

**To:** Doug Boothe[DBOOTHE@actavis.com]  
**From:** Michael Perfetto  
**Sent:** Fri 7/15/2011 5:11:54 PM  
**Importance:** Normal  
**Subject:** FW: Sales rep training material draft  
**MAIL\_RECEIVED:** Fri 7/15/2011 5:12:18 PM  
Attachment  
image001.gif  
Oxymorphone Sales Training.ppt

Fyi...only.

But I think it's good.

Michael Perfetto  
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From: Jinping McCormick  
Sent: Friday, July 15, 2011 1:37 AM  
To: Michael Perfetto; Nathalie Leitch; Terrence Fullem; Ara Aprahamian RPh  
Cc: David Myers  
Subject: Sales rep training material draft

All,

Attached please find a draft Oxymorphone training material for Sales reps.

Meeting is Monday July 25th. This piece will need to send through Regulatory and legal for review and approval.

If you can provide feedback tomorrow Friday EOB, it's greatly appreciated.

PLAINTIFFS TRIAL  
EXHIBIT

**P-01097\_00001**

Jinping

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From: Michael Perfetto  
Sent: Thursday, July 14, 2011 11:11 PM  
To: Jinping McCormick; Nathalie Leitch; Terrence Fullem  
Cc: Ara Aprahamian RPh  
Subject: RE: Sales rep training time slot

Fine.... I don't want to over think this....

I approve just do it....

Tx.

Michael Perfetto  
VP, Sales and Marketing

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From: Jinping McCormick  
Sent: Thursday, July 14, 2011 11:08 PM  
To: Michael Perfetto; Nathalie Leitch; Terrence Fullem  
Cc: Ara Aprahamian RPh  
Subject: RE: Sales rep training time slot

Nathalie suggested a regional teal contest – there are four teams.

Ara suggested adding the top 1 or 2 reps from each region on top of the team approach.

I think rewarding team and top performers will generate max effort. Performance will be based on Aug-Oct scripts written within their territory. Just to throw some numbers together – is this too low or too high?

Each Award

# of awards

Total Award

Top team by region (13 people)

\$ 500

13

\$ 6,500

Top two reps of each team

\$ 1,000

8

\$ 8,000

Total

21

\$14,500

Jinping McCormick  
Director of Marketing

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From: Michael Perfetto  
Sent: Thursday, July 14, 2011 10:44 PM  
To: Jinping McCormick; Nathalie Leitch; Terrence Fullem  
Cc: Ara Aprahamian RPh  
Subject: RE: Sales rep training time slot

Have we all agreed upon the bonus plan for this.

I know I've suggest a few different idea.

I would prefer a contest for the top 5 or 10 reps...based on percentage group of scripts on this product.

But I'm open to any and all ideas that maximize our results... with not breaking the bank.

tx

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VP,Sales and Marketing

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From: Jinping McCormick  
Sent: Thursday, July 14, 2011 10:36 PM  
To: Nathalie Leitch; Terrence Fullem  
Cc: Ara Aprahamian RPh; Michael Perfetto  
Subject: Sales rep training time slot

Nathalie and Terry,

Can you please schedule a time slot for oxymorphone ER training at your up coming sales meeting? It's pretty straight forward; I would think 30min is all we need.

Nathalie has plenty on her plate with Kadian, so I asked Ara to deliver the training if no one objects.

Thanks for your help.

Jinping

Jinping McCormick  
Director of Marketing

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