

# Kick Off Meeting 5/13

Wednesday, May 13, 2015  
12:16 PM

## Introductions

Tom  
Will  
Mary  
Sandy

Paul Hanby-  
Paul Tewey- Director of Sales  
Johnathan -

Linda Adamowicz  
Praba  
Judy  
Nancy

Stuart  
Armen  
Adil  
Tamaz

## Presentation


- Score go back to SAP system
- Denied party listing



# BuzzeoPDMA Project Kick-Off Meeting - Phase 1 Proof of Concept

Wednesday, May 13, 2015

1:35 PM

Subject	<b>BuzzeoPDMA Project Kick-Off Meeting - Phase 1 Proof of Concept</b>
From	Adamowicz, Linda
To	Zerillo, Jeffrey; Napoli, Thomas; Glickman, Stuart; Woods, Mary; Tekerian, Armen; Simmons, Sandra; Simmons, William; Jawadekar, Sanjay; Ramaradj, Prabavathy; McLaren, Keith; Bailey-Davis, Judy; Narendra Babu, Saraswathi; Vecchione, Kari; Khade, Pritam; 'phamby@us.imshealth.com'; 'ptowhey@us.imshealth.com'; Balaramakrishnan, Arun; 'kuhn@richmondanalytics.com'
Cc	Kozlowski, Tomasz; Gatrad, Adil; Andersen, Minelle; Riotto, Rich
Sent	Wednesday, May 13, 2015 11:08 AM
Attachments	 BuzzeoPDM A Project ...

All –

Please disregard the previous presentation. We will be using the attached for today's kick-off meeting.

Regards,  
Linda

This message and its attachments are intended for the named addressee only, and may contain confidential, proprietary or legally privileged information. No confidentiality or privilege is waived or lost by any mistransmission. If you have by coincidence or mistake received this email and its attachments, please immediately delete it and all copies of it from your system, destroy any hard copies of it and notify the sender. You must not, directly or indirectly, use, disclose, distribute, print or copy any part of this message or its attachments if you are not the intended recipient. Please note that the sender of this e-mail and its attachments is solely responsible for its content if it does not concern the operations of Actavis or its affiliates.

## Key Milestones

Tuesday, May 19, 2015  
7:07 PM

Subject	<b>RE: Urgent info needed!</b>
From	Adamowicz, Linda
To	Woods, Mary
Sent	Tuesday, May 19, 2015 7:06 PM

Me too – not good. I will really be pissed if we don't get dates by our Thursday meeting with them.

**From:** Woods, Mary  
**Sent:** Tuesday, May 19, 2015 6:06 PM  
**To:** Adamowicz, Linda  
**Subject:** RE: Urgent info needed!

OH no. I really am concerned about their resources.

Best Regards,  
**Mary Woods** | Executive Director | US Order Management  
Actavis Pharma, Inc. | 400 Interpace Pkwy | Parsippany, NJ 07054  
Phone: office (862) 261-8701 | cell 951-316-3616 | [mary.woods@Actavis.com](mailto:mary.woods@Actavis.com)



**From:** Adamowicz, Linda  
**Sent:** Tuesday, May 19, 2015 6:53 PM  
**To:** Woods, Mary  
**Subject:** FW: Urgent info needed!

Already concerned that we can't even get dates from Buzzeo – been asking since our call prior to the kick-off meeting.

**From:** Napoli, Thomas  
**Sent:** Tuesday, May 19, 2015 4:13 PM  
**To:** Adamowicz, Linda  
**Subject:** FW: Urgent info needed!

FYI

**From:** [phamby@us.imshealth.com](mailto:phamby@us.imshealth.com) [<mailto:phamby@us.imshealth.com>]  
**Sent:** Tuesday, May 19, 2015 5:05 PM  
**To:** Napoli, Thomas  
**Cc:** [bwilliamson@us.imshealth.com](mailto:bwilliamson@us.imshealth.com); [ptowhey@us.imshealth.com](mailto:ptowhey@us.imshealth.com)  
**Subject:** RE: Urgent info needed!

