732) 584 - 5305

From: Shepherd, Michael [mailto:MShepherd@inventivhealth.com]
Sent: Thursday, August 09, 2012 9:08 AM
To: Novak, Joelle
Subject: RE: Universe File

Joelle

In looking at the target universe file, the first names and last names are both listed for each target.

As for the second question...Yes, the zips listed should be aligned to the New Territory provided.

Thanks

Mike

From: Novak, Joelle
Sent: Wednesday, August 08, 2012 12:30 PM
To: Shepherd, Michael
Subject: FW: Universe File

Mike

Please see the below 2 inquires from our Data Analytics team...

Joelle Novak

jnovak@inventivhealth.com

732-584-5205

From: Young, Gabriel
Sent: Wednesday, August 08, 2012 12:03 PM
To: Novak, Joelle
Cc: Forman, Todd
Subject: FW: Universe File

Hi Joelle,

Can we have the first name and last name included in the file? Also, the below zips for the were not included in the zipterr file you provided but according to the target universe file they should be aligned to the New Territory provided. Can you confirm that as well?

New Territory

Old Territory

ME

Prescriber

Specialty

Address

City

State

Zip

A303-Dallas, TX

A303-Dallas, TX

2434778001

HU MEI MD

PMP

9191 KYSER WAY STE 604

FRISCO

TX

75033

A102-Phoenix West, AZ

A121-ABS Phoenix, AZ

CONFIDENTIAL

ACTAVIS0703333

P-22068 _ 0003

0187575131

DOMINIC ANTHONY DO

FM

850 S IRONWOOD DR STE 104

APACHE JUNCTION

AZ

85120

A102-Phoenix West, AZ

A121-ABS Phoenix, AZ

4956392007

BENJAMIN MATHEW MD

PCC

212 W SUPERSTITION BLVD

APACHE JUNCTION

AZ

85120

Thanks,
Gabriel

From: Novak, Joelle
Sent: Wednesday, August 08, 2012 10:41 AM
To: Young, Gabriel; Forman, Todd
Subject: FW: Universe File

Joelle Novak

jnovak@inventivhealth.com

732-584-5205

CONFIDENTIAL

ACTAVIS0703334

P-22068 _ 0004

From: Shepherd, Michael [mailto:MShepherd@inventivhealth.com]
Sent: Wednesday, August 08, 2012 10:37 AM
To: Novak, Joelle
Cc: Barnett, Edward
Subject: RE: Universe File

Joelle

Attached is the target universe file. The ABMs will only be calling on the targets in this file. Each territory's targets are aligned by the zip to terr.

Thanks

Mike

From: Novak, Joelle
Sent: Wednesday, August 08, 2012 10:11 AM
To: Shepherd, Michael
Cc: Barnett, Edward
Subject: Universe File
Importance: High

Mike,

Is there going to be an updated Universe file as well, or are we just aligning the current docs to the new zip/terr?

Thanks!

Joelle Novak

Project Manager, Client Services

inVentiv Health Selling Solutions

an inVentiv Health Company

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Exhibit is an Excel file. The file is included in the following link:

<https://golkowanywhere.sharefile.com/d-sa23067f3866e41e3963f77765442ceee>

**For further assistance, please contact
exhibits@golkow.com.**

Produced as Natives