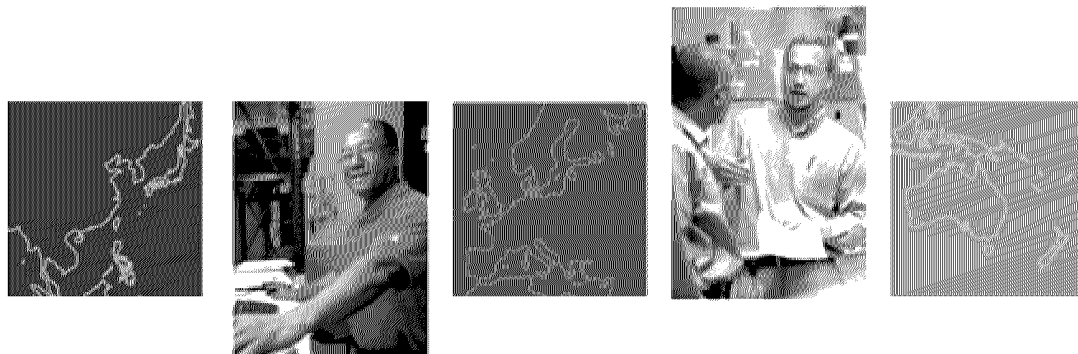


Watson Pharmaceuticals 
Focused on Global Growth

