

From: Jennifer Altier
To: Nathalie Leitch
Sent: 12/4/2011 9:30:25 PM
Subject: Fw: RE: Kadian - Wave 4 Statistics and Call at 10:30am

Hi Nathalie,

The 4 waves of the e-mail campaign we did with Vertical Health yielded a 3.36-3.66% open rate, with the last wave being our most opened. This sustained rate was unusual according to Vertical Health, as they usually see a drop-off after the 1st or 2nd message. It made me think that we should send an e-mail based on the Pharmacy Flyer. We can send it for \$2,200, which based on the open rates would be about \$9/physician reached. I think it would be worth it, and we may even get higher open rates based on the interest in the generic versions of Kadian.

Please let me know if you would be OK with us moving forward with this additional wave.

Thanks,
Jennifer

--- On Fri, 12/2/11, Sean Cunningham <sean.cunningham@verticalhealth.com> wrote:

From: Sean Cunningham <sean.cunningham@verticalhealth.com>
Subject: RE: Kadian - Wave 4 Statistics and Call at 10:30am
To: "Jennifer Altier" <jaltier2001@yahoo.com>
Cc: "Greta Klein" <greta.klein@verticalhealth.com>, "Danielle Clements" <danielle.clements@verticalhealth.com>
Date: Friday, December 2, 2011, 7:23 AM

Hi Jennifer,

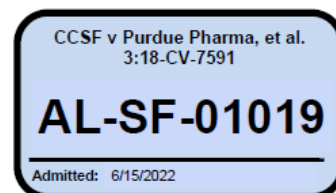
Ok - if you are able to contract this in 2011 we can do this for \$2,200.

Please let me know if you would like to move forward.

Best,

Sean

From: Jennifer Altier [mailto:jaltier2001@yahoo.com]
Sent: Thursday, December 01, 2011 9:57 PM
To: Sean Cunningham
Cc: Greta Klein; Danielle Clements
Subject: RE: Kadian - Wave 4 Statistics and Call at 10:30am



Hi Sean,

Thank you for getting back to me so quickly with a quote. At that price with our past open rates that would be about \$16/open e-mail if I did my math correctly, which seems high. If there is any way we can get the cost down please let me know. I've attached the flyer so that you can see what would be involved.

Thanks,

Jennifer

--- On Thu, 12/1/11, Sean Cunningham <sean.cunningham@verticalhealth.com> wrote:

From: Sean Cunningham <sean.cunningham@verticalhealth.com>
Subject: RE: Kadian - Wave 4 Statistics and Call at 10:30am
To: jaltier2001@yahoo.com
Cc: "Greta Klein" <greta.klein@verticalhealth.com>, "Danielle Clements" <danielle.clements@verticalhealth.com>
Date: Thursday, December 1, 2011, 2:07 PM

Hi Jennifer,

Assuming that this went to the same target audience and we treated this as a replacement it would be in the vicinity of \$4,000 incremental to create an email from a flyer and send it out provided that this deployed within 60 days from now. (otherwise we would have to treat it as a stand-alone and price it differently)

If you would like to move forward please let me know.

Best,
Sean

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

From: Jennifer Altier [mailto:jaltier2001@yahoo.com <<http://us.mc325.mail.yahoo.com/mc/compose?to=jaltier2001@yahoo.com>>]
Sent: Thursday, December 01, 2011 2:39 PM
To: Sean Cunningham
Cc: Greta Klein; Danielle Clements
Subject: Re: Kadian - Wave 4 Statistics and Call at 10:30am

Hi Sean,

Now that there are generic versions of Kadian I don't believe we'll be doing much promotion in 2012. I was considering doing a one-off e-mail to announce the launch of the Actavis generic this year. If we provided a flyer (like the last waves), how much would it cost to create another

e-mail wave to send in place of Wave 5?

Thanks,
Jennifer
Sent via BlackBerry by AT&T

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

From: "Sean Cunningham" <sean.cunningham@verticalhealth.com <<http://us.mc325.mail.yahoo.com/mc/compose?to=sean.cunningham@verticalhealth.com>> >
Date: Thu, 1 Dec 2011 13:58:01
To: <jaltier2001@yahoo.com <<http://us.mc325.mail.yahoo.com/mc/compose?to=jaltier2001@yahoo.com>> >
Cc: Greta Klein <greta.klein@verticalhealth.com <<http://us.mc325.mail.yahoo.com/mc/compose?to=greta.klein@verticalhealth.com>> >; Danielle Clements <danielle.clements@verticalhealth.com <<http://us.mc325.mail.yahoo.com/mc/compose?to=danielle.clements@verticalhealth.com>> >
Subject: RE: Kadian - Wave 4 Statistics and Call at 10:30am

Hi Jennifer,

Hope all is well and that you had a nice Thanksgiving. Just wanted to see if you had any questions with below and also confirm that we are not going with the last wave.

Perhaps we can connect to discuss 2012?

Best,

Sean

From: Danielle Clements
Sent: Thursday, November 17, 2011 9:47 AM
To: jaltier2001@yahoo.com <<http://us.mc325.mail.yahoo.com/mc/compose?to=jaltier2001@yahoo.com>>
Cc: Sean Cunningham; Greta Klein
Subject: Kadian - Wave 4 Statistics and Call at 10:30am

Hi Jennifer,

For Wave 4 of the Kadian series - please see data and grid below.

Wave 4, sent on 11/9:

- * Sent to: 6,700
- * 272 total opens
- * 245 Unique opens
- * 3.66% Open Rate
- * Unsubscribed: 10

Also:

- * 87 people opened both Wave 1 and Wave 2
- * 48 people opened Waves 1, 2 and 3
- * 35 people opened Waves 1, 2, 3 and 4

Sent

List

Opens

Unique Opens

Open Rate

Outbound Link Click to Co-Pay Program

OptOuts

Wave 1

9/28/2011

6700

264

239

3.57%

n/a

19

Wave 2

10/12/2011

6700

270

237

3.54%

4

16

Wave 3

10/26/2011

6700

242

225

3.36%

n/a

14

Wave 4

11/9/2011

6700

272

245

3.66%

n/a

10

We can discuss on our call this morning at 10:30, and decide timing for the final wave in the series.

Thank you!
Danielle

Please dial in to the conference line:

800-503-2899

Passcode 0857574

Danielle Clements

Director, Client Services

Vertical Health, LLC

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danielle.clements@verticalhealth.com <<http://us.mc325.mail.yahoo.com/mc/compose?to=danielle.clements@verticalhealth.com>>

www.verticalhealth.com <<http://www.verticalhealth.com/>>

Vertical Health publishes the following health care properties:

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www.PracticalPainManagement.com
<http://www.practicalpainmanagement.com/>

<http://www.facebook.com/DiabeticLifestyle>

DiabeticLifestyle.com

<http://www.facebook.com/SpineUniverse>

SpineUniverse.com

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