
From: Hepp, Christopher <CHepp@kadian.com>
To: Balzanti, Carl
CC: Nathalie Leitch
Sent: 9/1/2011 2:06:23 AM
Subject: Field Contact Form
Attachments: Field Contact Form-Balzanti 08-29 to 30-2011.doc

Carl:

Thanks for a great couple of days in the field with you on Monday and Tuesday of this week. As you mentioned, a previous manager once said, "If you feel as if you have influenced at least one prescriber per day or week, you have done your job." That certainly is the case with Dr. Gerayli. I think we have justified our reasoning behind staying extremely focused on just one particular managed care plan with each call. I will be anxious to see how this discussion with Dr. Gerayli effects your sales in the coming months. Please keep me updated on this.

Please review the attached Field Contact Form. If you have any questions, please feel free to contact me. If not, please key in your name and date at the bottom of the form and return it to me via e-mail. I also recommend that you keep a copy of this form for your own files.

Thanks again for a productive couple of days in SoCal. Please let me know if there is anything I can do for you.

Chris Hepp
Actavis/InVentiv Health
Regional Business Director
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(317)997-7337

PLAINTIFFS TRIAL
EXHIBIT

P-04968_00001

Field Contact Form

Area Manager Name	Carl Balzanti
Regional Director Name	Chris Hepp
Territory	Orange County, CA
Date	08/29-30/2011

Sales Results /Business Analysis

Kadian Sales Results:

Current Month	Overall PCT to Plan
\$385,144 (June 2011)	N/A

- ♦ (Business Analysis) Share Observations regarding trends, etc.
 - Carl, you have continued to increase sales after you had an outstanding T1 and finished #2 in the nation in %-to-plan. Your current 3-month sales vs previous 3-month sales shows an increase of 14.4%. This compares to the West Region at 6.8% and the Nation at 11.3%. If you maintain these increases, you will again meet and exceed your quota for T2.

Field Observations

- ♦ Describe observed selling skills and noteworthy behaviors that meet or exceed expectations
 - You gained an incredible amount of information during your lunch with Dr. Gerayli. His biggest single insurance plan that he sees his patients on is CalOptima. With this information, you concentrated your entire call on just his CalOptima patients. After your call, Dr. Gerayli had one simple and succinct message in mind. All of his available CalOptima patients should be started on Kadian due to our outstanding coverage on this plan. I expect that Dr. Gerayli will be starting several new CalOptima patients on Kadian in the near future. As we discussed, use this as a model for all of your offices.
 - Select just one major insurance plan.
 - Stay focused on this plan during your call.
 - Utilize Form Trak On Demand and use only this plan when requesting a form for each office.
 - Use the Kadian Co-Pay cards when appropriate.
 - Be certain the entire office staff is aware of Kadian's favorable formulary position with this plan.
 - On future calls, continue to focus on this single plan. Once we are certain these patients are all being started on Kadian, then it will be time to move onto the next major plan in each office.
 - Keep your message short, succinct, and easy to remember.

Business Strategy

- ♦ Observations made that will lead to business opportunities

- Use the above model in all of your offices, and I am certain you will begin to see increased Kadian sales in each office. Too often our message is too complicated and jumbled. With this approach, we make our information very difficult to forget.

Developmental Opportunities / Action Plan
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- ◆ Describe areas and specific behavior examples that need development.
 - Carl, stay focused on the accounts that can have the biggest impact on your sales. Even bigger and better things are yet to come if you can continue to increase Kadian scripts in your territory. I appreciate your willingness to try new tactics in the field, and I will be anxious to see the outcome at the end of T2 and T3.

ABM Signature:

Regional Director Signature: Chris Hepp 08/31/2011