
From: Myers, David </O=MAIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=DAVID.MYERS>
To: Thomas Bloodgood; Persaud, Kaminie
CC: John Schuler; Donna Cavaliere
Sent: 1/7/2015 6:55:38 PM
Subject: RE: PDQ Physician Follow Up

Hi Tom,

Thanks for the feedback. I've discussed this with Violet and Napoleon and they are making the decision on which deciles to include in the mailing. Can you please include Violet on any emails related to the Methylphenidate or Hydrocodone/Apap mailings? At this point I'm just functioning as "technical assistance" on this project.

Thanks,

David

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From: Thomas Bloodgood [<mailto:tbloodgood@ssbads.com>]
Sent: Wednesday, January 07, 2015 1:08 PM
To: Myers, David; Persaud, Kaminie
Cc: John Schuler; Donna Cavaliere
Subject: FW: PDQ Physician Follow Up

Hi David,

We called Joanne Terzides yesterday to obtain the print quantities for the Hydrocodone/APAP 2.5/325mg Ad custom mailing. She said she was waiting for the audience to be selected. I reviewed the attached spreadsheet Joanne provided with the high pain prescribers by Decile. I would recommend the 5,073 Anesthesiologists and Anesthesiologists/pain Management, plus the 40,912 Family Practice and Internal Medicine docs in Deciles 3 to 10 for a total of 45,985. Please let me know your thoughts or if you would like to discuss.

Thanks,
Tom
Tom Bloodgood
Partner
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