
From: Hepp, Christopher
To: Shepherd, Michael; Nathalie Leitch; Killion, Mark; McClanahan, Patrick
Sent: 7/20/2011 9:47:24 AM
Subject: RE: A347 Oxymorphone Training Materials
Attachments: image001.gif

Nathalie:

I like the way everything is laid out.

And I also agree completely with Mike's comments. We need to reinforce that this is not the next great product everyone is hoping for, and that their focus remains to be Kadian first and foremost.

But they will also look at this as a bit of a change in their regular work...which is always a good thing. As long as we set it up correctly and let everyone know the expectations, I think this will be a great thing for the team.

Thanks,

Chris Hepp

Actavis/InVentiv Health

Regional Business Director

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

(317)997-7337

From: Shepherd, Michael
Sent: Wednesday, July 20, 2011 10:09 AM
To: Nathalie Leitch; Killion, Mark; McClanahan, Patrick; Hepp, Christopher
Subject: RE: A347 Oxymorphone Training Materials

Nathalie

I think the slides and the message is clear. I like the IC.

Can we get a list of our targets who write the 7.5 and 15 mg dose? That may help the team identify the current targets who would be more receptive to this.

We (RBDs) will need to reinforce to the ABMs that is secondary to our primary focus, Kadian. I do not want the ABMs to get the impression that this is the "new product" that they have been hoping for and this is their top priority.

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Thanks

Mike

From: Nathalie Leitch [mailto:NLeitch@actavis.com]
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

David Myers
Senior Manager, Products & Communications

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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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