

From: Hepp, Christopher
To: McClanahan, Patrick
CC: Nathalie Leitch; Hepp, Christopher; Killion, Mark; Shepherd, Michael
Sent: 8/10/2011 9:29:25 PM
Subject: Re: A347 Oxymorphone Training Materials

Nathalie:

Thanks! I will roll this out immediately.

Chris Hepp
317-997-7337

Sent from my iPhone

On Aug 10, 2011, at 8:22 PM, "McClanahan, Patrick" <PMcClanahan@kadian.com> wrote:

Thanks Nathalie!

Patrick McClanahan
Regional Business Director
Actavis / inVentiv
Cell # 407-257-9047
Off # 407-740-7731
Fax # 407-740-7807
pmcclanahan@kadian.com

From: Nathalie Leitch [mailto:NLeitch@actavis.com]
Sent: Wednesday, August 10, 2011 8:04 PM
To: Hepp, Christopher
Cc: Killion, Mark; Shepherd, Michael; McClanahan, Patrick
Subject: RE: A347 Oxymorphone Training Materials

Hi -

The VP of sales has approved the plan and numbers outlined below.

Please feel free to roll it out to your teams.

Thanks,
Nathalie

Christopher Hepp
EXHIBIT
024
Tuesday, February 11, 2020
Juliana Zajcek, CSR

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PLAINTIFF TRIAL
EXHIBIT
P-02991_00001

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Nathalie Leitch
Director, Specialty Rx Products

<image001.gif>

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60 Columbia Rd. Bldg B t +1 973-889-6968 @ <mailto:NLeitch@actavis.com> NLeitch@actavis.com
Morristown, NJ 07960 United States w <http://www.actavis.com/> www.actavis.com
Internal VoIP number t 125 6968

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From: Hepp, Christopher [mailto:CHep@kadian.com]
Sent: Wednesday, August 10, 2011 3:19 PM
To: Nathalie Leitch
Cc: Hepp, Christopher; Killion, Mark; Shepherd, Michael; McClanahan, Patrick
Subject: Re: A347 Oxymorphone Training Materials

Nathalie:

My thoughts are exactly as you have written. I think this payout is great incentive for all.

(How about if we extend the top region awards to the Top 4 Regional Managers???...I'm just sayin')

Chris Hepp

317-997-7337

Sent from my iPhone

On Aug 10, 2011, at 12:39 PM, "Nathalie Leitch" <<mailto:NLeitch@actavis.com> NLeitch@actavis.com> wrote:

Chris,

Do you mean in your statement below ("If we tie in the national payouts to the top performers in each region, the compensation would be such that everyone would truly feel they have a shot at an additional bonus, and a substantial one if they are at the top of the country) that folks could win at the regional level and the national level? So for example, if Mike Weslund was #1 in Gulf Coast and #1 in Nation, he would take home \$3000?

If this is what you mean, and we also address your other points below, i.e. increase top regional payouts I'd suggest the following:

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Top 5 per region

\$1250

\$850

\$700

\$600

\$500

Top 1 and 2 Nation

\$1500

\$1000

Top RBD

\$2000

This amounts to \$20,100. Please let me know if you prefer this to previous suggestion and I'll forward to generic marketing for their ok.

Thanks.

Nathalie Leitch
Director, Specialty Rx Products

<image001.gif>

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60 Columbia Rd. Bldg B t +1 973-889-6968 @ <mailto:NLeitch@actavis.com> NLeitch@actavis.com

Morristown , NJ 07960 United States w <http://www.actavis.com> www.actavis.com

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From: Hepp, Christopher [mailto:CHep@kadian.com]
Sent: Tuesday, August 09, 2011 5:23 PM
To: Killion, Mark; Nathalie Leitch
Cc: Shepherd, Michael; Hepp, Christopher; McClanahan, Patrick
Subject: Re: A347 Oxymorphone Training Materials

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P-02991 _ 00003

Mark and Nathalie:

I like Mark's idea of including additional payouts per region. My only tweak may include increasing the top payouts in each region, but that is not a major concern.

