
From: Thomas Bloodgood <tbloodgood@ssbads.com>
To: Myers, David; Persaud, Kaminie
CC: John Schuler; Donna Cavaliere
Sent: 1/7/2015 6:08:29 PM
Subject: FW: PDQ Physician Follow Up
Attachments: ActavisPain121214.csv

Hi David,

We called Joanne Terzides yesterday to obtain the print quantities for the Hydrocodone/APAP 2.5/325mg Ad custom mailing. She said she was waiting for the audience to be selected. I reviewed the attached spreadsheet Joanne provided with the high pain prescribers by Decile. I would recommend the 5,073 Anesthesiologists and Anesthesiologists/pain Management, plus the 40,912 Family Practice and Internal Medicine docs in Deciles 3 to 10 for a total of 45,985. Please let me know your thoughts or if you would like to discuss.

Thanks,

Tom

Tom Bloodgood

Partner

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AMA Primary Specialty By Decile,,,,,,,,,,,,,

Report Created: 12/12/2014 1:33:21 PM,,,,,,,,,,,,,

,1,2,3,4,5,6,7,8,9,10,Total Records,With EMail (1 Per),With EMail (All Per)

Abdominal Radiology,2,0,0,0,0,0,0,0,0,0,2,2,2
Abdominal Surgery,24,4,3,2,0,0,0,0,0,0,33,31,31
Addiction Medicine,43,2,1,2,3,0,0,0,1,0,52,44,44
Addiction Psychiatry,59,1,0,1,1,0,0,0,0,0,62,49,49
Adolescent Medicine (Family Practice),3,1,1,0,0,0,0,0,0,0,5,5,5
Adolescent Medicine-IM,5,1,0,1,0,1,0,0,0,0,8,5,5
Adolescent Medicine-Peds,58,1,0,1,1,1,0,0,0,0,62,52,52
Adult Cardiothoracic Anesthesiology,18,0,0,0,0,0,0,0,0,0,18,16,16
Advanced Heart Failure and Transplant Cardiology,12,0,0,0,0,0,0,0,0,0,12,10,10
Advanced Surgical Oncology,56,2,1,0,0,0,0,0,0,0,59,43,43
Aerospace Medicine,29,3,2,1,4,1,0,1,0,0,41,33,33
Allergy,80,1,2,0,1,1,3,0,0,0,88,66,66
Allergy & Immun/diag Lab,3,0,0,0,0,0,0,0,0,0,3,3,3
Allergy & Immunology,544,14,10,4,5,3,1,2,1,1,585,481,481
Anatomic Pathology,7,0,0,0,0,0,0,0,0,0,7,6,6
Anesthesiology,2374,287,178,149,155,158,162,181,178,175,3997,3278,3278
Anesthesiology/pain Management,271,104,88,83,67,78,73,90,113,109,1076,919,919
Blood Banking,20,1,0,0,0,0,0,0,0,0,21,18,18
Cardiothoracic Radiology,6,0,0,0,0,0,0,0,0,0,6,6,6
Cardiovascular Disease,6201,245,115,48,37,21,15,19,7,3,6711,5735,5735
