
From: Witte, Brian </O=MAIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BRIAN.WITTE>
Sent: Monday, June 21, 2010 9:20 PM
To: Paonessa, Albert; Cochrane, Patrick; Cochrane, Michael
Subject: RE: Rep Impact - accounts cut off from controls
Attachments: Control Sales - Customers Cut Off 061710 (3).xlsx

I did not copy others on this, but thought this was interesting. We talked a lot about reps being a cause, did you see how much of this business is Norm's? If I recall he was pretty big in the internet pharmacy days too.

His controls projection is \$12m, next closes NAM is \$275k.

Brian

From: Kathleen Mattson
Sent: Monday, June 21, 2010 2:41 PM
To: Anita Isabella; Albert Paonessa; Brian Witte; Pat L Williams; Dominic J Floro; William Versosky; Paul Chermak
Subject: RE: Rep Impact - accounts cut off from controls

I included the assigned NAM to the customer tab. See att.

From: Anita Isabella
Sent: Monday, June 21, 2010 11:56 AM
To: Albert Paonessa; Brian Witte; Pat L Williams; Dominic J Floro; William Versosky; Paul Chermak
Cc: Kathleen Mattson
Subject: Rep Impact - accounts cut off from controls
Importance: High

Kathy added another tab (Impact Total) to the original file showing the reps total YTD sales and what % of their total sales were for the accounts that were cut off.

For example, Seth's total YTD sales are 5.3M and 3.6M (68%) is for the customers that were cut off. 35% of his total business was in controls to these accounts – so that's definitely gone, but could be as high as 68% if customers stop ordering all together.

While Seth's % is high, there are two reps (Vanessa Leriche & Linda Amarathithada) that are even higher albeit with much smaller overall sales.

Anita Isabella
Director, Sales Reporting
954-217-4709

From: Anita Isabella
Sent: Friday, June 18, 2010 12:23 PM
To: Albert Paonessa; Brian Witte; Marc Falkin; William Versosky; Kim Bloom; Pat L Williams; Dominic J Floro; Paul Chermak; Michael Cochrane; Peter Starfas; Patrick Cochrane; Therese Paonessa; Dan C Dorsey; Ken I Fenster; George Fields; Gavin Mulligan; Jerry Cazzell; Tricia Hew Chen
Subject: Sales for accounts cut off from controls
Importance: High

Attached are the 2009-2010 YTD sales for accounts that were cut off from buying controls yesterday.

This list (Control Customers sheet in the file) represents only accounts currently active that have had control sales this year. There are 2,706 accounts. **An active account that has not ordered this year or has only ordered non-controls will not be on this list, but was cut off also.**

Here's a recap of the customer trade classes affected:

- Physicians
- Clinics
- Mail Order (exceptions were Aetna, Express Scripts, Medco, NMHC and Prime Therapeutics)
- Repackagers
- Whol/Dist (DCI only exception)
- Vet Dist
- VET DVM
- 4 Independent Retail accounts (included in this file)

For customer that purchased controls, YTD control sales 12.7M, non-control sales 26.4M for YTD total sales of 39.1M. Control sales for these customers were 18M last year, so we were tracking up 52% for this year.

There's a pivot by State also just for FYI purposes. CA, FL, then OH are top 3 in total. But among Physicians, FL takes the prize.

Pivot by Rep is included also. Remember that this is only the control purchasing customers impacted by this change – not the reps entire ordering customer base. There will be a different report sent out for Sales Division heads that shows the impact to their total book of business.

I included a lot of the Leadership team in this communication. But feel free to forward along appropriately to anyone else who needs the information.

Regards,
Anita Isabella
Director, Sales Reporting
954-217-4709

Produced in Native Format