

To: Seid, Stephen[/O=PURDUE/OU=PURDUE US/CN=Sales and Marketing - Field/cn=B4BEE2C8]
Cc: Reich, William[/O=PURDUE/OU=PURDUE US/CN=Sales and Marketing - Field/cn=EF8234CA]
From: Scifo, Tony
Sent: Fri 2/2/2001 11:03:23 AM
Subject: RE: Walgreen's Annual Wisconsin Meeting (addendum)

Steve:

When I spoke with Dawn DiLullo at Walgreen Corporate I indicated that we had pain management CE booklets that were previously sent to her. She indicated that this would be good to have as handouts at the meeting.

I will discuss this in more detail with Dawn at our appointment.

Tony

-----Original Message-----

From: Seid, Stephen
Sent: Friday, February 02, 2001 8:26 AM
To: Reich, William; Scifo, Tony
Cc: McCormick, Richard; Dicesare, Diana; Holstad, Dorothy; Dicesare, Diana; Nagorski, Lynn
Subject: RE: Walgreen's Annual Wisconsin Meeting (addendum)

Bill,

Do they want CEs?

SLS

-----Original Message-----

From: Reich, William
Sent: Friday, February 02, 2001 8:21 AM
To: Seid, Stephen; Scifo, Tony
Cc: McCormick, Richard; Dicesare, Diana; Holstad, Dorothy; Dicesare, Diana; Nagorski, Lynn
Subject: RE: Walgreen's Annual Wisconsin Meeting (addendum)

Stephen,

Yes, we can hook up Rocky with Tony. Here's Rocky's contact information:

Rocky LaDien, R.Ph.
Walgreen Co. - Milwaukee District
2275A N. Mayfair Rd.
Wauwatosa, WI 53226
(414) 456-1707

Let me know if you want to utilize one of our Medical Liaisons in the area and I'll assist in making the arrangements.

Regards,

Bill

-----Original Message-----

From: Seid, Stephen
Sent: Thursday, February 01, 2001 4:36 PM
To: Reich, William; Scifo, Tony
Cc: McCormick, Richard; Dicesare, Diana; Holstad, Dorothy; Dicesare, Diana; Nagorski, Lynn
Subject: RE: Walgreen's Annual Wisconsin Meeting (addendum)

PLAINTIFF TRIAL
EXHIBIT
P-27162_00001

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Folks,

This looks great. It needs to be handled like any other program. As an ML program, lecture bureau, etc. If it is a grant that is a another whole issue, then we have to go down the med ed. Road (just experienced an issue with a Florida chain with this.)

Bill, can we hook Tony up with Rocky? Tony is there a corporate contact you need to make?

We will get this done. It is just important we deal with Purdue and Walgreen's politics and policies.

SLS

-----Original Message-----

From: Reich, William

Sent: Tuesday, January 30, 2001 3:51 PM

To: Scifo, Tony

Cc: McCormick, Richard; Dicesare, Diana; Holstad, Dorothy; Seid, Stephen; Dicesare, Diana; Nagorski, Lynn

Subject: FW: Walgreen's Annual Wisconsin Meeting (addendum)

Tony,

As an addendum to what Rich McCormick shared w/ you regarding the Walgreen's Multi-Regional Program now firmly scheduled for May 9th. Rocky LaDien, Regional Manager for Walgreens in the greater Milwaukee area indicated that Purdue would be the only pharmaceutical company invited. We would have 45 minutes to present information regarding regulatory/abuse issues of opioids (some latitude as to subject) to 155+ pharmacists and to approximately 100+ store managers. With the presentation, I believe I can get one of our Medical Liaisons that cover the Milwaukee area to present. Lastly, Rocky indicated that \$3,000.00, as a grant, (from National Accounts...) would be more than adequate. He also shared that the CEO of Walgreens and other "top brass" would be present at this meeting.

Here is contact information for Rocky LaDien:

Rocky LaDien, R.Ph.

Walgreen Co. - Milwaukee District

2275A N. Mayfair Rd.

Wauwatosa, WI 53226

(414) 456-1707

I look forward to hearing from you in the near future regarding this.

Regards,

Bill Reich, District Manager, Milwaukee

-----Original Message-----

From: McCormick, Richard

Sent: Saturday, January 27, 2001 3:16 PM

To: Reich, William; Scifo, Tony; Dicesare, Diana; Seid, Stephen; Nagorski, Lynn

Subject: Walgreen's Annual Wisconsin Meeting

Bill,

I received the attached document from Nancy Sorensen regarding the Annual Walgreen's Meeting in Milwaukee some time in May. She was asking if I could help defray some of the cost of this great opportunity. Although I think this is a great program, I do not feel it is my area. I really think National Accounts needs to address this opportunity.

I can say that the few programs I have been involved in at the retail level in the last 6-12 months have all been very beneficial and well received. There is so much misinformation at the retail pharmacist level and the last thing we need is a retail pharmacist refusing to fill or questioning a prescription that one of your reps worked so hard to generate. The issues at the retail level always seem to come back to unfounded fears of regulation and lack of knowledge of pain management terminology, such as physical dependence, addiction, abuse, diversion, etc...

As I said, I think this is a great opportunity for a captive and well represented audience. I just feel that Tony Scifo and Steve Seid need to look at this rather than Managed Care. Managed Care was given direction at some point in the fall to pull back from anything with a retail component and let National Accounts take an active role in this arena.

One last point regarding the cost of this program. The fee seems a little unreasonable. My interpretation of the request is that the \$7,000 is for the entire 2-day session, thus averaging out to \$3,500 per day. Nancy's contact, Rocky LaDien, did say that this figure is negotiable. Nancy is going to get some clarification this week on the exact amount required to secure our attendance. You might want to follow up with her for the specifics.

I would like to see us capitalize on this unique program and I welcome the feedback from all parties copied on this message.

<< File: Wagreens Annual Meeting.doc >>

Sincerely,
Richard J. McCormick
richard.mccormick@pharma.com