
From: Jinping McCormick </O=ONETEAM/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=JMCCORMICK>
To: Terrence Fullem
CC: Michael Perfetto
Sent: 7/12/2011 8:19:03 PM
Subject: Oxymorphone ER Promotional Plan
Attachments: Oxymorphone HCl Tablets Promotional Plan.pdf



Terry,

Here is our promo plan for Oxymorphone ER.

Any suggestion is always welcome.

Jinping

PLAINTIFF TRIAL
EXHIBIT
P-28608_00001

Confidential

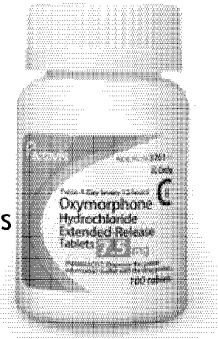
Acquired_Actavis_00098054

P-28608_00001



Oxymorphone HCl Extended-Release Tablets 7.5 & 15mg

Brand/Company: Opana® ER/ Marketed and Manufactured by Endo Labs
Generic Name: Oxymorphone Hydrochloride Extended-Release Tablets
Availability Date: July 15, 2011
TEE Rating AB to Opana® ER



Marketing Promotional Plans

Because Endo discontinued the 7.5 and 15mg strengths in March 2011, Actavis will be implementing a more aggressive promotional campaign for this launch to raise the awareness of generic product to physicians and pharmacists. We currently plan to execute the following programs:

- A two wave **direct-mail campaign** to the top 10,000 prescribing doctors. The first wave is planned to coincide with our launch to bring awareness to prescribing doctors. A follow-up mailing is planned for four weeks post-launch.
- **Direct Contact:** We will be utilizing the Kadian sales team to deliver the direct mail material to pain doctors they visit in their day-to-day promotion of Kadian. The sales team will be trained on Oxymorphone ER during their July meeting.
- **Journal advertising** to cover both prescribers and pharmacists:
 - Practical Pain Management - focused on pain specialists. Circulation: 45,000. Insertion in August 2011 issue.
 - Pharmacy Times - focused on Pharmacists/Pharmacy buyers. Circulation: 163,500. Insertion in August 2011 issue.
- **Email campaign** reaching a pharmacy audience of 87,000 addresses.