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**From:** Hepp, Christopher <CHepp@kadian.com>  
**Sent:** Thursday, February 10, 2011 6:57 AM  
**To:** Webb, Debbie  
**Cc:** Nathalie Leitch  
**Subject:** Field Contact Report  
**Attachments:** Field Contact Form-Debbie Webb 02-01-2011.doc

Debbie:

Thanks for a great time in the San Francisco/Modesto area last week.

You are off to a great start in sales during Q-4 of 2010. You completed the year above the region and the nation in quota attainment with a strong finish at 97.8%-to-plan. Closing out 2010 with a strong finish will set you up for a great start in Kadian sales in 2011.

Attached is the Field Contact Report for our work together last week. Please review this document and let me know if you have any questions or comments you would like to add.

If you have no questions, please key in your name and date at the bottom of the document and return it to me. I would also recommend that you keep a copy of this document for your own files.

Please let me know if there is anything I can do for you. And thanks again for your strong efforts in the field. They do not go unnoticed and will lead to even bigger and better things in 2011.

**Chris Hepp**  
**Actavis/InVentiv Health**  
**Regional Business Director**  
**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>	02/01/2011

### Sales Results /Business Analysis

#### Kadian Sales Results:

Current Month	Overall PCT to Plan
\$385,666 (Dec.)	97.8% (Q-4 2010)

- ◆ (Business Analysis) Share Observations regarding trends, etc.
  - Debbie, you completed your Q4 sales at 97.8%-to-plan, compared to the West Region at 95.4%, and the Nation at 96.8%.
  - Your TRx (-2.1%) are declining at a slower rate when compared to the West Region (-5.4%) and the Nation (-4.0%) when analyzing the current 3-months TRx compared to the previous 3-months.

### Field Observations

- ◆ Describe observed selling skills and noteworthy behaviors that meet or exceed expectations
  - You are doing a nice job in relating to your target prescribers the benefits the Kadian Co-Pay card provides to their patients.
  - Your relationship with the entire office was evident at Dr. Rhodes office with Central Valley Pain Management in Modesto. These relationships will allow you to discuss the benefits of Kadian to the entire office staff and decision-makers in this office.

### Business Strategy

- ◆ Observations made that will lead to business opportunities
  - As we discussed, the drug that is utilized more often by every prescriber in the opioid marketplace is generic morphine sulfate. Since there is no generic co-pay card, Kadian can often be prescribed for these patients at no out-of-pocket expense. This should be your main focus with nearly all of your target offices over the coming months.

### Developmental Opportunities / Action Plan

- ◆ Describe areas and specific behavior examples that need development.
  - As Dr. Rhodes related to you, he often writes for generic morphine sulfate first since he is certain there will be little out-of-pocket expenses for his patients. In these cases, we need to immediately describe to our targets the cost savings the Kadian Co-Pay card will provide their patients. And in most cases, allowing their patients to pay nothing to get their Kadian prescription.

- Dr. Lopez-Solorza also mentioned how he hates Caremark since they try to force him to use generics. In these offices, we can use the Formulary Compass to direct them to the plans that cover Kadian at a co-pay cost that will be covered by our Co-Pay card.

**ABM Signature:**

**Regional Director Signature: Chris Hepp 02/09/2011**