
From: Hepp, Christopher
To: Jennifer Altier
Sent: 8/2/2012 9:12:41 AM
Subject: Marketing Suggestions

Jennifer:

This may have arrived to you too late for your marketing meeting...my apologies. But I believe most of the following ideas have all ready been sent to you previously. But below are some of the suggestions recommended from the West Region.

From Carl Balzanti:

Chris,
One need that I see is to have additional handouts covering the doses. I read your comments below about a small dosing card but this is something that would help a lot. Perhaps there is a way to make the dosing card large enough to include all the required info but still small enough for a physician to carry.

Also, I have seen lately that some pharmacies are dispensing MS Contin for a generic Kadian prescription. Their thinking is that these two drugs are the same. Is it possible to create a piece for pharmacies that show them the benefit of Kadian including the co-pay cards benefit. I know that we aren't paid to be in pharmacies but as a function of this environment we need to be in them.

From Shelley Fitch:

Is there anything that we could place in the piece about giving physicians titration instructions (either up or down). I have found that in many of my pain offices there have been several staff transitions and I have several new PAs. The physicians are performing procedures and leaving the PAs to manage meds. I think just a basic template within the sales piece would be helpful.

From Kristie Robinson:

1. A sales piece with NDC numbers for all strengths (generic and brand). This would help with pharmacy issues. I know it is listed on the PI but I get asked for these numbers a lot from my offices.
2. Opana just came out with a patient program that helps the patient locate any strength that is available at a pharmacy in their area. The patient or office calls a 1-800 number and gives their area and insurance plan and they guarantee a phone call back within an hour. The number is on a small sticky pad that the office can tear off and give to the patient. I know it is a long shot but offices are loving it and it would be so helpful. I have a copy I can scan for you when I am back in my office.
3. More durable co-pay card holders. The current ones tear and collapse very easy. It would be nice if they could be more sturdy and possibly have an area for business cards or even dosing guides.

From Octavia Jones:

1. **3x5 card with pocket:** how about a small card with just the strengths with actual size capsule images on one side and bullet points on the back side maybe something like "1) 8 strengths 2) flexible dosing (qd or bid) 3) sprinkle on apple sauce 4) discount even on generic". This card can be a sleeve or pocket card, if you will, with the P.I./warning carried inside the pocket. The size will be easy enough for doctors to insert in patient charts as a reminder card.
2. **Generic reminder card:** some sort of reminder card that reads" Morphine Sulfate Capsules ER -- now generic!" since that's how it usually reads at the pharmacy or on EMR systems, and include just the strengths that are generic. This will make it easy for offices to remember how to look it up on their system or remind pharmacies that this IS Kadian...seems like they often get confused.

Thanks!!

Chris Hepp



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