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**From:** Hepp, Christopher  
**To:** Hepp, Christopher; Webb, Debbie  
**CC:** Nathalie Leitch; Kebrich, Sheri  
**Sent:** 1/12/2012 12:10:17 PM  
**Subject:** RE: Field Contact Report-Webb  
**Attachments:** Field Contact Form-Webb 01-09 to 10-2012.doc

Debbie:

My apologies on sending the wrong Field Contact Report.

The attached report is the one that I need you to review, key-in your name and date, and return back to me via e-mail.

Please call me with any questions.

Thanks,

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

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**From:** Hepp, Christopher  
**Sent:** Wednesday, January 11, 2012 5:26 PM  
**To:** Webb, Debbie  
**Cc:** Nathalie Leitch; Kebrich, Sheri  
**Subject:** Field Contact Report-Webb

Debbie:

Attached is the Field Contact Report that reviews our days together in the San Francisco area earlier this week. Please review this document and let me know if you have any questions. If not, please key-in your name and date at the bottom of the report and return it to me via e-mail. I also recommend that you keep a copy of this report for your own files.

Also, as we discussed when I was working with you, please submit to me an e-mail that outlines the prescribers that are affected by Medi-Cal's actions to move their patients to a managed Medicaid, and what percentage of their business will be affected by this change. Also send to me the names and phone numbers of all other people that have given us information about these changes, including the PharmD at San Francisco General Hospital that we met with earlier this week.

Please let me know if you have any questions.

Thanks,

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

PLAINTIFFS TRIAL  
EXHIBIT  
**P-20309\_00001**

ACTAVIS0475087

P-20309 \_ 0001

## Field Contact Form

|                               |                   |
|-------------------------------|-------------------|
| <b>Area Manager Name</b>      | Debbie Webb       |
| <b>Regional Director Name</b> | Chris Hepp        |
| <b>Territory</b>              | San Francisco, CA |
| <b>Date</b>                   | 01/09-10/2012     |

### Sales Results /Business Analysis

#### Kadian Sales Results

|                            |                         |
|----------------------------|-------------------------|
| <b>Territory %-To-Plan</b> | <b>Region %-To-Plan</b> |
| 48.2% (Thru Oct.)          | 51.2% (Thru Oct.)       |

|                                |                                 |
|--------------------------------|---------------------------------|
| <b>Current Month-Kadian \$</b> | <b>Previous Month-Kadian \$</b> |
| \$358,398                      | \$399,309                       |

#### Current 3-month Kadian \$/Prev. 3-month Kadian \$/% Change

|                  |               |               |
|------------------|---------------|---------------|
| <b>Territory</b> | <b>Region</b> | <b>Nation</b> |
| -2.9%            | -1.3%         | -0.5%         |

#### Current 3-month Kadian Trx/Prev. 3-month Kadian Trx/% Change

|                  |               |               |
|------------------|---------------|---------------|
| <b>Territory</b> | <b>Region</b> | <b>Nation</b> |
| -6.5%            | -5.0%         | -5.2%         |

- ◆ (Business Analysis) Share Observations regarding trends, etc.
  - Debbie, your sales through the first two months of T3 are declining at a greater rate than that of the West Region and the Nation. As we discovered during our time together, much of this decrease could be attributed to the drop in sales with MediCal in your territory, and their move in making Kadian non-preferred by moving their patients to a managed Medicaid plan. We did allow for an additional decrease in your quota to help compensate for this decrease, but a further analysis will need to be completed to see if this adjustment was correct. Unfortunately before T3, when MediCal was still filling Kadian scripts as a Tier 1, your sales were also consistently behind that of the Nation and the West Region:
    - T1-2011-
      - San Francisco 91.8%
      - West Region 100.4%
      - Nation 100.2%
    - T2-2011-
      - San Francisco 91.4%
      - West Region 95.1%
      - Nation 97.0%

These are trends that need to be immediately reversed. A plan-of-action on how to best change these trends for the better will follow in this Field Contact

