
From: Weber, Mike
To: Brassil, J P; Jackson, Ronald; Kampfl, Christian; McLaughlin, Jerry
CC: Romaine, Larry; Stanton, Mark; Wickline, Ron; Stevenson, George
Sent: 11/16/2006 5:53:39 PM
Subject: FW: Opana at Walgreens
Attachments: W-G_PR Dist a102937 A102938 A102940 Opana 10-19-06.xls

Pharma RD team-

Attached is a report supplied by George Stevenson that lists the quantity of OPANA ER bottles by strength that was shipped to Walgreens stores throughout the country. When you look at the attached report, you'll see that overall it appears we are in very good shape with these 1500 targeted Walgreens stores that were shipped.

Please note George's point that at the time of report generation on 10/19, shipping was not complete so some stores with a "0" billed may now be stocked.

Let's focus our energy now on driving Opana RXs using the 6 action points we agreed to at the FSLT meeting on Tuesday, and ensuring that physicians know that these highlighted Walgreens stores have been stocked. Let's get movement off the shelves in these targeted pharmacies to show the demand we can generate with Opana ER!

Mike

From: Stevenson, George
Sent: Thursday, November 16, 2006 11:07 AM
To: Wickline, Ron
Cc: Stanton, Mark; Baglin, Mark; Weber, Mike; Romaine, Larry; Bingol, Demir; Neurohr, Chris; Kerr, David
Subject: FW: Opana at Walgreens

The purpose of this e-mail is to close the loop from e-mails earlier in the week stemming from the RD meeting with respect to stocking at W-G. We can confirm the following:

1. Per Lisa Walker we shipped W-G to W-G's DC 1512 bottles of Opana 5 mg IR, 5mg ER and 20mg ER.
2. The attached report generated from W-G's system shows the store address and zip code of the stores they had forced stocked at the time they ran the report on 10/19. The column entitled "ordered" is what the store ordered - actually W-G corporate decided what stores would receive the bottles based on CII activity at the respective store - and the column entitled "billed" is when the product arrived and was billed to the store. (W-G internal accounting charges the store for the value of the bottle "ordered") Mostly, there is 1 bottle ordered and 1 bottle billed. In some cases it shows 2 bottles billed. This is due to either more Rx's or W-G - as they said they would do - putting more product in a W-G higher CII store. In some cases it shows -0- billed. This is because we were insisting on getting a report of the stocking and it had not been fully completed. hence, 1,482 bottles shipped out leaving 30 bottles back in the W-G DC on date of report.

We have not contacted W-G again because there is no need as this report was taken directly from W-G system. The benefit is that we can use the zip code and store address information to focus attention on those physicians in these zip codes to go to W-G stores. I would also reiterate that pharmacists because of Oxycontin experience have been trained to deny when queried in detail either in person or by phone that they carry any extensive inventory of opiate analgesics, and respond only to patients with Rx's.

Hopefully this will allay any concerns that W-G has not stocked the 3 strengths. Creating demand generation at these stores could help us in not only re-orders but also in stocking expansion in other W-G stores.

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From: Walker, Lisa
Sent: Wednesday, November 15, 2006 8:13 AM
To: Neurohr,Chris
Cc: Matz, Cheryl; Stevenson,George
Subject: RE: Walgreens

We shipped 1512 units of the following strengths

Opana 5mg
Opana ER 5mg
Opana ER 20mg

From: Neurohr,Chris
Sent: Wednesday, November 15, 2006 8:04 AM
To: Walker, Lisa
Cc: Matz, Cheryl; Stevenson,George
Subject: Walgreens

Can you confirm what we shipped on Opana to Walgreens for their forced distribution to the 1,512 stores? There seems to be some confusion in the field on what they sent out to the store level. I need number of bottles and strengths we shipped.

Thanks,

Chris Neurohr
National Account Executive
Endo Pharmaceuticals
724.331.4781

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