Child Abuse Pediatrics,2,0,0,0,0,0,0,0,0,0,2,2,2
Child Neurology,164,6,2,1,0,0,1,0,1,0,175,153,153
Child Psychiatry,691,12,2,0,1,0,0,1,0,0,707,537,537
Clinical Genetics,8,0,0,0,0,0,0,0,0,0,8,6,6
Clinical Neurophysiology,415,40,19,13,5,4,5,3,2,4,510,430,430
Clinical Pathology,6,1,0,0,0,0,0,0,0,0,7,7,7
Colon & Rectal Surgery,796,241,134,57,29,7,3,1,0,0,1268,1117,1117
Congenital Cardiac Surgery (Thoracic Surgery),5,0,1,0,0,0,0,0,0,0,6,5,5
Cosmetic Surgery,67,19,11,8,5,5,2,2,0,0,119,97,97
Craniofacial Surgery,24,2,0,0,0,0,0,0,1,0,27,24,24
Critical Care - Anesthesiology,59,4,3,1,3,1,0,1,0,2,74,56,56
Critical Care - Pediatric,132,2,1,0,1,0,1,0,0,0,137,116,116
Critical Care Medicine,333,24,7,7,4,5,6,3,1,0,390,333,333
Critical Care Surgery,546,60,28,17,1,3,0,1,0,0,656,566,566
Dermatologic Surgery,84,10,5,4,1,2,4,0,1,0,111,99,99
Dermatology,3349,156,51,27,25,14,10,3,1,0,3636,2901,2901
Dermatopathology,54,6,1,0,1,0,0,1,0,0,63,49,49
Developmental - Behavioral Pediatrics,10,0,1,0,0,0,0,0,0,0,11,8,8
Diabetes,42,7,4,2,1,3,0,0,0,0,59,50,50
Diagnostic Radiology,1308,20,11,6,2,4,0,0,2,0,1353,1198,1198
Emergency Medical Services,29,2,3,1,1,0,0,0,0,0,36,28,28
Emergency Medical Toxicology,102,13,3,3,0,0,1,0,0,0,122,103,103
Emergency Medicine,11582,4880,3540,2468,1569,951,504,203,59,11,25767,20709,20709
Emergency Medicine/Family Medicine,12,5,5,2,1,1,1,1,0,0,28,23,23
Emergency/sports Medicine,22,6,3,1,2,0,0,0,0,0,34,26,26
Endocrinology,1148,77,23,21,6,7,5,1,1,0,1289,1063,1063
Endovascular Surgical Neuroradiology,7,1,0,0,0,0,0,0,0,0,8,8,8
Endovascular Surgical Neuroradiology (Neuro Surg),6,0,0,0,0,0,0,0,0,0,6,6,6
Endovascular Surgical Neuroradiology (Neurology),3,0,0,0,0,0,0,0,0,0,3,2,2
Epilepsy,1,1,0,0,0,0,0,0,0,0,2,0,0
Facial Plastic Surgery,214,70,29,16,12,9,5,7,2,0,364,314,314
Family Medicine/Preventive Medicine,12,1,1,2,0,2,0,0,0,0,18,15,15
Family Prac/sports Medicine,560,160,85,58,45,29,15,9,3,2,966,809,809
Family Practice,27457,9840,6350,5033,3965,3174,2494,1821,1094,381,61609,48244,48244
Family Practice/geriatric Med,324,64,27,26,22,13,7,5,4,1,493,389,389
Female Pelvic Medicine & Reconstructive Surgery,14,1,0,0,1,0,0,0,0,0,16,13,13

