

From: G. R. GREEN
Sent: Thursday, January 16, 1997 3:20 PM
To: JJJ; ALFONSO; MIKE CULLEN
Cc: Cheryl Ruess; STEVE BISHOP; Tony Scifo
Subject: alfonWalgreens- OXYCONTIN 80mg./ Rebate

This is a problem. The chain sees no reason to take 80mg in as a direct stocked item. As a result, we can expect stocking delays at Walgreens, Revco, and Eckerd as they wait to see their demand. All three will authorize stocking through the wholesaler.

Forward Header
Subject: Walgreens- OXYCONTIN 80mg./ Rebate
Author: TONY SCIFO at NORWALK
Date: 1/11/97 10:19 AM

As we discussed, I presented OXYCONTIN 80 mg. to Sheila Bennett our RX Buyer at Walgreens.

Sheila was receptive to the 80mg. She had concerns however, on the rebate program. She indicated that the chains view their service to the manufacturers equal to or better than the wholesaler. The products are distributed to the retail chain stores with better control, communication and support than a wholesaler will provide. Sheila felt that Walgreens has supported OXYCONTIN at both the warehouse and retail level.

Walgreens purchased of \$3.9 million dollars of OXYCONTIN as well as adding OXYIR to the warehouse. Walgreens current movement per week is 240 bottles of 10mg., 260 bottles of 20mg. and 132 bottles of 40 mg.

Sheila was grateful that we informed her of our decision so that if her management hears about the criteria for the rebate -which they will not be pleased of- she will be at least knowledgeable of the promotion.

Sheila will assign a wholesaler number and "will take a Wait and See Attitude"

We may have missed an opportunity for Corporate Support-recommendations of stocking based on ratio's of 40mg. movement and follow through support at the Regional and District Manager levels.

