
From: Doug Boothe
Sent: Tuesday, March 10, 2009 5:32 AM
To: Terrence Fullem; Kevin Bain
Subject: Re: Script Data

We probably need to do some sort of quick reminder call/promo - as my guess is the competition (aka - King) is likely out there counter detailing against Kadian.

I would propose some sort of initial communication piece to all (or at least the high decile physicians with a reminder about Kadian, and to keep to the brand message(s) - widest range of dosing options and Pk profile (check the marketing materials). For sake of time - we should not try to create any new copy - as that will require internal and DDMAC review.

I believe there are approx 20K 'key prescribers - so if you figure \$10-20 per item, it should be under \$500K.

A detail force will likely charge around \$60/detail (CSO) and upwards.

On a strategic front, I would propose that we find a detail partner for a #2 slot with script-gain incentive program. I have a couple of potential options.

DB

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

From: Terrence Fullem
To: Kevin Bain; Doug Boothe
Sent: Tue Mar 10 07:00:52 2009
Subject: Re: Script Data

We just got the data yesterday, so it's still being assessed. But I agree on the getting the support for scripts as quickly as possible. I pushed Nathalie on that yesterday, saying that we need to get the prelim proposals from service providers this week. There are various telemarketing outfits available and one of the points we will have to make a judgment call on is whether we want physician based telemarketing (such as Triple I provides), or really good sales-type telemarketers. We'll of course ask for their success rates, but those can be misleading, so we'll have to look at them critically.

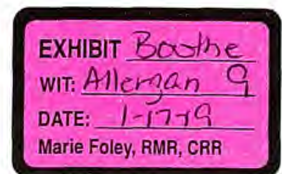
I was going to bring this up during the USET meeting today.

I'm also meeting with the team tomorrow morning at 8 to discuss how to get wholesaler inventories back up.

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

From: Kevin Bain
To: Doug Boothe; Terrence Fullem
Sent: Tue Mar 10 06:25:40 2009
Subject: RE: Script Data

Doug and Terry



Feb scripts drop sounds like a concern to me – even accounted for the fewer number of days in the month

Do you think we can move any quicker on whatever actions we need to take to support and drive script writing? Can we meet this week to review the data? Can we get the sales support resources in place earlier than mid April?

I cannot tell from the data sent exactly what may have happened from a script POV. Terry, do you know if additional levels of detail are available such as,

- * Are scripts down x% from all high prescribing docs? Or have some high prescribers gone to zero?
- * Those that went to zero, did they switch to writing scripts for a competitive product? If so, which one primarily?
- * Do we know what King reps are saying in the market with respect to Kadian?

Perhaps the 3 of us could talk later today.

Thanks

Kevin

From: Nathalie Leitch
Sent: Monday, March 09, 2009 7:50 PM
To: Kevin Bain; Doug Boothe; Terrence Fullem; Bruce Sullivan; Andrea Johnson
Subject: Script Data

All-

I received February script data from Wolters Kluwer today.

Total scripts for the month were 49,983, down 10% versus January.

Given that February has fewer business days, or script-writing days than January, looking at scripts/business day results in a -1% change for Feb TRx vs. January TRx. Please see the attached spreadsheet for Jan 2008-Feb 2009 monthly TRx data and Jan 04-Feb 09 TRx/Day data.

The absence of direct sales support is the most significant contributing factor in this negative trend, with limited availability of the co-pay card a secondary factor.

Gerard Cignarella and I are aiming to have direct/indirect sales support on-line by mid-April. I will try to schedule a meeting for next week with folks copied on this email to review the options for moving the sales effort forward. I'm also trying to coordinate a day next week for HPR to present the results of their analysis – which will further inform the decisions we make re timing and size of the sales effort.

Co-pay cards have been available to patients since the end of January. Direct contact with/mailings to physicians offices will commence once the agreement with Triple I has been executed – which should happen tomorrow.

Let me know if any questions.

Thanks,

Nathalie