Female Pelvic Medicine and Reconstructive Surgery,64,1,1,0,0,0,0,0,0,0,66,47,47
Forensic Pathology,6,0,0,0,0,0,0,0,0,0,6,4,4
Forensic Psychiatry,54,0,0,0,0,0,0,1,0,0,55,39,39
Gastroenterology,4714,169,53,25,20,10,11,4,1,1,5008,4156,4156
General Practice,1189,325,230,156,138,122,117,109,88,51,2525,1835,1835
General Preventive Medicine,347,44,14,14,6,6,3,4,4,0,442,373,373
General Surgery,9470,2614,1626,1106,584,272,139,53,32,8,15904,12814,12814
Geriatric Psychiatry,126,1,0,0,1,0,0,0,0,0,128,102,102
Gynecological Oncology,214,49,27,12,2,1,0,0,0,0,305,269,269
Gynecology,926,104,28,16,3,5,5,2,3,1,1093,914,914
Hand Surgery,392,208,183,154,131,78,26,20,10,3,1205,1094,1094
Hand Surgery (Plastic Surgery),37,13,5,6,1,2,1,0,0,0,65,55,55
Hand Surgery (Surgery),11,8,8,1,4,2,3,0,1,0,38,33,33
Hand Surgery/orthopedic Surg,283,105,79,52,38,28,13,1,3,0,602,505,505
Head & Neck Surgery,74,12,8,6,6,1,0,2,0,0,109,92,92
Hematology,510,89,40,19,11,13,4,5,2,1,694,614,614
Hematology/oncology,3452,664,262,108,54,22,8,10,1,1,4582,3909,3909
Hematology/pathology,6,0,0,0,0,0,0,0,0,1,7,4,4
Hepatology,40,1,0,0,1,0,0,0,0,0,42,37,37
Hospice & Palliative Med (Physical Med & Rehab),1,0,0,0,0,0,0,0,0,1,1,1
Hospice & Palliative Medicine ,200,8,6,2,2,3,1,0,0,1,223,182,182
Hospice & Palliative Medicine (Anesthesiology),0,0,0,0,0,0,0,1,0,0,1,1,1
Hospice & Palliative Medicine (Emergency Medicine),1,0,0,0,0,0,0,0,0,0,1,1,1
Hospice & Palliative Medicine (Family Medicine),12,0,0,0,0,0,0,0,0,12,11,11
Hospice & Palliative Medicine (Internal Medicine),18,0,0,0,0,0,0,0,0,18,14,14
Hospice & Palliative Medicine (Pediatrics),1,0,0,0,0,0,0,0,0,1,1,1
Hospice & Palliative Medicine (Psych & Neurology),0,0,1,0,0,0,0,0,0,1,1,1
Hospice & Palliative Medicine (Radiology),1,0,0,0,0,0,0,0,0,1,1,1
Hospitalist,379,16,8,6,3,0,0,1,0,0,413,345,345
Im - Cardiac Electrophysiology,701,37,3,4,1,0,0,0,0,0,746,663,663
IM/Emergency Medicine/Critical Care Medicine,6,0,0,0,0,0,0,0,0,6,6,6
IMA,0,0,0,0,0,0,0,1,0,0,1,1,1
Immunology,4,0,1,0,0,2,0,0,0,0,7,6,6
Infectious Diseases,1725,122,55,34,19,10,15,3,5,2,1990,1674,1674
Internal Medicine,35272,7368,4559,3571,2738,2083,1531,1131,716,271,59240,47344,47344
Internal Medicine - Emergency Medicine,60,13,4,2,1,2,0,0,0,1,83,53,53
Internal Medicine - Family Practice,21,8,4,1,1,0,1,0,0,1,37,26,26
Internal Medicine - Geriatrics,1258,221,109,81,62,44,23,18,11,5,1832,1495,1495
Internal Medicine - Neurology,4,0,0,0,0,0,0,0,0,4,4,4
Internal Medicine - Pediatrics,1773,429,240,177,113,85,60,37,23,5,2942,2533,2533
Internal Medicine - Preventive Medicine,15,0,0,0,1,1,0,0,0,0,17,13,13
Internal Medicine - Psychiatry,45,4,1,1,0,0,1,0,0,0,52,41,41
Internal Medicine - Sports Med,14,10,4,2,2,1,2,1,0,0,36,31,31
Internal Medicine/Dermatology,8,0,0,0,0,0,0,0,0,8,2,2
Interventional Cardiology,897,9,0,1,2,1,0,0,0,0,910,814,814
Legal Medicine,3,0,0,0,1,0,0,1,0,0,5,4,4
Maternal & Fetal Medicine,159,4,2,0,0,0,0,0,0,165,151,151
Medical Biochemical Genetics,1,0,0,0,0,0,0,0,0,1,1,1
Medical Genetics,36,3,0,0,0,0,0,0,0,39,33,33
Medical Management,2,0,0,0,0,0,0,0,0,2,2,2
Medical Microbiology,2,1,0,0,0,0,0,0,0,3,3,3
Molecular Genetic Pathology,1,0,0,0,0,0,0,0,0,1,1,1
Musculoskeletal Radiology,14,1,0,0,0,0,0,0,0,15,13,13
Neonatal-Perinatal Medicine,180,4,2,2,1,1,0,0,0,0,190,174,174
Nephrology,3489,291,120,63,32,18,12,3,3,5,4036,3434,3434
Neurodevelopmental Disabilities,2,0,0,0,0,0,0,0,0,2,2,2
Neurological Surgery,1911,544,314,256,190,156,121,60,44,18,3614,3057,3057
Neurology,3931,611,310,242,152,99,100,63,42,45,5595,4497,4497
Neurology/diagnostic Radiology/Neuroradiology,5,0,0,0,1,0,0,0,1,0,7,7,7

