

From: Killion, Mark
To: Nathalie Leitch
CC: Shepherd, Michael; McClanahan, Patrick; Hepp, Christopher; Jennifer Altier
Sent: 6/21/2011 12:16:55 PM
Subject: RE: NSM Planning Meeting: AGENDA
Attachments: image001.gif

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Nathalie,

Overall, the agenda looks good. We discussed the NSM items you sent and have some feedback based on your questions.

First, we feel no Objection Handling workshop is needed. The other two workshops will be fine. For the workshops we were thinking about doing one workshop on Targeting and Planning as you mentioned. This will help the ABM's identify their prescribers where there is growth/conversion potential based on lost Embeda conversions and Morphine Sulfate opportunity. Rather than take up too much time in showing the ABM's how to do this in the workshop we were thinking about putting together worksheets ahead of time for each territory. In the second workshop we would then talk about conversion strategies, questions and sales tools for these identified targets. We would like some guidance from Legal about questions we can ask of prescribers (see below). We would like to have three ABM's helping for each workshop. We will get you names next Monday.

Second, regarding generic Opana-ER we are wondering how the team will be able to address this issue with our prescribers due to the restrictions on mentioning competitors. What exactly are do we want to convey with this product?

For the managed markets update we should focus on the wins we have gained since the last NSM (Commercial, Medicare and Medicaid), address the UHC situation (not going to change now or in the future) and any 2012 formulary wins we have obtained. Mention what our plans are for the remainder of 2011 going into 2012 (assume it is to maintain our status with plans where we have coverage).

We like the idea of the 15 year anniversary direct mail piece and may want to consider it as a sales aid for the sales team. It builds on the long history of safety and efficacy of Kadian.

Lastly, as far as addressing Morphine Sulfate we were hoping to have the ability to ask open ended questions of prescribers such as "Doctor, what has been your experience with Kadian and Morphine Sulfate with your patients?"; "Is there a reason you prefer one product for your patients?"; "Is BID dosing important for you and your patients?"; "Are steady plasma levels important to your patients? If so, why is that important to you?"

Is there any way we can reference morphine sulfate that's in the PK graph of our sales aid? Can we ask a prescriber about their personal experiences/preferences of Kadian and Morphine Sulfate?

Based on the answers the ABM's receive they can use the appropriate sales aid (e.g. cost/reimbursement use Form Trak and co-pay cards; plasma levels/dosing use core sales aid). The concern is that we ask ABM's to target prescribers who write a large amount of morphine

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sulfate but can't really discuss anything about conversions. We know cost is a key issue and ease of prescribing due to reimbursement is why they prescribe morphine sulfate. Having some way to discuss clinical issues would be helpful to overcome cost/reimbursement concerns.

Thanks and let us know if you need anything else before next week.

Mark

From: Nathalie Leitch [mailto:NLeitch@actavis.com]
Sent: Tuesday, June 21, 2011 9:57 AM
To: Killion, Mark; Shepherd, Michael; Hepp, Christopher; McClanahan, Patrick
Subject: FW: NSM Planning Meeting: AGENDA

Hi,

Could you please let me know when you're planning on getting in/leaving next week? I just want to make sure we've got things planned accordingly.

Also - just wanted to clarify that Monday night is totally open. I wanted to be inclusive and give everyone an opportunity to get out, but I don't think it's going to happen (i.e. it doesn't seem like anyone is available). If you already had something in mind for Monday, let me know (I recall a conversation when you were last in town about an evening out in NYC). I'm happy to join - or not - and/or help organize as the case may be.

N

Nathalie Leitch
Director, Specialty Rx Products

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From: Nathalie Leitch
Sent: Sunday, June 19, 2011 10:32 PM
To: Killion, Mark; Shepherd, Michael; 'McClanahan, Patrick'; Hepp, Christopher;

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jaltier2001@yahoo.com; Lorraine Rogalski; Ara Aprahamian RPh; Mark Palmisano; Terrence Fullem;
Beth Zelnick-Kaufman; Terri Nataline; Joann Stavole
Cc: Rose-Marie Casilli
Subject: NSM Planning Meeting: AGENDA

Hi,

Please see the attached agenda for our meeting next week (Monday the 27th and Tuesday the 28th) along with an overview of to-do's, presentations, content and flow for the NSM.

We can shuffle items around depending on everyone's availability (please confirm that you are available during the times where your attendance is indicated as being "Required").

Please note - everyone is invited to join for lunches and the dinner out on Monday night. Please let me know if you plan on joining so we order enough food for everyone and make the appropriate reservations.

Thanks,

Nathalie

