
From: Endicott, Brian [/O=CEPHALON/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BENDICOT]
Sent: 7/11/2011 11:59:11 PM
To: Sweet, William [wsweet@cephalon.com]
Subject: Field Ride Plan
Attachments: Field Ride Pre-Plan_7_12_2011.doc

Hi Bill,

Here's our field ride plan for the PM tomorrow. I'm going to knock out all my East Bay calls in the morning to make sure I have a plan in place for the day to meet or exceed the 7 calls. In the PM tomorrow we'll be hitting the North Bay to try and see as many doctors as possible. We can meet at Dr. Moskowitz's office at noon or whenever you are able to arrive. We can grab lunch nearby before the first call.

Also, I wanted to let you know after our conversation this morning I managed to revisit some old targets and I was able to hit 7 calls, so hopefully I can keep this pace moving forward. I may have to get creative with routing and put in extra drive time, but I'm going to try my hardest to make it happen.

Thanks.
Brian

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Field Ride Pre-Plan
Brian Endicott
Date: 7/12/11
PM CALLS

Target: Dr. Moskowitz
Location: 3 Harbor Dr. STE 115, Sausalito
Top 3 Plans: 15.7% Express Scripts, 15.7% Part D, 8.4% Cash
Current Call Objective: Doc has said in the past he has a few patients he just does refills on. The doc said he doesn't really see cancer pain. Goal for the call will be to utilize the patient profile cards to try and evoke thoughts of former breast or lung cancer patients who may be good potential candidates for Fentora. I also want to explore where the doc hold Fentora in his treatment regimen. If a patient is going to be on Fentora, how does the patient reach that point?
3 month: 6
3 over 3: -1
Vouchers dist/redeemed: 13/0
ROO decile: 8

Target: Dr. Cokgor
Location: 50 Red Hill Ave, San Anselmo
Top 3 Plans: 15.2% Part D, 8.4% Medco, 8% Cash
Current Call Objective: Doc has a patient type issue. Provide her with the Weinstein reprint to illustrate the long term safety data of Fentora. I provided her with a mastectomy profile last visit. This time I'll provide a lung cancer profile to illustrate the different types of potential candidates for Fentora.
3 month: 5
3 over 3: 1
Vouchers dist/redeemed: 6/0
ROO decile: 5

Target: Dr. Norman Pang
Location: 3835 Cypress Dr, Petaluma
Top 3 Plans: 20.3% Express Scripts, 11.6% Part D, 8% Medco
Current Call Objective: Dr. Pang is a former speaker on Fentora and I recently brought in Dr. Anderson for a lunch time program. Doc likes utilizing vouchers so I'll make sure he's fully stocked. Doc has the BTCP issue. Even though he used to be a speaker and is well versed on the product, I'll provide him with a Weinstein study to reaffirm the long term safety data of Fentora.
3 month: 17
3 over 3: +12
Vouchers dist/redeemed: 15/9
ROO decile: 6

Target: Dr. Warren Chin

Location: 131 Stony Cir. STE 2000, Santa Rosa

Top 3 Plans: 35.8% Express Scripts, 7.8% Restat, 6.4% Part D

Current Call Objective: Doc used to be an Amrix target. I visited him last week to gauge his potential as a Fentora target, and he was quite candid in expressing he never sees patients with cancer. Doc faces the BTCP issue. He informed me he will likely never prescribe Fentora due to indication issues and cost. My goal will be to clarify for him of the types of patients that fall within the BTCP indication and implore him to keep an open mind when assessing patients to ask them if the pain they're experiencing is in fact cause by present or former cancer.

3 month: 0

3 over 3: 0

Vouchers dist/redeemed: 0/0

ROO decile: 0

Target: Dr. Filgas

Location: 911 Medical Center Plaza, Windsor

Top 3 Plans: 20.9% Express Scripts, 10.6% Medco, 5.7% Restat

Current Call Objective: I saw the doc last week. She said a vast majority of her workers comp patients are getting Fentora denied in droves. Doc faces the BTCP issue. My goal with Dr. Filgas will be the same as Dr. Chin – see if she's capable of identifying potential patients by determining if the pain they are experiencing is related to a present or past cancer diagnosis and keep her mind open to not giving up on prescribing Fentora due managed care challenges.

3 month: 10

3 over 3: 1

Vouchers dist/redeemed: 10/2

ROO decile: 8

Target: Dr. Kessler

Location: 935 Trancas St, Napa

Top 3 Plans: 27.6% Express Scripts, 7.4% Restat, 6.8% Part D

Current Call Objective: The doctor has cancelled my last 2 lunch appointments on the day of and is very hard to get time with between patients. I've heard he's spending more time to med legal reports or QME reports to make money than actually treating patients. Doc used to be a Fentora speaker. Doc's numbers have dropped recently, so my goal for the call will be to determine why. In the past he said he had a few patients he refilled Fentora for, but if they're no longer getting scripts I need to know what the issue is.

3 month: 1

3 over 3: -3

Vouchers dist/redeemed: 3/0

ROO decile: 5