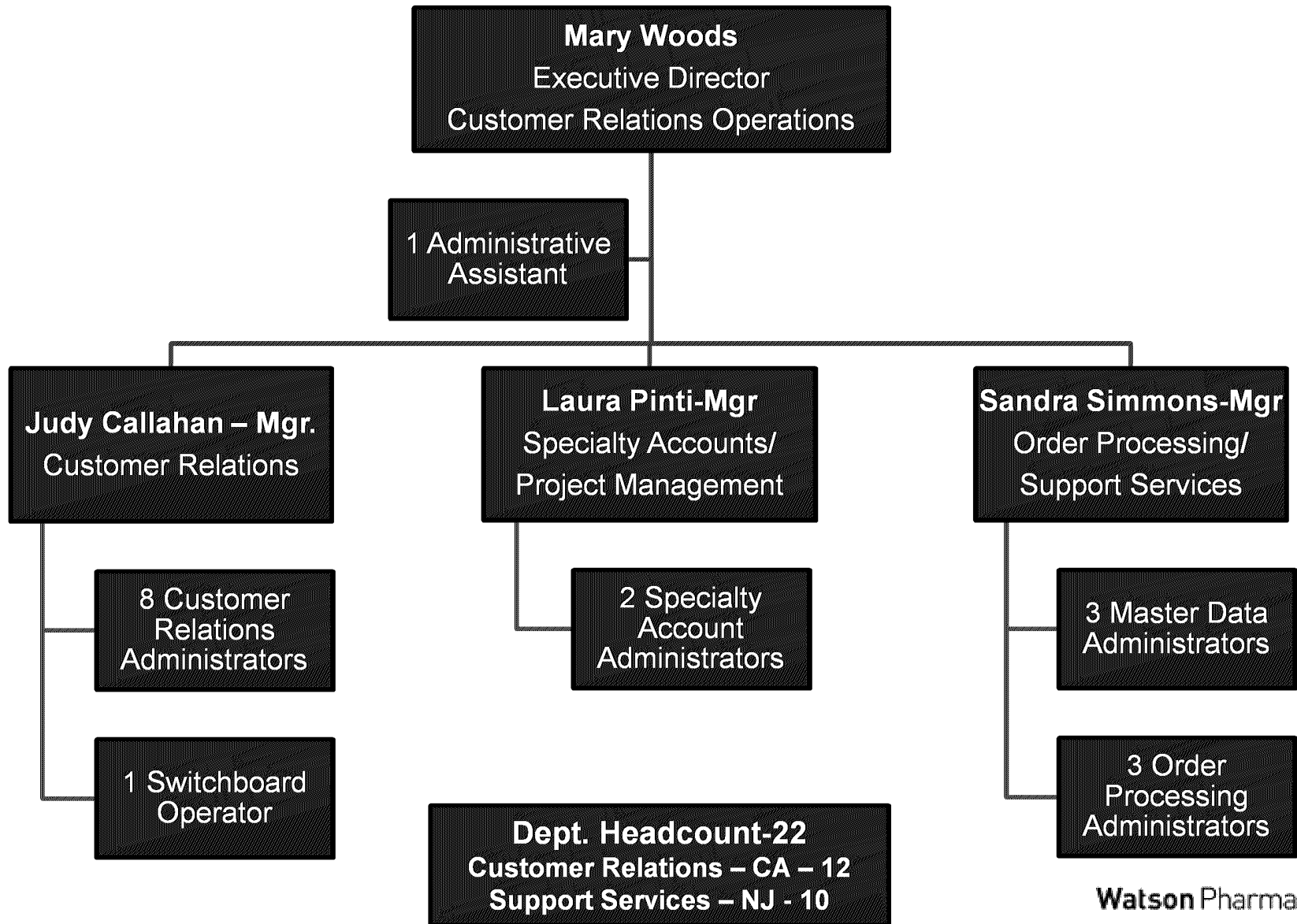
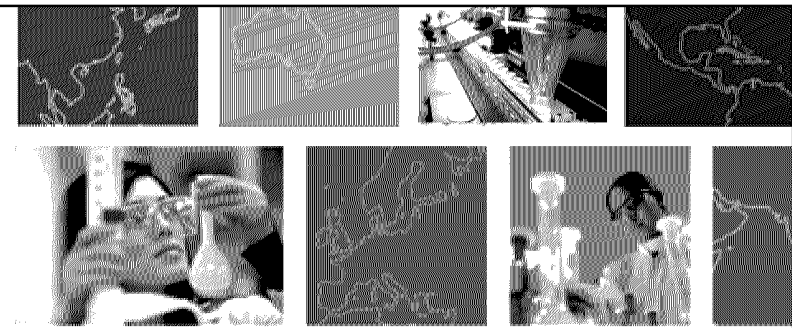
Customer Relations Operations