If we tie in the national payouts to the top performers in each region, the compensation would be such that everyone would truly feel they have a shot at an additional bonus, and a substantial one if they are at the top of the country.

I also believe the sooner we can get this out to the team, the better and more motivating it will be.

Thoughts??

Chris Hepp

317-997-7337

Sent from my iPhone

On Aug 9, 2011, at 4:54 PM, "Killion, Mark" <<mailto:MKillion@kadian.com>
MKillion@kadian.com> wrote:

Guys,

Below is an e-mail stream. Please look down to the area where I made a suggestion about an IC plan for the ABM's on the generic Oxymorphone. I think we need to decide something soon so we can let the team know what they can earn and keep up the momentum. It obviously doesn't have to be my plan below but let's come up with something and send it to Nathalie soon. By the way please check my math. It was late in a hotel room when I did it.

Thanks.

Mark

From: Ara Aprahamian RPh [mailto:AAprahamian@Actavis.com]
Sent: Monday, July 25, 2011 12:36 PM
To: Nathalie Leitch; Killion, Mark; McClanahan, Patrick; Shepherd, Michael; Hepp, Christopher
Subject: RE: A347 Oxymorphone Training Materials

Would think we want to get them motivated and share the IC sooner rather than later. Lets discuss today please.

Thanks

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P-02991 _ 00004

Ara Aprahamian RPh
Director, Pricing & Contracts

<image001.gif>

Actavis

60 Columbia Rd. Bldg B t +1 973-993-4363 @ <mailto:AAprahamian@Actavis.com>

AAprahamian@Actavis.com

Morristown , NJ 07960 United States f 973-695-1976 w <http://www.actavis.com> www.actavis.com

Internal VoIP number t 125-4363

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From: Nathalie Leitch

Sent: Monday, July 25, 2011 1:28 AM

To: Killion, Mark; McClanahan, Patrick; Shepherd, Michael; Hepp, Christopher

Cc: Ara Aprahamian RPh

Subject: RE: A347 Oxymorphone Training Materials

Mark - thanks for your feedback. I'm not entirely pleased with the ic as proposed, and appreciate your input.

Ara - let's discuss in the morning. Maybe the ic can be tbd...?

Nathalie Leitch

Director, Specialty Rx Products

<image001.gif>

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60 Columbia Rd. Bldg B t +1 973-889-6968 @ <mailto:NLeitch@actavis.com> NLeitch@actavis.com

Morristown , NJ 07960 United States w <http://www.actavis.com> www.actavis.com

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From: Killion, Mark [mailto:MKillion@kadian.com]

Sent: Monday, July 25, 2011 1:18 AM

To: McClanahan, Patrick; Nathalie Leitch; Shepherd, Michael; Hepp, Christopher

Subject: RE: A347 Oxymorphone Training Materials

Nathalie,

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First of all when I just saw this e-mail in my draft box tonight from last Friday I said a big "Crap" to myself so if the feedback is too late then that is fine with me. With that said below is the e-mail I had put together:

Nothing to add for the training materials. I think they are well done and straightforward. The only thought I have on the IC would be potentially spreading the payouts to more than two per region. Rather than pay out just for all members of the winning region and the top 2 for the other regions what about a payout for the top 5 for each region with a sliding scale?

I was thinking about a payout of \$1,000, \$850, \$700, \$550 and \$400 for 1st place down through fifth place. This would be a total of \$3,500 per region or \$14,000 total. Then you could pay out \$2,000 and \$1,500 for the top two ABM's nationally and \$2,500 for the top RBD. That would total \$20,000 if my math is correct.

My reasoning for this is it keeps the most people engaged because in each region 5 of 11 or 5 of 12 people will get money. Plus it reduces the chance that someone in the winning region gets a \$500 payout with a poor performance while someone in another region doesn't get anything at all.

Let me know what you and the other RBD's think.

