
From: Fidler, Kristine [kristine.fidler@cardinalhealth.com]
Sent: 2/17/2011 9:19:49 AM
To: Lisa Pehlke [lpehlke@actavis.com]
Subject: Smart Scan Suspicious: Marketing Opportunities Outline + Pricing

Hi Lisa –

Per our meeting the other week, please find attached an outline for marketing opportunities we discussed, with pricing. You will see that I have proposed some 'special Actavis discounts'!

I also attached further information on the Pharmacy Health Network (PHN) program, including network facts, ROI, DMA overview and our planning schedule. I have included a proposal for Zolpidem on the network within the attached marketing opportunities outline.

Please let me know your thoughts.

Thanks!
Kristine

Kristine Fidler

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PLAINTIFF TRIAL
EXHIBIT
P-28615_00001



Marketing and Business Development – Pharmaceutical

Marketing Proposal

Prepared for
Actavis

Prepared by
Kristine Fidler

February 17, 2011



Actavis and Cardinal Health Marketing Initiatives

Per our recent meeting, please find within our recommendations for marketing initiatives to further create awareness and educate pharmacists on Fentanyl and Zolpidem. I have outlined those marketing programs that I feel would be most beneficial to your needs, including the Service Flash, eConnection, targeted Telemarketing and Direct Mail. As well, the Pharmacy Health Network is a great fit for Zolpidem to provide consumers with awareness of options they have for this class of drug.

Pricing has been outlined and I have included heavy discounting where possible.

eConnection Program

The eConnection program will deliver your message to healthcare providers via email in an html format. In addition to your message, you can include links to your website and/or prescribing information (see sample attached in accompanying email). We can reach approximately **92,000 pharmacists** nationwide. Below is pricing for options, including discounted pricing for multiple sends. You can use different messages for each send i.e. for either or both Fentanyl and Zolpidem.

Reach and Cost:

eConnection to Pharmacists- One send	\$18,000 (Regular \$24,000)
eConnection to Pharmacists- Two sends	\$21,000
eConnection to Pharmacists- Three sends	\$31,500

Should you be interested in targeting physicians by specialty, I can provide a customized quote based on your specialties of interest as well, upon request.

Service Flash Program:

The Service Flash is a weekly publication distributed to all Cardinal Health customers (~32,000), including CVS and Walgreens. This piece includes weekly backorder and recall information, as well as ads from manufacturers promoting their products. Advertising opportunities in the Service Flash include a full page (8.5 x 5.5) or half page (8.5 x 5.5) ad space. A PI can not be included in the ad itself, however we can provide a live link for those customers who receive the piece electronically (approx. 1000 customers).

Below is pricing for Service Flash options, including discounted pricing for multiple ad placements. You can use different ads for each send i.e. for either or both Fentanyl and Zolpidem.

Service Flash Full Page Ad Costs:

Standard One Time Placement – Full Page Ad	\$9,000 (Regular \$12,000)
Two (2) Placements – Full Page Ad	\$12,000
Three or More Placement – Full Page Ad	\$5,000 <i>per ad</i>



Service Flash Half Page Ad Costs:

Standard One Time Placement – Half Page Ad	\$6,000 (Regular \$7,500)
Two (2) Placements – Half Page Ad	\$7,500
Three or More Placements – Half Page Ad	\$4,000 <i>per ad</i>

Targeted Telemarketing:

This program conducts targeted, customized telemarketing calls to our retail independents and Medicine Shoppe pharmacies. This presents an opportunity to survey the customer, to provide information and education on your product or to offer a deal to the pharmacy customer.

Fentanyl

We can conduct 1,166 calls to those Cardinal customers who have purchased at least one unit of the competitor product (Mylan Fentanyl) over the past 3 months.

Cost is \$7.25 per call (discounted from \$7.50 per call) for a total of \$8,453.50.

(Pricing subject to change based on message used.)

Zolpidem

We can conduct 275 calls to those Cardinal customers who have purchased at least one unit of the competitor product (Ambien CR) over the past 3 months.

Cost is \$7.25 per call (discounted from \$7.50 per call) for a total of \$1,993.75.

(Pricing subject to change based on message used.)

Targeted Direct Mail:

We are able to direct mail your piece(s) to Cardinal customers, and are able to co-brand the mailer with a Cardinal Health envelope. No other contents are included, the mailer is dedicated to your piece alone.

Fentanyl

We can mail to 755 Cardinal customers who have purchased at least one unit of the competitor product (Mylan Fentanyl) over the past 3 months. We can look to target this down further as a mailing this size could be cost ~\$5,000+. Please let me know if you would like to discuss further.