Mary Woods
Exec. Director Customer Relations Operations
2012



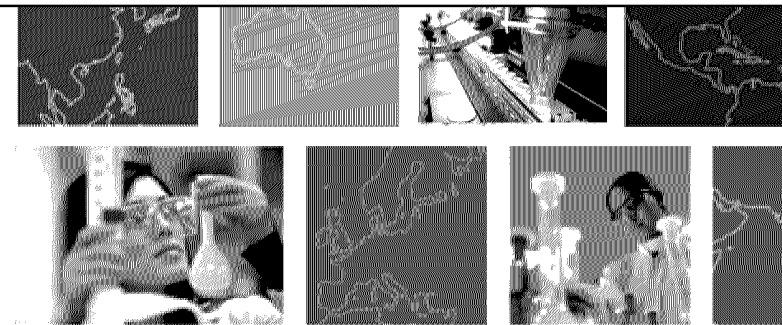
CCSF v Purdue Pharma, et al.
3:18-CV-7591
P-09043_00001
Admitted: 6/16/2022

Customer Relations Operations High-Level Org Chart



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DNA/CRA Alignment

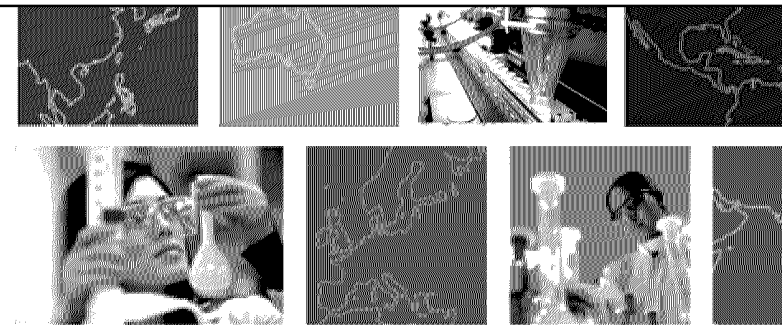


Tony Giannone		Vince Rinaudo		David Schmidt		Maureen Barrett		Mark Blitman	
Gloria Fernandez/Darlene Grimm		Renee Hernandez/Jeff Gee		Michele Garcia/Christi Hammonds		Bea Padilla/Vicky Goldy		Jeff Gee/Renee Hernandez	
Primary Accounts									
AmerisourceBergen	x	Albertsons/SuperValu	x	Diamond Pharmacy	x	ANDA	x	Coast Guard	
Ahold-Giant	x	Amerinet	x	Discount Drug Mart	x	Afaxys	x	DOD	
American Health Pkg	x	Apexus	x	Frank W Kerr	x	API	x	Indian Health Services	
Armada	x	Bartell's	x	Harvard	x	Cardinal	x	Minnesota Multi-State	
Cedardale	x	Broadlane	x	ESI COMPANIES:	x	Chain Drug Consortium	x	Public Health Service	
Cigna Mail	x	Costco	X	Curascript (Econodisc)	x	Epic	x	R & S	
CVS	x	HEB	x	Rx Outreach	x	Health & Diagnostic	x	State Targets	
Giant Eagle	x	Kaiser	x	GeriMed	x	HPG (HealthTrust)	x	VA	
H D Smith	x	McKesson	x	Humana	x	Kerr	x		
Hannaford Bros	x	Morris & Dickson	x	Immediate Pharm Servs	X	Kinney	x		
Innovatix	x	Novation	X	Independent Pharm Corp	x	NC Mutual	x		
Medco Health Solutions	x	Optum (Prescription Sol)	x	Keysource	x	OptiSource	x		
MHA	x	PBA	x	Masters Rx	x	Premier Inc.	x		
Oncology Supply (ABC)	x	Safeway	x	Meijer	x	Prime Therapeutics	x		
Premier Group	x	SAJ	x	Omnicare	x	Publix	x		
Price Choppers	x	Schnucks	x	PDM	x	Puerto Rico Brand Launch			
Henry Schein	x	Wal-Mart	x	Kroger/Peyton/ESI/EconDisc	x	Rite Aid	x		
Wakefern/Shoprite	x			Pharmacy Select	x	Target	x		
Webster Vet Sup	x			Sears/Kmart	x	Thrifty White	x		
Weis Markets	x			Shopko	x	Winn Dixie	x		
				Topco	x				
				Walgreen	x				
Secondary Accounts									
HPG (Hospice)	x	Brookshires (Topco)	x	Aurora	x	Fruth Pharmacy	X		
		Basha's	x	Dakota Drug	x	APCI	x		
		Pamida	x	Dik Drug	x	Cochran	x		
		Seacoast Medical	x	DMS	x	Vita Rx	x		
		United	x	IPS	x	Gulf South/PSS	x		
						Healthpartners	X		
						Navarro	x		

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Customer Relations Operations

Key Responsibilities



Customer Relations 5:00 AM – 5:00 PM ET

- Responds to inbound/outbound customer inquiries.
- Generates vital customer reports.
- Trains and implements on customer specific programs/technology to support accounts.
- Provides customer order tracking, document request support, & pedigree validation.
- Brand & Field Rep. support.
- Watson product support program administration.