I left you a message, I'm still trying to secure dates for each of the following, but these should be the activities from the Buzzeo side:

Activity	Start Date	End Date	Assigned to
Revise and deliver current Active Ingredient document to Actavis			
Provide Actavis information on historical data requirements for BuzzeoPDMA to use to develop the algorithm for the test environment			
Receive historical data from Actavis			
Load historical Actavis data into our algorithm development environment			
Build a custom algorithm specific to the Actavis data			
Bring up the test server environment in the Cloud			
Load historical Actavis data into the test environment			
Load active ingredient information into the test environment			
Install the Actavis custom algorithm in the test environment			

Supply access credentials of a user interface where Actavis can review examples of orders that would pend in the Service Provider Cloud with an opportunity to interact with the pends (i.e. simulating order review, clearing, etc.)			
Provide initial training to review and evaluate output/outcomes of the test environment			

I appreciate this is only part of what you need. Working diligently to get you the full details as quickly as possible.

Paul W. HAMBY  
Senior Director, Compliance Solutions

**TOGETHER** ▶

LEADING THE WAY IN **GROWTH PHARMA**



**BuzzeoPDMA Project Kick-Off Meeting**  
**May 13, 2015**

# Agenda

- Introductions
- Business Requirements
- BuzzeoPDMA Cloud-Based Application Overview
- Project Scope – Phase 1
- Project Scope – Phase 2
- Core Project Team
  - Actavis
  - BuzzeoPDMA
- Next Steps
- Questions?

# Introductions

Name

Company

Location

Project Role



# Business Requirements

- US Order Management and Controlled Substance Compliance with the support of Information Technology Department, are looking to implement a cloud-based proprietary algorithm-based system used to detect and report suspicious orders of controlled substances.
- Will utilize as replacement of Actavis current SAP SOMS logic which does not currently exist in Allergan's SAP system.
- The system will be compliant with Code of Federal Regulations SOM Requirements Controlled Substances - 21 CFR 1301.74(b) as well as December 2007 DEA memorandum.
- Extensive proof of concept test system implementation prior to production environment implementation. Calibration modification prior to production environment integration.
- Need a system that has ability to provide Suspicious Order Monitoring support. Need ability to have contextual analytics and robust reporting as part of the SOMS process.



# BuzzeoPDMA Cloud-Based Application

## Statistically Based Model - Designed to identify “orders of interest”

- Compares *current order* of a drug with the *historical ordering pattern* of that drug by that customer
- Gauges statistical “likelihood” that the product order is fraudulent/erroneous
- Examines multiple order characteristics (or attributes), all in parallel (such as order size, history, trends, frequency, etc.)
- Allows “weighing” of various attributes in the overall calculations
- Giving greater significance to certain key order attributes

## Review and confirm the legitimacy of orders

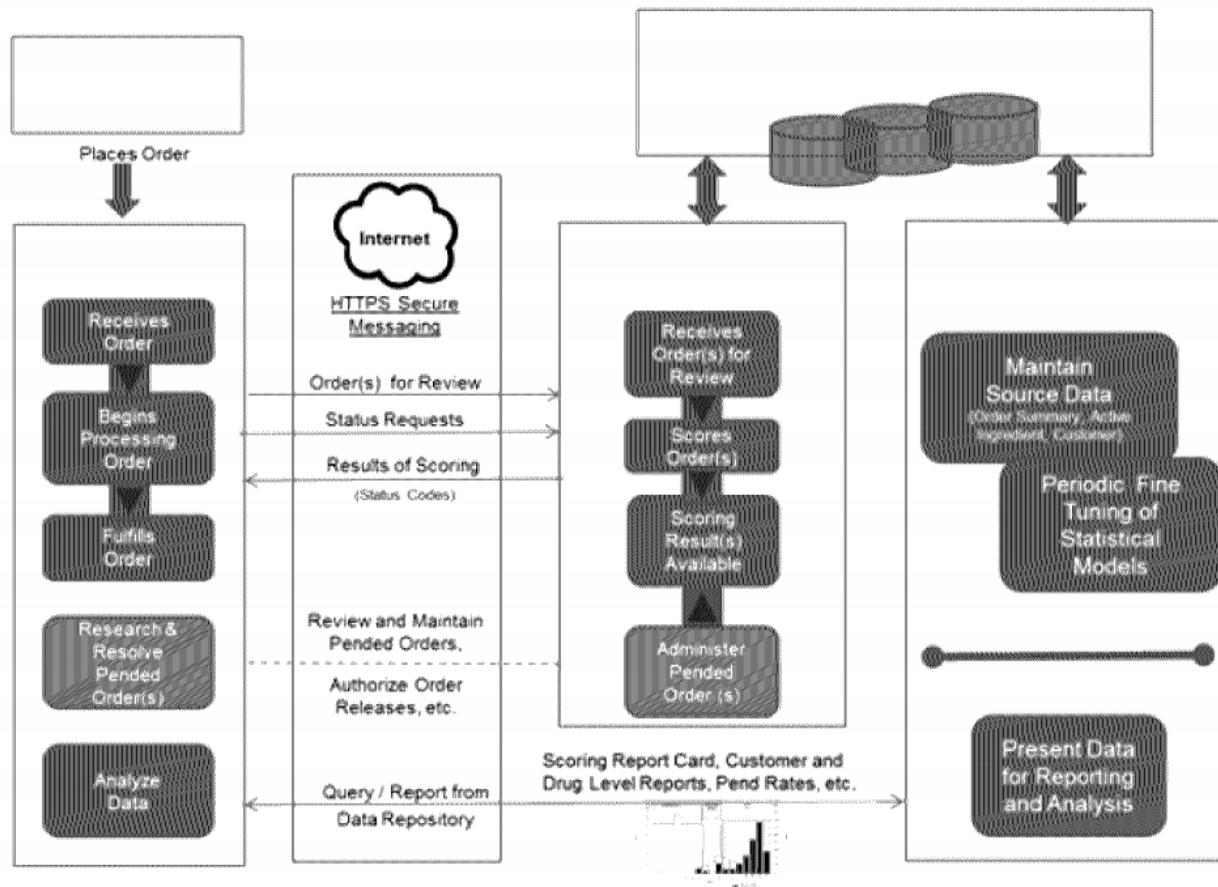
- System mechanism to “pend” or hold orders that are not in line with previous ordering size, frequency, or pattern / history.

