
From: Matthew C. Hutcheson
To: Nathalie Leitch
Sent: 9/18/2012 8:33:23 AM
Subject: Technekes
Attachments: Kadian TeleSales Technekes 20120918.xlsx

Nathalie,

Attached is a Technekes list. The methodology is as follows:

1. Top 1,750 Generic Morphine Sulfate ER that are not sales team targets. MS Contin was *not* included.
2. Top 1,750 Kadian that are not sales team targets

Then combine the list of 3,500 to get a unique list of 3,204 telesales targets.

We add two columns for TMS comments and TMS phone numbers from the previous TMS file to give a little guidance on a few of the prescribers.

Let us know what you think about this file and the methodology.

Matt

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