Order Administration/ Specialty Accounts 8:00 AM - 5:30 PM ET

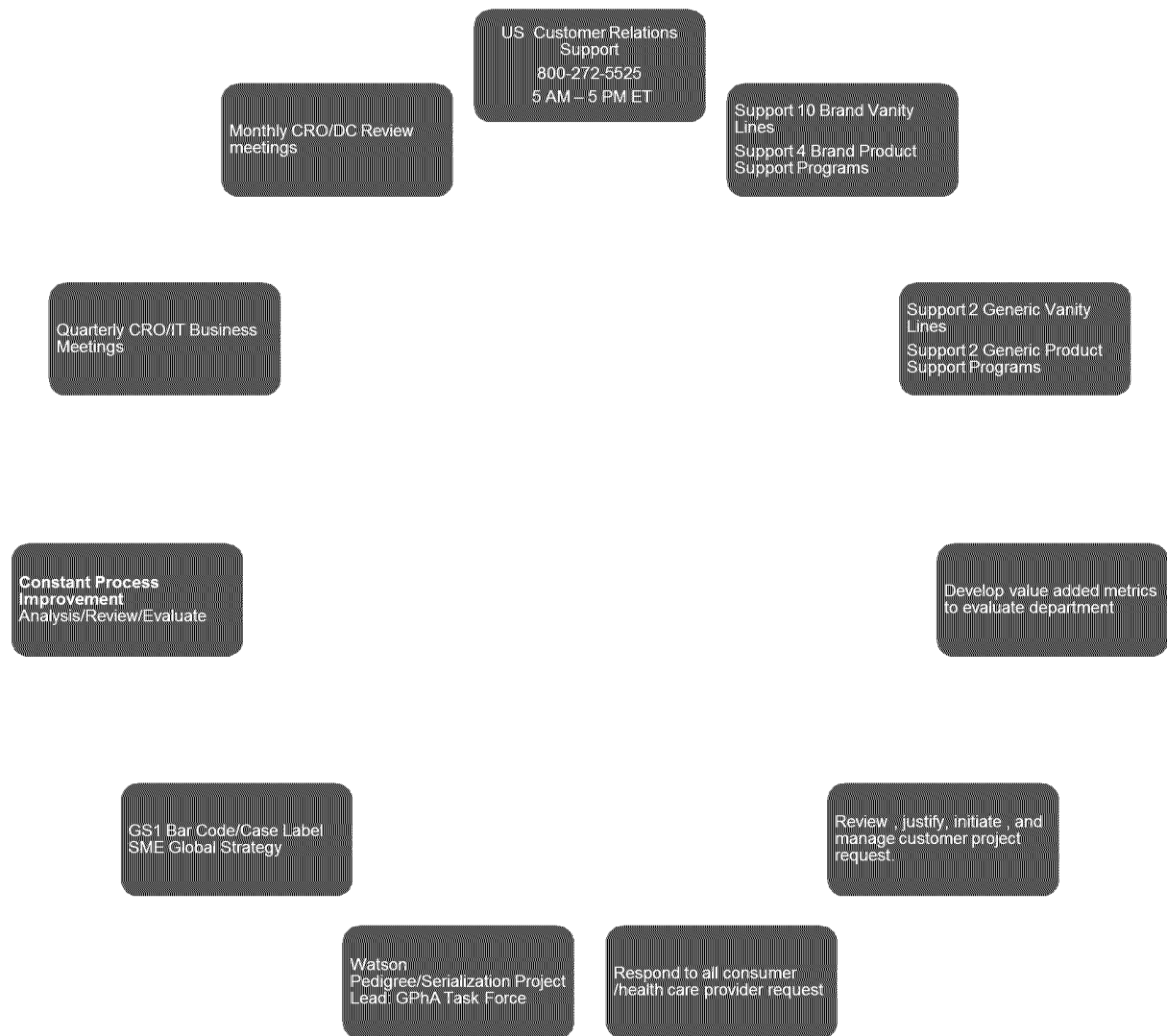
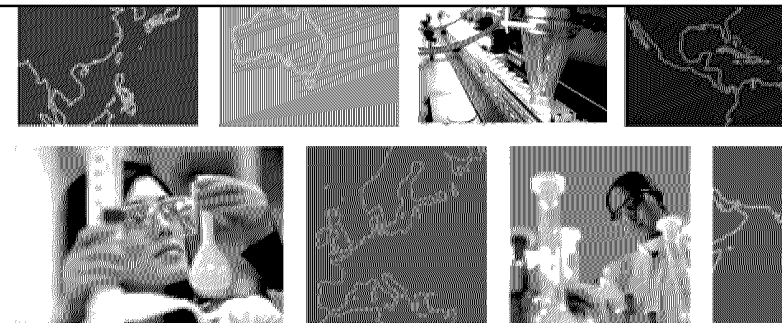
- Sales Order maintenance.
- Backorder maintenance .
- Order validation, review, and release.
- Product allocation releases.
- Replacement order management.
- Brand Product/Program Support.
- Patient Assistant Program Support.
- Manages MTO/Int'l accounts-partners with Demand Mgt., Materials Mgt.
- Order Administration : On call hours to support business needs.

Master Data 8:00 AM – 5:30 PM ET

- Master Data maintenance.
- Reviews, validates, releases SOMS orders.
- Responsible for reporting SOMS violations to DEA Affairs Dept.
- Partners w/DEA Affairs Dept. on compliance & requirements.
- Monthly review NTIS data.
- Monthly productivity reports.
- Call Center portal administration.
- CARS Memberships
- Master Data: On call hours to support business needs

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Customer Relations Operations Key Responsibilities



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Support Customers, Consumers, Healthcare Professionals, 5-5PM ET: All have access to work from home IP Agent.

In addition to the toll free Cust. Support line: 10 Brand Vanity Lines : Rapaflo, Trelstar, Expert Iron, Oxytrol, Papsure, Glenique, Pro Gel, Androderm, Generess, ella.

