
From: Jinping McCormick
Sent: Tuesday, January 24, 2012 4:10 PM
To: Steve Cohen
Subject: Re: Oxymorphone Prescription trends

You should receive the email.

Jinping

From: Steve Cohen
Sent: Tuesday, January 24, 2012 07:08 PM
To: Jinping McCormick
Subject: Re: Oxymorphone Prescription trends

Cool probably should cc buyers of this as well ?

From: Jinping McCormick
Sent: Tuesday, January 24, 2012 07:06 PM
To: David Myers; Lisa Pehlke; Michael Berryman; Michael Dorsey; Michael Perfetto; Steve Cohen; Thad Demos
Cc: Ara Aprahamian RPh
Subject: Re: Oxymorphone Prescription trends

We are targeting an email to all 90K pharmacists this Friday.

Jinping

From: David Myers
Sent: Tuesday, January 24, 2012 05:33 PM
To: Lisa Pehlke; Michael Berryman; Michael Dorsey; Michael Perfetto; Steve Cohen; Thad Demos; Jinping McCormick
Subject: Oxymorphone Prescription trends

Team,



I would like to provide you with an update regarding the trends on Oxymorphone prescription data through December 2011. Dispensing data on Oxymorphone 7.5mg and 15mg continues to grow month after month.

When comparing July (the month we launched) vs December data, we see an increase of 110% on the 15mg and 147% on the 7.5mg. There was a month-over-month increase of 7.6% increase in December vs November.

While this news is encouraging, it is important to note that current demand has only reached 34% of the Opana 7.5mg & 15mg sales in March 2011 (the month they discontinued these strengths). This means that there is still strong potential for growth going forward. The marketing group is once again utilizing the Kadian sales force to promote Oxymorphone to pain doctors as well as running both direct mail and email promotional programs in January and February. Our goal is to continue the growth trend throughout 2012.

Best regards,

David

David Myers

Senior Manager, Products & Communications

Actavis

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