
From: Hepp, Christopher <CHepp@kadian.com>
Sent: Tuesday, January 25, 2011 7:53 PM
To: Balzanti, Carl
Cc: Nathalie Leitch
Subject: Field Contact Form 01-19-2011
Attachments: Field Contact Form-Carl Balzanti 01-19-2011.doc

Carl:

Thanks for a great day in SoCal. I appreciate your hard work in setting up a successful day in the field. I am sure if you can apply this same type of planning and activity to your daily activity, a rapid increase in sales will surely follow.

Please review the attached Field Contact Form. Let me know if you have any comments or additional suggestions.

If you have no comments, please key in your name and date at the bottom of the Field Contact Form and send it back to my attention.

Please call me with any questions.

Thanks again for the great SoCal weather last week!!!

Chris Hepp
Actavis/InVentiv Health
Regional Business Director
chepp@kadian.com
(317)997-7337



Field Contact Form

Area Manager Name	Carl Balzanti
Regional Director Name	Chris Hepp
Territory	Orange County, CA
Date	01/19/2011

Sales Results /Business Analysis

Kadian Sales Results:

Current Month	Overall PCT to Plan
\$265,001 (Nov. 2010)	61.6% of Q-4 Quota through Nov.

- ◆ (Business Analysis) Share Observations regarding trends, etc.
 - Carl, it is still very early, but you are at 61.6% of your Q-4 quota, compared to the West Region at 62.9% and the nation at 63.9%.
 - When analyzing script activity, your current 3-month script sales are -9.7%, compared to the West Region at -7.2%, and the nation at -6.5%.
 - When comparing the current 3-month in dollars vs. the previous 3-months, your territory is -9.8%, compared to the West Region at -5.8%, and the nation at -5.4%.

Field Observations

- ◆ Describe observed selling skills and noteworthy behaviors that meet or exceed expectations
 - Carl, your planning and organization of our time together is outstanding. You always have a specific plan for our day, with a specific plan on how you will approach each prescriber. This kind of daily planning will assist you in seeing the most important prescribers regularly.

Business Strategy

- ◆ Observations made that will lead to business opportunities
 - As we discussed, your focus on prescribers with a large percentage of their business being written for generic morphine sulfate, like the lunch we had with Dr. Paul Kim in San Diego, may be an easier sell with a special focus on the savings our co-pay card can provide their Kadian patients. I will be anxious to hear how this approach is working with your top prescribers like Dr. Kim.
 - While focusing on the above prescribers like Dr. Kim, do not shy away from those that are writing a large number of scripts for our competitors. Use the Formulary Compass to help you provide these prescribers with the insurance plans that offer the best Kadian coverage.

Developmental Opportunities / Action Plan

- Develop action plan with attainment steps.

- Divide your prescribers between those where generic morphine sulfate offers the best opportunity for growth, and those where a branded competitor offers the most opportunities.
- Utilize the Formulary Compass to assist you in providing detailed information on the insurance plans that offer the best Kadian coverage to these prescribers.

ABM Signature:

Regional Director Signature: Chris Hepp 01/25/2011