
From: Jinping McCormick </O=ONETEAM/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=JMCCORMICK>
To: Doug Boothe; Michael Perfetto
CC: 'dmartin@abrika.com'; Terrence Fullem
Sent: 11/29/2007 2:10:14 PM
Subject: RE: Fentanyl Patch Direct and indirect sales

Mike and I noticed many missing accts on the charge back. Some clearly purchased such as King Kullen (Thad asked the buyer) but no charge back shown. We have some digging to do.

Jinping McCormick
Rx Marketing
Actavis Inc.
60 Columbia Road, Building B
Morristown, NJ 07960
Tel: (973)889-6977

-----Original Message-----

From: Doug Boothe
Sent: Thursday, November 29, 2007 8:45 AM
To: Michael Perfetto; Sales reps and contract team@ALPHARMA
Cc: dmartin@abrika.com; Terrence Fullem; Jinping McCormick
Subject: RE: Fentanyl Patch Direct and indirect sales

This is excellent analysis.

Mike (and team) - we need to keep pressing for both new business (where appropriate) as well as compliance/pull through.

I don't see much if anything on GPOs and/or VA (McK?)

DB

Douglas Boothe
Executive Vice President
Actavis Inc.

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-----Original Message-----

From: Michael Perfetto [mailto:MPerfetto@actavis.com]
Sent: Thursday, November 29, 2007 8:14 AM
To: Sales reps and contract team@ALPHARMA
Cc: Doug Boothe; dmartin@abrika.com; Terrence Fullem; Jinping McCormick
Subject: Fw: Fentanyl Patch Direct and indirect sales

Please review the direct and indirect sales for this key product.
We have some voids on both the direct and indirect sales with some key accounts.
I'm open to programs to drive business - compliance will not just happen - we need to force it.
We also need one more major account to achieve our market share goal !
Sales team - please call me today to discuss each of your accounts.
TX.

Great job - JPM.

Michael Perfetto
Vice President, Sales

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----- Forwarded by Michael Perfetto/SM/CRA/Alpharma on 11/29/2007 08:08 AM -----

Jinping McCormick/Actavis@Exchange
11/28/2007 09:15 PM

To
Michael Perfetto/SM/CRA/Alpharma@ALPHARMA
cc

Subject
Fentanyl Patch Direct and indirect sales

Shipment since launch 170K boxes
Charge back: 50K boxes.
Anda, Morris & Dickson had no order in Nov.
Jinping McCormick
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Tel: (973)889-6977
<<Fentanyl Sales Report 11-27-07.xls>>