
From: Altier, Jennifer
Sent: Wednesday, October 24, 2012 7:15 AM
To: Suriel, Dinorah
Subject: RE: Actavis eConnection proof for the Campaign Kadian

Dinorah,

The schedule looks great – could you please copy me on the e-mails when they go out?

Yes, the subject is correct because we are unable to use “Kadian” without the boxed warning, fair balance, etc. Instead we use the company name.

Thanks,

Jennifer

Jennifer Altier
Marketing Director

Actavis
60 Columbia Rd. Bldg B t +1 908-672-1918 @ JALTIER@actavis.com
<<mailto:JALTIER@actavis.com>>
Morristown , NJ 07960 United States w www.actavis.com <<http://www.actavis.com/>>
Internal VoIP number

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From: Suriel, Dinorah [<mailto:Dinorah.Suriel@cardinalhealth.com>]
Sent: Wednesday, October 24, 2012 9:41 AM
To: Jennifer Altier
Subject: RE: Actavis eConnection proof for the Campaign Kadian

Jennifer,

One more thing I wanted to just confirm the subject line for the campaign.

I have: Now Available: Actavis New Strengths

The drug name is Kadian though, is the subject correct?

Thank you,

Dinorah

Dinorah Suriel | Sr. Marketing Specialist

Manufacturing Marketing Services / Pharmaceutical Distribution
CardinalHealth | 7000 Cardinal Place | Dublin, OH 43017

Direct: 614.822.4224 **Fax:** 614.553.6068

dinorah.suriel@cardinalhealth.com <<mailto:dinorah.suriel@cardinalhealth.com>>

From: Suriel, Dinorah
Sent: Wednesday, October 24, 2012 8:50 AM
To: 'Jennifer Altier'
Cc: Fidler, Kristine
Subject: RE: Actavis eConnection proof for the Campaign Kadian

Hi Jennifer,

Perfect, I have schedule the campaign to deploy today Wednesday 24th and Thursday November 1st.

Let me know If you have questions.

Thank you,

Dinorah

Dinorah Suriel | Sr. Marketing Specialist

Manufacturing Marketing Services / Pharmaceutical Distribution
CardinalHealth | 7000 Cardinal Place | Dublin, OH 43017

Direct: 614.822.4224 **Fax:** 614.553.6068

dinorah.suriel@cardinalhealth.com <<mailto:dinorah.suriel@cardinalhealth.com>>

From: Jennifer Altier [<mailto:JALTIER@actavis.com>] <[mailto:\[mailto:JALTIER@actavis.com\]](mailto:[mailto:JALTIER@actavis.com])>

Sent: Tuesday, October 23, 2012 8:27 PM

To: Suriel, Dinorah

Subject: RE: Actavis eConnection proof for the Campaign Kadian

Dinorah,

That's perfect – I believe we are sending 2 waves. If we could send one wave tomorrow and one wave next Thursday that would be great.

Thanks,

Jennifer

Jennifer Altier
Marketing Director

Actavis
60 Columbia Rd. Bldg B t +1 908-672-1918 @ JALTIER@actavis.com
<<mailto:JALTIER@actavis.com>>
Morristown , NJ 07960 United States w www.actavis.com <<http://www.actavis.com/>>
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From: Suriel, Dinorah [<mailto:Dinorah.Suriel@cardinalhealth.com>]
<[\[mailto:Dinorah.Suriel@cardinalhealth.com\]](mailto:[mailto:Dinorah.Suriel@cardinalhealth.com])>
Sent: Tuesday, October 23, 2012 3:04 PM
To: Jennifer Altier
Subject: RE: Actavis eConnection proof for the Campaign Kadian

Jennifer,

We can deploy as early as tomorrow. For best read rates we recommend sending emails Tuesdays – Thursdays. Please confirm if this will work for you.

