
From: McClanahan, Patrick <PMcClanahan@kadian.com>
To: Nathalie Leitch; Killion, Mark; Shepherd, Michael; Hepp, Christopher
CC: Jennifer Altier
Sent: 7/19/2011 9:57:17 PM
Subject: RE: Sales Awards
Attachments: T1 Sales Awards v1.ppt

N,

Looks good. Changed slide 5 (put Diana 1st since her % to plan was higher than Richard's and this was consistent with the other slides) and changed Lisa Thomas to Lisa-Lee Thomas on slide 11. Thanks for putting together.

Thanks,
PMac

Patrick McClanahan
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From: Nathalie Leitch [mailto:NLeitch@actavis.com]
Sent: Tuesday, July 19, 2011 5:39 PM
To: Killion, Mark; Shepherd, Michael; McClanahan, Patrick; Hepp, Christopher
Cc: Jennifer Altier
Subject: Sales Awards

All,

Please see attached deck showing the T1 award winners. Please double-check that I have the correct names associated with each territory and the correct spelling for the names of the winners.

Also – I decided to go with top 2 converters per region rather than top 3 in the nation. This reduced the prize per person, but allows us to recognize more people. There is some overlap between the % to plan winners and the top converters – but not as much as you would think.

For % to plan, the \$\$ prize is \$1500 first place, \$1000 second place.

For converters, prize is \$750 each. This is an additional/bonus category so \$\$ are less and undifferentiated for first vs second place.

Let me know if you're in agreement with all of the above.

Thanks.
Nathalie

Nathalie Leitch
Director, Specialty Rx Products



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PLAINTIFFS TRIAL
EXHIBIT

P-04969_00001

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File Provided Natively

KADIAN National Sales Meeting Half Moon Bay, California July 24-26, 2011

Awards Banquet

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2011 Sales Recognition: Trimester Sales Awards



– Trimester Performance Awards

- Top 2 ABMs per region as measured by percent to plan for each trimester
- Top Region as measured by percent to plan

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Highest Percent to Plan T1 2011: West Region



- **Kristie Robinson (Phoenix, AZ)**
 - 110.3% Attainment
- **Carl Balzanti (Orange County, CA)**
 - 109.5% Attainment

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Highest Percent to Plan T1 2011: Mid-West Region



- **Tommie-Lynn Tormey (Buffalo, NY)**
 - 109.3% Attainment
- **Jason Butler (Columbus, OH)**
 - 107.8% Attainment

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Highest Percent to Plan T1 2011: Gulf-Coast Region



– **Diana Sabina (Houston, TX)**

- 103.9% Attainment

– **Richard Sherman (Baton Rouge)**

- 102.5% Attainment

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Highest Percent to Plan T1 2011: Atlantic Region



- **Guy Ragona (Brooklyn, NY)**
 - 107.0% Attainment
- **Mike Ryan (New Jersey North)**
 - 105.5% Attainment

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Highest Percent to Plan T1 2011: Top Region



– Mid-West Region

- Mark Killion
- 101.8% attainment

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2011 Sales Recognition: Growth/Conversion Award



- KADIAN® % TRx growth for Mar-Apr versus Jan-Feb 2011
- Inclusion criteria:
 - Target prescribers who prescribed Embeda in Jan or Feb 2011
 - For these prescribers, calculate KADIAN® % TRx growth of Mar+Apr over Jan+Feb
 - ABMs must have been on the team as of Jan 1, 2011

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Highest % Growth T1 2011: Atlantic Region



- **Mike Ryan, (New Jersey North)**
 - 94.4% growth
- **Gay Ragona (Brooklyn, NY)**
 - 76.7% growth

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Highest % Growth T1 2011: Mid-West Region



- **Kelly Haggerty, Baltimore, MD**
 - 56.5% growth
- **Tommi-Lynn Tormey, Buffalo, NY**
 - 51.1% growth

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Highest % Growth T1 2011: Gulf-Coast Region



- **Lisa-Lee Thomas, Jacksonville, FL**
 - 43.4% growth
- **Matt Hight, Dallas, TX**
 - 43.2% growth

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Highest % Growth T1 2011: West Region



– **Kristie Robinson, Phoenix, AZ**

- 70.6% growth

– **Aaron Boyle, Seattle, WA**

- 40.2% growth

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Highest % Growth T1 2011: Top Region



–Atlantic Region

- Mike Shepherd

- 45.6% growth

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