Neuromuscular Medicine,35,2,3,0,0,0,0,0,0,0,40,31,31
Neuromuscular Medicine (Physical Med & Rehab),1,0,1,0,0,0,0,0,0,0,2,2,2
Neuropathology,6,0,0,0,0,0,1,1,0,0,8,7,7
Neuropsychiatry,9,1,0,0,0,0,0,0,0,10,9,9
Neuroradiology,179,3,0,0,0,0,0,1,1,0,184,162,162
Nuclear Cardiology,0,0,1,0,0,0,0,0,0,0,1,1,1
Nuclear Medicine,60,7,6,2,0,2,1,1,0,0,79,65,65
Nuclear Radiology,4,0,1,0,1,0,2,1,0,0,9,9,9
Nutrition,12,0,1,1,0,0,0,0,0,0,14,11,11
Obstetric Anesthesiology,2,0,0,0,0,0,0,0,0,0,2,2,2
Obstetrics,56,12,3,2,0,0,0,0,1,0,74,61,61
Obstetrics & Gynecology,16866,3014,1277,503,220,91,51,29,18,2,22071,18301,18301
Obstetrics/gyn Critical Care,0,0,0,1,0,0,0,0,0,0,1,1,1
Occupational Medicine,522,89,33,39,20,16,10,11,7,1,748,659,659
Oncology,1837,429,211,92,50,31,10,5,0,1,2666,2295,2295
Ophthalmic Plastic and Reconstructive Surgery,30,0,4,4,0,0,0,0,0,0,38,29,29
Ophthalmology,4869,207,61,34,26,5,4,2,1,0,5209,4221,4221
Ophthalmology/pediatrics,48,0,0,0,0,0,0,0,0,0,48,39,39
Oral And Maxillofacial Surgery,86,39,39,45,56,71,61,52,19,3,471,293,293
Orthopaedic Surgery Of Spine,234,81,62,70,61,53,47,26,26,13,673,607,607
Orthopedic Adult Recon Surgery,137,42,39,33,29,19,6,5,1,0,311,270,270
Orthopedic Musculo Oncology,51,10,3,0,1,2,2,0,0,0,69,63,63
Orthopedic Pediatric Surgery,235,37,15,6,3,3,2,0,1,0,302,270,270
Orthopedic Sports Medicine,650,292,213,170,167,127,84,47,14,3,1767,1606,1606
Orthopedic Surgery,5460,2339,1832,1616,1368,1206,862,556,300,83,15622,13574,13574
Orthopedic Surgery - Trauma,70,22,11,11,9,10,7,2,0,0,142,130,130
Orthopedics (foot & Ankle),57,23,18,11,15,7,5,2,1,0,139,118,118
Osteopathic Manipulative Medicine,1,1,0,0,0,0,0,0,0,0,2,1,1
Other Specialty,262,42,25,26,23,17,19,5,7,2,428,365,365
Otolaryngology,4778,1154,336,86,25,14,6,0,2,0,6401,5048,5048
Otology - Neurotology,102,21,6,5,0,0,0,0,0,1,135,114,114
Pain Management,84,32,37,37,41,33,36,52,45,64,461,410,410
Pain Medicine,434,130,106,85,75,86,83,88,94,74,1255,1022,1022
Pain Medicine (Neurology),3,0,0,1,0,0,0,0,1,0,5,4,4
Pain Medicine (Physical Med & Rehab),15,2,1,2,3,1,5,3,3,4,39,33,33
Pain Medicine (Psychiatry),0,0,0,1,1,1,0,0,0,0,3,2,2
Palliative Medicine,43,0,2,1,1,1,2,0,0,0,50,45,45
Pathology - Anatomic/clinical,200,12,7,2,6,3,2,5,0,0,237,196,196
Pathology - Cytopathology,7,0,0,0,0,0,0,0,0,0,7,7,7
Pediatric Allergy,9,0,1,0,0,0,0,0,0,0,10,8,8
Pediatric Anesthesiology,44,0,2,0,2,0,0,0,0,0,48,42,42
Pediatric Cardiology,166,3,1,0,0,0,0,0,0,0,170,160,160
Pediatric Cardiothoracic Surgery,11,1,0,0,0,0,0,0,0,0,12,11,11
Pediatric Dermatology,2,0,0,0,0,0,0,0,0,0,2,2,2
Pediatric Emergency Medicine-EM,123,8,2,2,2,0,0,0,0,0,137,121,121
Pediatric Emergency Medicine-Peds,583,13,4,4,1,0,0,0,0,0,605,531,531
Pediatric Endocrinology,77,0,0,0,0,0,0,0,0,0,77,69,69
Pediatric Gastroenterology,127,2,0,1,0,0,0,0,0,0,130,115,115
Pediatric Hematology Oncology,459,13,4,0,0,0,0,0,0,0,476,427,427
Pediatric Infectious Diseases,46,1,0,0,0,0,0,0,0,0,47,46,46
Pediatric Nephrology,70,0,0,0,0,1,0,0,0,0,71,63,63
Pediatric Neurological Surgery,10,0,1,0,0,0,0,0,0,0,11,10,10
Pediatric Otolaryngology,97,2,1,0,0,0,0,0,0,0,100,91,91
Pediatric Pathology,2,0,0,1,0,0,0,0,0,0,3,1,1
Pediatric Pulmonology,68,0,0,0,0,0,0,0,0,0,68,62,62
Pediatric Radiology,21,1,0,0,0,0,0,0,0,0,22,20,20
Pediatric Rehab Medicine,11,0,0,0,0,0,0,0,0,0,11,10,10
Pediatric Rheumatology,33,2,0,0,0,0,0,0,0,0,35,32,32
Pediatric Sports Medicine,50,4,0,0,2,0,0,1,0,0,57,48,48