Mark

From: McClanahan, Patrick
Sent: Wednesday, July 20, 2011 12:28 PM
To: Nathalie Leitch; Killion, Mark; Shepherd, Michael; Hepp, Christopher
Subject: RE: A347 Oxymerphone Training Materials

N,

Looks good to me and I feel like we can make some headway. Message is very clear: We are raising awareness with our current customers to assist them in understanding that the 7.5/15MGs are available now due to Endo pulling the strengths. I agree with Shep on getting Tegra to run a report of our top 7.5/15MG Rxes over the past 12 month. We need to be strategic on which customers we approach and the message has to be clear that Kadian is still our #1 priority...this is simply an add on and shows that we are trying to bring additional value with our accounts.

IC plan = \$500 per team member = ~\$6K + \$1k per top 2 (per region) = \$8k for a total of \$14k. The budget is \$20k, we should discuss how to spread the remaining \$6k. I like your idea of \$3k (#1 per region) and \$2k (#2 per region).

I would be interested to know why there has been a steady drop in TRxes over the past few months, down over ~2000 from April-May and ~1000 May/June. Endo is really pushing the other strengths and it appears their message is coming through loud and clear.

I look forward to discussing our plan and strategy further.

Thanks,

PMac

Patrick McClanahan

Regional Business Director

Actavis / inVentiv

Cell # 407-257-9047

Off # 407-740-7731

Fax # 407-740-7807

<mailto:pmcclanahan@kadian.com> pmcclanahan@kadian.com

From: Nathalie Leitch [mailto:NLeitch@actavis.com] <mailto:%5bmailto:NLeitch@actavis.com%5d>
Sent: Tuesday, July 19, 2011 9:30 PM
To: Killion, Mark; McClanahan, Patrick; Shepherd, Michael; Hepp, Christopher
Subject: Fw: A347 Oxymorphone Training Materials
Importance: High

Guys-can u pls have a look at oxymorphone deck prepared by Gx marketing? I want your buy-in on these before finally approved.

Pls let me know if the content and message are clear. Additionally, pls look at proposed ic. We can fo this any way: the budget is a max of 20K for the project and we can award it a number of diff ways. The attached has a regional and individ component but it may make sense to do something like \$3K for number one and \$2K for #2 per region.

Tx.

N

From: David Myers
Sent: Tuesday, July 19, 2011 02:43 PM
To: Joann Stavole
Cc: Nathalie Leitch; Cristina Garcia; Beth Zelnick-Kaufman
Subject: FW: A347 Oxymorphone Training Materials

Hi Joann,

I understand that you usually review all Kadian training materials; therefore, perhaps you'd be an appropriate Regulatory person to review this salesman training, too.

Thanks,

David

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David Myers
Senior Manager, Products & Communications

<image001.gif>

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60 Columbia Rd. Bldg B t +1 973-993-4503 @ <mailto:DMYERS@actavis.com> DMYERS@actavis.com
Morristown , NJ 07960 United States f 973-993-4302 w <http://www.actavis.com> www.actavis.com
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From: David Myers
Sent: Tuesday, July 19, 2011 2:37 PM
To: Cristina Garcia; Beth Zelnick-Kaufman; Arnetha Wharton
Cc: Terri Nataline; Charlene Salmorin; Jinping McCormick
Subject: A347 Oxymorphone Training Materials
Importance: High

Cristina & Beth,

I have attached part A347: Oxymorphone Training Materials.

As we plan to use the Kadian sales force to heighten awareness among doctors regarding the availability of generic Oxymorphone 7.5mg and 15mg, we have created a brief training program to present during the Kadian sales meeting next Monday. Please note that the Kadian sales people will not be engaging in a risk/benefit discussion of Oxymorphone, we are asking that they simply leave a sellsheet during their visit to physicians.

That being said, can you please review the attached PowerPoint slide deck? We will need to have this piece finalized before the end of the week as the material will be presented next Monday.

Thanks for your assistance!

David

David Myers
Senior Manager, Products & Communications

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60 Columbia Rd. Bldg B t +1 973-993-4503 @ <mailto:DMYERS@actavis.com> DMYERS@actavis.com
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