

## **Field Contact Form**

<b>Area Manager Name</b>	Carl Balzanti
<b>Regional Director Name</b>	Chris Hepp
<b>Territory</b>	Orange County, California
<b>Date</b>	04-05-2011

### **Sales Results /Business Analysis**

#### **Kadian Sales Results:**

<b>Current Month</b>	<b>Overall PCT to Plan</b>
\$278,447 (Feb. 2011)	45.43% of T1 thru Feb.

- ◆ (Business Analysis) Share Observations regarding trends, etc.
  - Carl, you have started the first two months of 2011 at a tremendous pace. You have achieved 45.43% of your T1 quota, compared to 41.25% for the West Region, and 39.93% for the nation. If you are able to continue this trend, and capitalize on the large percentage of your Embeda scripts, you will stay on top of the sales leader board. Congratulations on a great start to the year!

### **Field Observations**

- ◆ Describe observed selling skills and noteworthy behaviors that meet or exceed expectations
  - Our lunch with Dr. Moon's office is a great example of your ability to adapt your call to a particular office and their needs. Although they only wrote a few Embeda scripts through February sales data, but you confirmed with Dr. Moon and the two target PA's that they were switching these patients to Kadian. Then you continued to discuss the use of the Kadian Co-Pay card with patients they were planning to switch from generic morphine. If you continue to emphasize these two areas in a majority of your calls, your sales will continue to increase.

### **Business Strategy**

- ◆ Observations made that will lead to business opportunities
  - Your continued focus over the next few months on converting every possible Embeda script to Kadian will help you achieve your sales goals in the first trimester of 2011.

### **Developmental Opportunities / Action Plan**

- ◆ Describe areas and specific behavior examples that need development.
  - While emphasizing the Embeda switches to Kadian in the appropriate offices, you will also need to focus on converting additional generic morphine business to Kadian in most of your other accounts.

**ABM Signature:**

PLAINTIFFS TRIAL  
EXHIBIT

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**Regional Director Signature: Chris Hepp**

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