Thank you,

Dinorah

Dinorah Suriel | Sr. Marketing Specialist

Manufacturing Marketing Services / Pharmaceutical Distribution
CardinalHealth | 7000 Cardinal Place | Dublin, OH 43017

Direct: 614.822.4224 **Fax:** 614.553.6068

dinorah.suriel@cardinalhealth.com <<mailto:dinorah.suriel@cardinalhealth.com>>

From: jaltier@actavis.com <<mailto:jaltier@actavis.com>> [<mailto:jaltier@actavis.com>]
<<mailto:jaltier@actavis.com>>

Sent: Tuesday, October 23, 2012 2:59 PM

To: Suriel, Dinorah

Subject: Re: Actavis eConnection proof for the Campaign Kadian

Hi Dinorah,

This e-mail has been approved by our regulatory department. How quickly could the first wave be sent?

Thanks,
Jennifer

Sent via BlackBerry by AT&T

From: "Suriel, Dinorah" <Dinorah.Suriel@cardinalhealth.com>
<<mailto:Dinorah.Suriel@cardinalhealth.com>>>

Date: Tue, 23 Oct 2012 16:54:21 +0000

To: Jennifer Altier <JALTIER@actavis.com>

Subject: RE: Actavis eConnection proof for the Campaign Kadian

Hi Jennifer,

The test has been sent. Please let me know if you have questions.

Thank you,

Dinorah

Dinorah Suriel | Sr. Marketing Specialist

Manufacturing Marketing Services / Pharmaceutical Distribution
CardinalHealth | 7000 Cardinal Place | Dublin, OH 43017

Direct: 614.822.4224 **Fax:** 614.553.6068

dinorah.suriel@cardinalhealth.com <<mailto:dinorah.suriel@cardinalhealth.com>>

From: Jennifer Altier [<mailto:JALTIER@actavis.com>] <[\[mailto:JALTIER@actavis.com\]](mailto:[mailto:JALTIER@actavis.com])>

Sent: Tuesday, October 23, 2012 12:36 PM

To: Suriel, Dinorah

Cc: Fidler, Kristine

Subject: RE: Actavis eConnection proof for the Campaign Kadian

Hi Dinorah,

Thank you for these proofs. Is it possible for you to send me the HTML version as an actual e-mail message (as opposed to a link) with the subject: Now Available: Actavis New Strengths.

Thanks,

Jennifer

Jennifer Altier
Marketing Director

Actavis
60 Columbia Rd. Bldg B t +1 908-672-1918 @JALTIER@actavis.com
<<mailto:JALTIER@actavis.com>>

Morristown , NJ 07960 United States www.actavis.com <<http://www.actavis.com/>>
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From: Suriel, Dinorah [<mailto:Dinorah.Suriel@cardinalhealth.com>]
<[mailto:\[mailto:Dinorah.Suriel@cardinalhealth.com\]](mailto:[mailto:Dinorah.Suriel@cardinalhealth.com])>
Sent: Tuesday, October 23, 2012 11:11 AM
To: Jennifer Altier
Cc: Fidler, Kristine
Subject: Actavis eConnection proof for the Campaign Kadian

Hi Jennifer,

Below you will find the HTML and Text proof for the series of 2 eConnection to Retail Pharmacists and Pharmacy Techs corresponding to the Kadian Campaign for your review and approval.

http://rphmail.com/ch/2012/kadian_102312/index.html>

http://rphmail.com/ch/2012/kadian_102312/text.txt>

Please check all links to make sure we have captured what you wanted. If available at this time, please provide us with the Subject Line and Deployment Date.

Let me know if you have questions. Looking forward to working with you on this campaign.

Thank you,

Dinorah

Dinorah Suriel | Sr. Marketing Specialist

Manufacturing Marketing Services / Pharmaceutical Distribution
CardinalHealth | 7000 Cardinal Place | Dublin, OH 43017

Direct: 614.822.4224 **Fax:** 614.553.6068

dinorah.suriel@cardinalhealth.com <<mailto:dinorah.suriel@cardinalhealth.com>>

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