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**From:** Hepp, Christopher <CHepp@kadian.com>  
**Sent:** Monday, November 01, 2010 8:29 AM  
**To:** Webb, Debbie  
**Cc:** Nathalie Leitch  
**Subject:** Field Contact Form  
**Attachments:** Field Contact Form-Debbie Webb 10-26-2010.doc

Debbie:

Thanks for a great day last week in San Francisco. We saw many of your key prescribers and I felt you made a positive impact on Kadian sales at the end of the day. This is how I walk away from each call and each day is by asking myself, "Did I make a positive impact on the sales of Kadian?" I believe you accomplished this at the end of our day together.

Remember to stay focused on two issues that can help increase Kadian sales over the coming months.

1. Ask as many questions of your offices as possible. The more questions you ask, the more information you will obtain and can better focus your next call on the issues that are most important to these prescribers.

2. Discover the managed care issues at each office and with each prescriber. MediCal, California Workers Comp, and the various private insurance companies have a big impact within your territory. You will be better able to focus your calls on the needs of these managed care companies and how Kadian is covered under these plans if you know in advance the number of patients that are covered by these plans in each office.

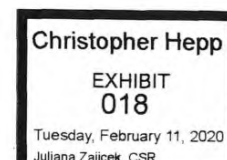
Please keep me updated on your progress with Integrated Pain Management and their HIPPA issues, and let me know if there is anything I can do to assist you.

Please review the attached Field Contact Report form, key in your name at the bottom, and return it to me. And be sure to keep a copy of this in your own files.

Keep up the good work, and let me know if there is anything I can do to assist you.

Thanks again,

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



## Field Contact Form

<b>Area Manager Name</b>	Debbie Webb
<b>Regional Director Name</b>	Chris Hepp
<b>Territory</b>	San Francisco
<b>Date</b>	10/26/2010

### Sales Results /Business Analysis

#### Kadian Sales Results:

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

- ◆ (Business Analysis) Share Observations regarding trends, etc.
- ◆ No sales data is yet available for the San Francisco territory.

### Field Observations

- ◆ Debbie does a good job in being forceful enough to get to see her prescribers, but pulls back when the situation calls for it and she doesn't put herself in a bad position. This was evident when calling on Dr. Dave and Dr. Chen at Integrated Pain Management. Her ability to see her prescribers increased her visibility as their new Kadian representative and will aid her when calling on these prescribers in the future.
- ◆ Debbie does a nice job in planning her day to make best use of her time in the field. Analyzing her decile information to coordinate a more comprehensive day in the field is important now and will continue to be vital in her future. Debbie will need to analyze her sales data with the same focus as her decile information as her territory continues to develop. This will allow her to plan every call with a better focus on the areas she needs to emphasize with each prescriber.

### Business Strategy

- ◆ Debbie will need to stay current with the latest managed care issues in the state of California to better handle objections and search for opportunities within her territory.
- ◆ Staying in touch with the issues revolving around Integrated Pain Management and their HIPPA requirements will be vital in both the short and long-term. Debbie, please keep me updated on your progress in getting approved to be a vendor at this account and let me know how I can assist you.

### Developmental Opportunities / Action Plan

- ◆ Debbie, you will need to take each call and focus on the managed care issues that are pertinent to that account. It will be important to ask each office which plans a majority of their patients are covered by. Get a breakdown on how many MediCal and Workers Comp patients, and a percentage of each private insurance company's coverage each office has in their practice. Then use Fingertip Formulary to get an analysis of how Kadian is covered under each plan and share this important information with each call in the future.
- ◆ Without directly discussing our competitors, focus each call on an advantage that Kadian can provide their patients. Whether it be our co-pay card, various dosages, or smooth blood levels throughout the day, we have something that will benefit their patients in dealing with their pain.

**ABM Signature:**

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