### Resource Utilization

1-Below Expectations    2-Meets Expectations    3-Exceeds Expectations

|                            |          |
|----------------------------|----------|
| <b>Form Trak On Demand</b> | <b>2</b> |
| <b>Co-Pay Cards</b>        | <b>2</b> |
| <b>Budget</b>              | <b>1</b> |
| <b>iPaq/Call Reporting</b> | <b>2</b> |
| <b>Expense Reporting</b>   | <b>2</b> |

**Comments:**

I am concerned that you are not taking full advantage of your budget when it comes to the number of in-services you are able to provide your offices. In many cases, if offices only allow access to their prescribers by an in-service that is associated with a breakfast or lunch, then this is something you should be completing regularly. Consideration should also be given to providing these in-services at offices where a breakfast or lunch meeting will allow you more time and access to the key target prescribers.

### Field Observations

- ◆ Describe observed selling skills and noteworthy behaviors that meet or exceed expectations
  - As we discussed, you are brilliant when it comes to clinical knowledge of Kadian, our competitive products, and various therapies that our prescribers may utilize on their patients. When you are able to get in front of your targets, this knowledge can help you to continue your conversations and allows your prescribers to look at you as a resource.

### Business Strategy

- ◆ Observations made that will lead to business opportunities
  - Our biggest opportunity is to make numerous and regular calls on our top-prescribing Kadian offices and those that prescribe a large amount of generic morphine sulfate and generic MS Contin. With generic Kadian now available, you will need to review your sales reports and focus your time and efforts on these offices.

### Developmental Opportunities / Action Plan

- ◆ Describe areas and specific behavior examples that need development.
  - Sales Reports—You need to take additional time in reviewing your sales reports. When we attempted to see Felix Chen, MD on Tuesday morning, it was a call that should not have been attempted as Dr. Chen has not prescribed Kadian since May 2010. We discussed how you would like additional support on how to best comprehend our sales reports, and this will be coming to you soon. But, it is quite easy to see which prescribers are writing Kadian and which are not. This information is easy to pull from our

reports and needs to be completed thoroughly after we receive a new sales report and during your work each week.

- Planning and Organization—You need to develop a regular routing plan that assures you are seeing each of your top targets on a regular basis. This plan needs to be researched based on which of your current targets have the best opportunity for growth (Current Kadian sales and current generic morphine sales should be the focus). Starting with the week of January 16, 2012, please send to me by Sunday evening your plan for the upcoming week. This plan will be broken down by each day of the week. Each day needs to have the cities that you will be working at, which prescribers you plan to meet with, and a call plan that outlines your planned goals for each sales call. Included in this plan should be which offices you have planned breakfast or lunch in-services or those you plan to bring in coffee or an afternoon snack. You can format this weekly plan whichever way you feel it will work best for you. I will need a copy of this plan in my InBox by the start of the day each Monday morning.
- A focus on your key target prescribers will also benefit you in the coming months. Please submit to me by Monday, January 16, 2012, a breakdown of the Top 5 offices where you feel you can make progress in growing Kadian. This should be based upon current managed market conditions, current Kadian usage, and current competitive usage (especially that of generic morphine sulfate). A list of the prescribers within each office, along with a list of the other personnel in the office such as PA's, NP's, RN's, MA's and other office staff. An explanation as to why there is a good opportunity at this office, along with a detailed plan-of-action for each prescriber and each non-target person in the office that can have an impact on the prescription writing. Once I receive this plan, I will call you to discuss your plan in detail. We will then speak weekly to discuss how the plan is progressing and changes that may need to be implemented.

Debbie, you have a very difficult, but manageable situation in sales, reviewing sales reports, planning and organization, contact with your prescribers, and access. I want to be a resource and help you in every way I can. Please contact me if there is anything I can do to assist you.

**ABM Signature:**

**Regional Director Signature: Chris Hepp 01/11/2012**