Zolpidem

We can mail to 5,502 Cardinal customers who have purchased at least one unit of the competitor product (Ambien CR) over the past 3 months. We can look to target this down further as a mailing this size could be costly (~\$20,000+). Please let me know if you would like to discuss further.



Pharmacy Health Network:

Pharmacy Health Network (PHN) is an out-of-home digital signage network that provides you with access to millions of health-conscious consumers each month at over 800 retail pharmacies nationwide. Through flat-panel screens and brochure racks, PHN gets your brand directly in front of consumers at the point-of-influence. We target consumers with powerful and dynamic media, providing you with opportunities for targeted information delivery, and a measurable return on investment.

Opportunities include, but are not limited to:

- Ad placement i.e. static/flash ad spot to create awareness of product and disease state
- Brochure rack i.e. provide materials for consumers to take with them for further consult/consideration
- Sponsorship of 'news' segment

We can target 92 PHN stores who have purchased at least one unit of the competitor product (Mylan Fentanyl) over the past 3 months.

One or Two Month Campaign

Element	Cost	Total Stores	One Month Total Cost	Two Month Total Cost (with 10% Discount on Ad)
Static Main Window	\$ 30.00	92	\$2,760.00	\$4,968.00
Brochure – One Brochure	\$ 36.00	92	\$3,312.00	\$6,624.00
Total Cost			\$6,072.00	\$11,592.00

Should you be interested in other combinations or additional months please let me know and I can quote accordingly.

Please do not hesitate to let me know if you have any questions. I look forward to working with you on your Marketing initiatives!

Sincerely,

Kristine Fidler

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DMA Rank	DMA	Number of PHN Locations
1	New York	24
2	Los Angeles	35
3	Chicago	5
4	Philadelphia	10
5	Dallas/Fort Worth	4
6	San Fran-OAK-SJC	7
7	Boston	5
8	Atlanta	5
9	Washington, D.C.	13
10	Houston	11
11	Detroit	4
12	Phoenix	12
13	Seattle-Tacoma	19
14	Tampa-St. Pete	7
15	Minneapolis-St. Paul	4
16	Miami-Ft. Lauderdale	6
17	Denver	1
18	Cleveland-Akron	60
19	Orlando-Daytona-Melbourne	10
20	Sacramento-Stockton-Modes	8
21	St. Louis	8
22	Portland, OR	18
23	Charlotte	10
24	Pittsburgh	22
25	Raleigh-Durham	5

DMA Rank	DMA	Number of PHN Locations
26	Baltimore	9
27	Indianapolis	3
28	San Diego	11
29	Nashville	5
30	Hartford & New Haven	4
31	Kansas City	9
32	Salt Lake City	8
33	Cincinnati	11
34	Columbus	14
35	Milwaukee	2
36	Greenville-Spartanburg	4
37	San Antonio	2
38	West Palm Beach-Ft. Pierce	2
39	Harrisburg-Lancaster-Lebanon	7
40	Birmingham	8
41	Grand Rapids-Kalamazoo-Btl Ck	9
42	Las Vegas	0
43	Norfolk-Portsmouth-Nwport Nws	3
44	Austin	1
45	Oklahoma City	12
46	Albuquerque-Santa Fe	5
47	Greensboro-High Point-Win Sal	7
48	Memphis	0
49	Jacksonville	8
50	Louisville	5

Top DMA Breakdown	Number of Locations
Top 5	78
Top 10	119
Top 25	313
Top 50	462
Top 100	662

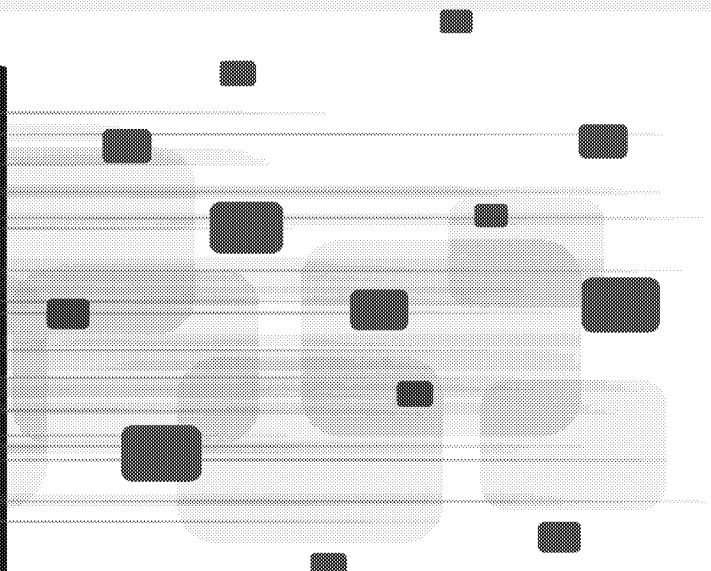
Pharmacy Health Network
is currently installed in 810* locations and scheduled to be installed in 824 locations by December 31, 2010.
*As of December 15, 2010



For additional planning information or updated information, please contact your sales representative.