## “Cloud based” platform

- Least IT integration
- Support web based “call outs” with order information to cloud based system
- Indication of suitability of the order is returned from the cloud

# BuzzeoPDMA Cloud-Based Application

## BuzzeoPDMA - SOM Cloud Service



# **Project Scope – Phase 1**

## **Proof of Concept**

- **Load historical data into algorithm development environment**
- **Build a custom algorithm specific to Actavis data**
- **Bring up the test server environment in the Cloud**
- **Load Actavis data into the test environment**
- **Load active ingredient information into the test environment**
- **Install the Actavis custom algorithm in the test environment**
- **Access credentials to be supplied to Actavis to review examples of order that would pend in the Service Provider Cloud**
- **Provide initial training to review and evaluate output/outcomes of the test environment**
- **Actavis to determine standard internal processes**
- **Estimated work effort 4 weeks (from receipt of Actavis data)**

# **Project Scope – Phase 2**

## **SOM Services Conversion from Test Environment**

- **Convert SOM system from its test environment to a production environment**
  - **SAP system feeding orders to SOM cloud system require additional middleware and server processes**
- **Development and deployment of a web-based order review and evaluation module**
- **Coordination with the Actavis IT team during system development to ensure model interaction with the Actavis system**
- **Development of supporting documentation and justification**

# Core Project Team - Actavis

- **Business Sponsor**
  - Jeffrey Zerillo
- **Business Sponsor**
  - Stuart Glickman
- **IT Project Sponsor**
  - Armen Tekerian
- **Process Owner**
  - Tom Napoli
- **Process Owner**
  - Mary Woods
- **Project Manager**
  - Linda Adamowicz
- **Business SMEs:**
  - William Simmons
  - Sandra Simmons
- **IT Team Members:**
  - Sanjay Jawadekar
  - Praba Ramaradj
  - Keith McLaren
  - Saras Narendra Babu
  - Judy Bailey-Davis
- **QA & Validation**
  - Kari Vecchione
  - Pritnam Khade



# Core Project Team - BuzzeoPDMA

- **Paul Hamby**
  - Senior Director, Compliance Solutions
  
- **Paul Towhey**
  - Director of Sales
  
- **Jonathan Kuhn**
  - President, Richmond Analytics

# Next Steps

- Obtain PO Approval
- Finalize data requirements to be provided to BuzzeoPDMA
  - Active ingredient information
  - Sales history data
- Complete
- Establish core project team meetings
- Develop project schedule for both Phase 1 and 2 scope

# Questions?





[REDACTED]

# TOGETHER ▶

[REDACTED] LEADING THE WAY IN GROWTH PHARMA