Pediatric Surgery,380,13,1,0,0,0,0,0,0,394,372,372
Pediatric Urology,140,3,0,1,0,0,0,0,0,144,133,133
Pediatrics,7358,127,55,36,25,11,4,13,7,4,7640,6488,6488
Pediatrics - Emergency Medicine,24,7,2,3,0,0,0,0,0,36,23,23
Pediatrics - Medical Genetics,0,1,0,0,0,0,0,0,0,1,1,1
Pediatrics - Psychiatry,6,0,0,0,0,0,0,0,0,6,6,6
Pediatrics/Physical Medicine and Rehabilitation,2,0,0,0,0,0,0,0,0,2,2,2
Pharmacology - Clinical,4,1,1,0,0,0,0,0,0,6,5,5
Phlebology,66,6,1,1,0,1,0,1,1,0,77,69,69
Physical Medicine & Rehab,2124,514,289,279,248,243,236,232,209,140,4514,3771,3771
Plastic Surgery,3200,882,427,227,101,45,22,6,2,2,4914,4236,4236
Plastic Surgery - Head & Neck,6,0,0,0,0,0,0,0,1,0,7,5,5
Plastic Surgery %Û Integrated,202,8,0,0,0,0,0,0,0,210,123,123
Plastic Surgery within the Head and Neck,4,1,1,0,0,0,0,0,0,6,6,6
Preventive Medical Toxicology,14,3,2,2,1,0,0,0,0,22,21,21
Procedural Dermatology,134,12,8,3,3,1,0,2,0,0,163,139,139
Proctology,1,0,0,0,0,0,0,0,0,1,1,1
Psychiatry,4544,109,45,20,19,12,8,7,3,3,4770,3644,3644
Psychiatry - Family Practice,38,6,2,0,0,0,0,0,0,46,35,35
Psychiatry - Neurology,9,0,0,0,0,0,0,0,0,9,7,7
Psychoanalysis,14,0,0,0,0,0,0,0,0,14,9,9
Psychosomatic Medicine,11,0,2,0,0,0,0,0,0,13,10,10
Public Health/genl Prevent Med,26,3,2,2,2,0,0,0,0,35,30,30
Pulmonary Critical Care Med.,1631,38,21,19,6,3,3,5,2,0,1728,1556,1556
Pulmonary Disease,1561,148,58,48,30,21,15,7,3,1,1892,1671,1671
Radiation Oncology,2431,92,20,5,1,2,1,0,1,0,2553,2213,2213
Radiology,163,3,1,0,1,1,0,1,1,0,171,147,147
Reproductive Endocrinology,291,24,9,4,1,0,0,0,0,329,304,304
Rheumatology,1371,443,302,267,205,223,206,132,100,50,3299,2714,2714
Selective Pathology,3,0,0,0,0,0,0,0,0,3,2,2
Sleep Medicine,201,14,3,3,3,0,0,1,0,0,225,193,193
Sleep Medicine (Psych & Neurology),8,0,0,0,0,0,0,0,0,8,8,8
Spinal Cord Injury,39,8,1,3,0,3,3,0,3,1,61,57,57
Sports Medicine (Physical Medicine & Rehab),26,5,0,2,0,2,0,2,0,0,37,27,27
Surgical Oncology,211,38,18,9,4,1,2,0,0,0,283,247,247
Thoracic Surgery,1800,234,100,32,23,16,5,1,0,1,2212,1971,1971
Thoracic Surgery - Integrated,16,0,1,0,0,0,0,0,0,17,8,8
Transplant Hepatology (Internal Medicine),32,0,0,0,0,0,0,0,0,32,27,27
Transplant Surgery,80,5,2,0,0,0,0,0,0,87,83,83
Traumatic Surgery,101,17,5,2,1,2,0,0,0,0,128,117,117
Undersea and Hyperbaric Medicine-EM,20,2,1,0,1,0,0,0,0,24,19,19
Undersea Medicine,24,2,0,0,1,0,0,0,0,27,27,27
Unspecified Specialty,897,132,85,60,46,47,50,26,22,1,1366,892,892
Urgent Care Medicine,156,53,34,26,20,11,8,7,3,2,320,262,262
Urological Surgery,4189,1517,790,377,168,75,26,8,4,0,7154,5824,5824
Vascular & Interventional Rad,619,6,1,0,0,0,1,0,0,0,627,561,561
Vascular Medicine,11,5,0,0,0,0,0,0,0,16,14,14
Vascular Neurology,54,1,1,1,0,0,0,0,0,57,50,50
Vascular Surgery,1473,257,114,56,26,10,4,3,0,0,1943,1665,1665
Vascular Surgery- Integrated,33,0,0,0,0,0,0,0,0,33,13,13
Total,208672,43342,25833,18568,13443,10096,7417,5236,3366,1566,337539,275607,275607

Condition #1,*****
Mailing States Included,*****
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