Location and DMA information is subject to change without notice. Data is effective as of December 15, 2010.

Your Brand. Millions of Pharmacy Consumers. Pharmacy Health Network.™



Pharmacy Health Network™
Connecting You To Healthy Living

Presented by



CardinalHealth

John Disher | 614.553.4919 | john.disher@cardinalhealth.com

Pharmacy Health Network. A unique and fresh approach to promoting your brand that is targeted, meaningful, and measurable.

Cardinal Health introduces Pharmacy Health Network, an out-of-home digital signage network that provides you with access to millions of health-conscious consumers each month at retail pharmacies nationwide.

Through flat-panel screens and brochure racks, Pharmacy Health Network gets your brand directly in front of consumers at the point-of-influence. We target consumers with powerful and dynamic media, providing you with opportunities for targeted information delivery, and a measurable return on investment.

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Network Facts

Pharmacy Health Network, an out-of-home digital signage network, connects brands to health-conscious consumers at the point-of-influence.

Audience

The typical Pharmacy Health Network (PHN) consumer visits his or her pharmacy more than once a month, dwells an average of 18 minutes, is health conscious, loyal to his or her pharmacy, and is interested in seeking health-related information, thus creating a highly captive audience at the retail point-of-influence.

Content

PHN offers a balanced mix of relevant health content and advertising, and includes weather updates provided by AccuWeather™, health videos provided by NBC Digital Health®, and news and sports updates.

Environment

PHN is located in retail pharmacies nationwide including chains and community pharmacies under the Leader banner and Medicine Shoppe franchise.

Geography

PHN is currently located in over 820 pharmacies in more than 100 DMAs, reaching more than 5 million customers per month.

Targeting

Since PHN media players are individually addressable, buys can be network-wide, or targeted to a region or specific zip code list. Upon flight completion, PHN will provide advertisers with a Proof of Play Report, verifying the play count per pharmacy.

Creative

PHN accepts static and dynamic (audio and video) ads as well as brochure rack collateral. In addition, PHN offers weather and video sponsorships, and has full production capabilities.



Cardinal Health

PHN is owned by Cardinal Health—one of the largest health care companies in the world—and an essential link in the health care supply chain, providing pharmaceuticals and medical products to more than 40,000 locations each day. As the distributor of products into the PHN locations, Cardinal Health is able to quantify return on investment to advertisers through the measurement of increased product flowing through the distribution channel to pharmacies.

ROI

A recent ROI analysis showed uplift in unit sales of items that were promoted on PHN. Since Cardinal Health owns the network, PHN has access to specific store data that is extremely helpful in demonstrating ROI for clients.

Technology

Each PHN pharmacy includes one 32" commercial grade LCD display located in the waiting area, an individually addressable, store-forward media player, and a directionally based audio speaker. Each pharmacy also includes a custom brochure rack with slots available for marketing materials, coupons and rebates.

Industry

Digital Signage reaches two thirds of American adults each month,¹ and 47% of shoppers who have seen retail video recall learning about specials or sales from the digital signage.² Also, close to 30% of retail video viewers have made an unplanned purchase.²

1 Arbitron Out-of-Home Digital Video Display Study 2009

2 The Arbitron Retail Media Study – Volume II: Consumer Interest and Acceptance of Video Displays in Retail Environments



	January	February	March	April	May	June
Editorial Focus	<ul style="list-style-type: none"> • Cervical Cancer Screening • Glaucoma Awareness • Thyroid Awareness 	<ul style="list-style-type: none"> • AMD/Low Vision Awareness • Heart Health • Kids Ear, Nose, Throat 	<ul style="list-style-type: none"> • Colorectal Cancer Awareness • Endometriosis Awareness • National Kidney Health • Nutrition • Multiple Sclerosis Education • Rosacea Awareness 	<ul style="list-style-type: none"> • Cancer Control • Foot Health • Irritable Bowel Syndrome 	<ul style="list-style-type: none"> • Asthma & Allergy Awareness • Better Sleep • Healthy Vision • High Blood Pressure • Arthritis Awareness • Digestive Diseases Awareness • Osteoporosis • Skin Cancer Awareness • Women's Health 	<ul style="list-style-type: none"> • Headache Awareness • Men's Health
Ad Close Date	December 17	January 18	February 14	March 17	April 15	May 17
Video Materials Due	December 23	January 24	February 22	March 24	April 22	May 24
Brochure Materials Due	December 22	January 21	February 18	March 22	April 21	May 23
Flight Date	January 3	February 1	March 1	April 1	May 2	June 1

