

From: Michael Perfetto
To: Doug Boothe; Terrence Fullem
Sent: 11/7/2011 8:51:52 AM
Subject: RE: oxymorphone Rx
Attachments: image001.gif

I understand...it's 90/10 rule.

The problem with detail reps...they tend to focus on anything new and not what's prudent.

Michael Perfetto
VP, Sales and Marketing

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From: Doug Boothe
Sent: Monday, November 07, 2011 8:29 AM
To: Michael Perfetto; Terrence Fullem
Subject: RE: oxymorphone Rx

Mike -

I made it clear to the Kadian® team that top 3 priorities are K, K and K.

DB

Doug Boothe
Chief Executive Officer, Actavis Inc.

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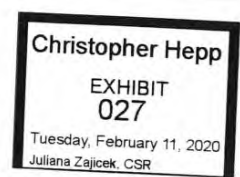
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From: Michael Perfetto
Sent: Sunday, November 06, 2011 10:10 AM
To: Terrence Fullem; Doug Boothe
Subject: FW: oxymorphone Rx

Fyi.

Obviously, Kadian is much more important than Oxymo...so I understand.

We have some traction and we should over achieve on this budget ...and I can continue with some chain programs.

Just wanted to ensure you are in the loop.

Michael Perfetto
VP, Sales and Marketing

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From: Jinping McCormick
Sent: Saturday, November 05, 2011 9:47 PM
To: Ara Aprahamian RPh; Michael Perfetto
Subject: Re: oxymorphone Rx

If that's the case, I think we can do a couple more direct mailing to physicians to get their attention. We need to keep the awareness at the physician level, otherwise, there will be limited scripts coming.

Jinping

From: Ara Aprahamian RPh
Sent: Saturday, November 05, 2011 08:47 AM
To: Michael Perfetto; Jinping McCormick
Subject: FW: oxymorphone Rx

Spoke to Nathalie yesterday about the below, looks like Kadian team is apprehensive to continue marketing the Oxymorph. Lots going on with Kadian and don't want to mix the message /

damage relationships with prescribers.

From: Nathalie Leitch
Sent: Friday, November 04, 2011 4:39 PM
To: Ara Aprahamian RPh
Subject: RE: oxymorphone Rx

Ara,

I talked to the RBDs about this. Given the recent downward trend in Kadian scripts, they do not want to distract the team from Kadian by continuing the oxy promotion. Additionally, there was a lot of negative feedback at the account level given the initial difficulties getting the Rx filled at pharmacies. The RBDs are concerned about damaging prescriber relationships.

Let's discuss this when you have a few minutes.

Thanks,

Nathalie

Nathalie Leitch
Director, Specialty Rx Products

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From: Ara Aprahamian RPh
Sent: Wednesday, November 02, 2011 7:34 AM
To: Nathalie Leitch
Subject: FW: oxymorphone Rx

Nath,

Good morning. Did get with Mike and JP and we do want to renew the program with the reps for another 3 months. Can you coordinate or let me know what I can do to get this in place. Scripts still low but we are seeing traction from wholesaler chargebacks and script trend looks positive.

Thanks,

Ara

From: Jinping McCormick
Sent: Tuesday, November 01, 2011 9:28 PM
To: Michael Perfetto; Ara Aprahamian RPh
Subject: Re: oxymorphone Rx

I think this is money better spent than Walgreen program.

Jinping

From: Michael Perfetto
Sent: Tuesday, November 01, 2011 07:37 PM
To: Ara Aprahamian RPh; Jinping McCormick
Subject: Re: oxymorphone Rx

I believe we need to spend money to make money

Maybe we cut back on wags
Since they took too long to get back to us

From: Ara Aprahamian RPh
Sent: Tuesday, November 01, 2011 06:27 PM
To: Michael Perfetto; Jinping McCormick
Subject: RE: oxymorphone Rx

My bad, this is 20K per the program we had in place (below)... Please advise if still OK,
sorry..

Top 5 reps per region (4 Regions)

\$1250

\$850

\$700

\$600

\$500

Top 1 and 2 in Nation

\$1500

\$1000

Top RBD

\$2000

From: Michael Perfetto
Sent: Tuesday, November 01, 2011 6:24 PM
To: Ara Aprahamian RPh; Jinping McCormick
Subject: Re: oxymorphone Rx

Yes

From: Ara Aprahamian RPh
Sent: Tuesday, November 01, 2011 06:17 PM
To: Michael Perfetto; Jinping McCormick
Subject: FW: oxymorphone Rx

Are we sure we want to reup the sales initiative? Just want to make sure in light of figures (rx's from WK) below.. cost was \$8400 to run the promotion w/kadian sales team..

Tx

From: Nathalie Leitch
Sent: Monday, October 31, 2011 2:45 PM
To: Ara Aprahamian RPh
Subject: oxymorphone Rx

Ara,

July, Aug and Sep Rx as reported by WK are as follows:

15MG

40

371

751

7.5MG

18

128

253

Nathalie Leitch
Director, Specialty Rx Products

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