

From: Hansen, John <John.Hansen@McKesson.com>
To: Jinping McCormick
Sent: 9/2/2011 5:52:34 PM
Subject: RE: Follow-up discussion re: Actavis oxymorphone campaign
Attachments: image001.emz

Hi Jinping,

It was good to speak with you earlier today.

Below is a screenshot of McKesson Connect, with an example of an ad for Desonate on the right margin. We will create a similar one for oxymorphone, that links to both the PDF and the ordering page.

Please let me know if you have any questions.

DirectRx Advertising Example

McKESSON
Empowering Healthcare

FOR INTERNAL USE ONLY/PROPRIETARY AND CONFIDENTIAL

John Hansen

Marketing - McKesson Pharmaceutical

Tel: (415) 983-7543

From: Jinping McCormick [mailto:JMCCORMICK@actavis.com]

**PLAINTIFFS TRIAL
EXHIBIT
P-16009_00001**

Confidential

Acquired_Actavis_00379710

P-16009 _ 00001

Sent: Friday, September 02, 2011 3:34 AM
To: Hansen, John
Subject: Re: Follow-up discussion re: Actavis oxymorphone campaign

I'm free during that time. How about I will call you at 10am pacific, 1pm eastern?

Jinping

From: Hansen, John [mailto:John.Hansen@McKesson.com]
Sent: Thursday, September 01, 2011 05:55 PM
To: Jinping McCormick
Cc: Ara Aprahamian RPh; Michael Perfetto; Winter, Wendy <Wendy.Winter@McKesson.com>; Sambrano, Aubrey <Aubrey.Sambrano@McKesson.com>
Subject: RE: Follow-up discussion re: Actavis oxymorphone campaign

Hi Jinping,

Tomorrow I am available between 9:30 and 11:00 Pacific. Let me know if you are free during those times. I don't imagine our conversation will last more than 15 minutes.

Thank you.

John Hansen

Marketing - McKesson Pharmaceutical

Tel: (415) 983-7543

From: Jinping McCormick [mailto:JMCCORMICK@actavis.com]
Sent: Thursday, September 01, 2011 2:44 PM
To: Hansen, John
Cc: Ara Aprahamian RPh; Michael Perfetto; Winter, Wendy; Sambrano, Aubrey
Subject: RE: Follow-up discussion re: Actavis oxymorphone campaign

John,

Sorry I was tied up in another meeting this afternoon and not able to join our discussion.

For the online awareness program, we can use an email HTML file that we have developed to email to all pharmacists. This file is one page with a link to the full prescribing information on our website. I'll forward you the email in a separate email.

For the one-page fax, that will be a challenge as the safety information is mandatory. If the information is developed by McKesson, i.e. no Actavis Logo, but only order information (McKesson ECONO #), would the requirement be different?

I will call you tomorrow to discuss. Let me know a time convenient for you.

Jinping

From: Hansen, John [mailto:John.Hansen@McKesson.com]
Sent: Thursday, September 01, 2011 5:30 PM
To: Jinping McCormick
Cc: Ara Aprahamian RPh; Michael Perfetto; Winter, Wendy; Sambrano, Aubrey
Subject: RE: Follow-up discussion re: Actavis oxymorphone campaign

Hi Jinping,

Thank you for this information.

On our call this afternoon, we discussed using a modified version of the electronic sellsheet as part of an online awareness campaign (via our customer portal) and fax blast.

The majority of the document is devoted to prescribing information, which we understand is mandated by your Legal department. My question is whether you can create a 2-3 page electronic sellsheet that features a link to the more detailed prescribing information?

Also, can we further condense this information down to one page for the fax blast? We cannot fax more than one page to our customers without incurring complaints.

You may be bound by Legal restrictions, but let me know your thoughts on these modifications.

John Hansen

Marketing - McKesson Pharmaceutical

Tel: (415) 983-7543

From: Jinping McCormick [mailto:JMCCORMICK@actavis.com]
Sent: Friday, August 26, 2011 9:38 AM
To: Hansen, John; Winter, Wendy; Sambrano, Aubrey
Cc: Ara Aprahamian RPh; Michael Perfetto
Subject: RE: Follow-up discussion re: Actavis oxymorphone campaign

John and Wendy,

Thank you for the time and effort.

Attached are some background information on the product as well as our ad which is delivered to prescribing physicians and run in August issue of Practical Pain Management and Pharmacy Times. Similar message/graphics is also emailed to all pharmacies around the country about three weeks ago and will be sent again the day after Labor Day.

Here are some suggested talking points to pharmacists:

- We see that you have ordered Opana ER 15mg and 7.5mg in the past and thought you might want to know that
- Generic oxymorphone ER 15mg and 7.5mg are available, fill in the gap since brand discontinued these two strengths
- Generic provided value for you and your patients
- Doctors are starting to write these strengths again, we think it might be helpful for you to have a bottle on the shelf
- We provide incentive to help you get this bottle on the shelf
- If you order by xx date, there is a discount of \$25 for a bottle of 7.5mg and \$50 for 15mg.

Have a good weekend!

<<Oxymorphone Summary for McKesson 8-25-2011.pdf>>

<<Oxymorphone Sellsheet Electronic.pdf>>

Jinping

-----Original Appointment-----

From: Hansen, John [mailto:John.Hansen@McKesson.com]
Sent: Tuesday, August 23, 2011 4:32 PM
To: Winter, Wendy; Sambrano, Aubrey; Jinping McCormick; Ara Aprahamian RPh; Hansen, John
Subject: Follow-up discussion re: Actavis oxymorphone campaign
When: Thursday, August 25, 2011 3:00 PM-3:30 PM (GMT-05:00) Eastern Time (US & Canada).
Where: 1.877.684.9625 Participant code: 737182

When: Thursday, August 25, 2011 12:00 PM-12:30 PM (GMT-08:00) Pacific Time (US & Canada).

Where: 1.877.684.9625 Participant code: 737182

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12:00pm Pacific

Hello,

We'll continue our discussion on the oxymorphone awareness campaign, with additional information on the capabilities of our phone awareness messaging.