	July	August	September	October	November	December
Editorial Focus	<ul style="list-style-type: none"> • Outdoor Safety • Mental Illness Awareness • Strep Awareness 	<ul style="list-style-type: none"> • Cataract Awareness • Immunization Awareness • Managing Pain • Psoriasis Awareness 	<ul style="list-style-type: none"> • Gynecologic/Ovarian Cancer • Healthy Aging • Leukemia & Lymphoma Awareness • Menopause Awareness • Cholesterol Education • Head Lice Prevention Month • Prostate Cancer Awareness 	<ul style="list-style-type: none"> • Alzheimer's Disease Awareness • Cold & Flu • Depression and Mental Health • Down Syndrome Awareness • Healthy Lung Month • Dental Hygiene • Breast Cancer Awareness • Talk about Prescriptions 	<ul style="list-style-type: none"> • Diabetes Awareness and Management • COPD Awareness • Epilepsy Awareness • GERD Awareness • Lung Cancer Awareness • National Healthy Skin Month • Pulmonary Hypertension Awareness 	<ul style="list-style-type: none"> • Managing Stress • Diet and Nutrition
Ad Close Date	June 16	July 15	August 17	September 16	October 17	November 16
Video Materials Due	June 23	July 22	August 24	September 23	October 24	November 22
Brochure Materials Due	June 21	July 22	August 22	September 21	October 21	November 21
Flight Date	July 1	August 1	September 1	October 3	November 1	December 1

Please refer to the Pharmacy Health Network Technical Specifications for formats, media delivery, brochure delivery, and other pertinent information. For additional technical or delivery information, please contact Pharmacy Health Network Operations at 800.210.4025 or networkoperations@phntv.com.

For additional planning information, please contact your sales representative.

Editorial content and dates are subject to change without notice.








Pharmacy Health Network (PHN), an out-of-home digital signage network in retail pharmacies, streams advertisements and educational content to flat-panel LCD screens, enabling advertisers to target consumers while they wait for prescriptions to be filled.

Presented by

PHN is owned by Cardinal Health - one of the largest health care companies in the world - and an essential link in the health care supply chain, providing pharmaceuticals and medical products to more than 40,000 locations each day. As the distributor of products into the PHN locations, Cardinal Health is able to quantify return on investment to advertisers through the measurement of increased product flowing through the distribution channel to pharmacies.



Advertiser	Product	Rx or OTC	Campaign	Results
 Bayer HealthCare	Bayer Contour Meter	Rx	<ul style="list-style-type: none"> • 30 second on screen spot • Diabetes awareness brochures in brochure rack 	<ul style="list-style-type: none"> • 15% increase in units shipped to PHN stores during promotional period.
	UPSHER-SMITH Amlactin	Rx and OTC	<ul style="list-style-type: none"> • Static ad on screen • \$1 Off OTC coupons in brochure rack • \$2.00 Rx coupons in brochure rack 	<ul style="list-style-type: none"> • Average of 37% increase in units shipped to PHN stores during promotional period. • Average number of PHN pharmacies placing new orders for inventory increase by 24% during the promotional period.
	WellSpring Emetrol	OTC	<ul style="list-style-type: none"> • Static on screen ad • 5% discount to PHN stores to stock during promotional period 	<ul style="list-style-type: none"> • Average units shipped to PHN stores increased by 25% during the promotional period. • In stores that did not have PHN, weekly average sales went down by 3% during the promotional period.
	Biovail Zovirax	Rx	<ul style="list-style-type: none"> • Static on screen ad 	<ul style="list-style-type: none"> • Average units shipped to PHN stores increased 15% during the promotional period. • The number of PHN participating stores purchasing during the promotional months was 7% higher than in non-promotional months.
	Novartis Prevacid 24 Hour	OTC	<ul style="list-style-type: none"> • 30 second on screen spot 	<ul style="list-style-type: none"> • During the promotional period, non-PHN store sales were down 27% when comparing to the two previous non-promotional months. • PHN store sales remained steady when comparing the same time period. Non-PHN stores saw a decrease in sales during this time.