4 Brand Co-Pay Programs: Generess, Rapalfo, Gelniques, and Crinone

2- Generic Lines and Programs: Next Choice, and New Beginnings

Next Choice is the highest volume line of all phone lines with approx. 4K a month/2% come to CR

Develop value added metrics to evaluate department strategy and results. Develop department strategy, and present value.

Manage all request for Customer projects, i.e. EDI, CSOS, Reports, Etc.

Respond to all consumer /health care provider request for patient assistance and Watson product inquiries

Pedigree/ Serializations, US/Global

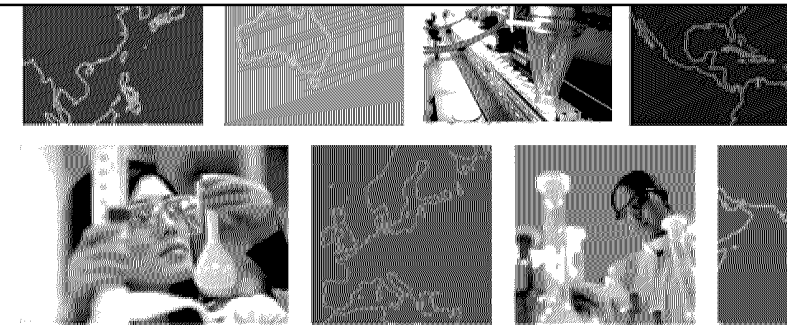
GS1 US Barcode/Case labels

Process improvement strategies

Quarterly IT/Business meetings

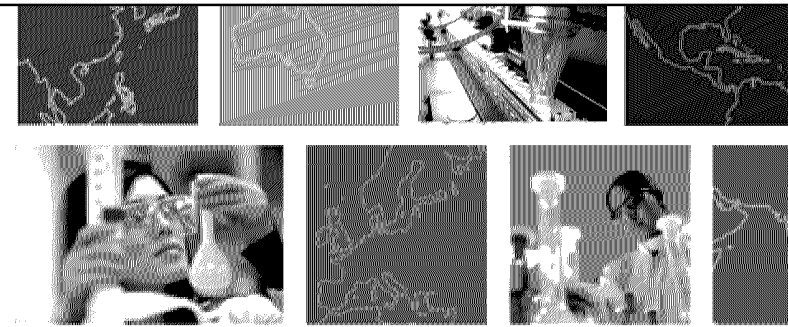
Monthly DC/Business meetings

Customer Relations Operations Productivity Statistics YTD – October 2011



BUDGET SUMMARY	2009	2010	2011 Budget	2011 YTD Actual	% of YTD Budget	2011 YTD vs. 2010 YTD % of change	2011 YTD vs. 2009 YTD % of change
BUDGET							
Total Headcount	25	24	22	22	100.0%	-8.3%	-12.0%
Total Call Center Budget	\$ 3,127,993	\$ 2,991,130	\$ 2,669,489	\$ 2,255,761	84.5%	-10.8%	-14.7%
Labor	\$ 2,105,306	\$ 2,154,930	\$ 2,104,511	\$ 1,763,421	83.8%	-2.3%	0.0%
Other Expenses	\$ 1,022,687	\$ 836,200	\$ 564,979	\$ 492,340	87.1%	-32.4%	-44.8%
CUSTOMER RELATIONS - KEY PERFORMANCE INDICATORS							
	INDUSTRY BENCHMARK	2009	2010	YTD October 2011		2011 YTD vs. 2010 YTD % of change	2011 YTD vs. 2009 YTD % of change
CUSTOMER RELATIONS - SERVICE LEVELS							
Average Calls Per CR Administrator (monthly avg)	N/A	798	668	584		-12.5%	-26.8%
Service Level Standards	90/20	N/A	97%	99%		2.7%	N/A
Average Percent of Abandoned Calls	≤3%	1.1%	0.9%	0.8%		-16.3%	-30.1%
First Contact Resolution	75%	N/A	99.0%	93.5%		-5.6%	N/A
Customer Follow Up Time	≥90%	N/A	96%	96%		-0.4%	N/A
Average Speed of Answered Calls (seconds)	<10 sec.	6	5	4		-21.3%	-35.4%
CSAT Survey Standard	≥85%	93.0%	94%	97%		3.4%	4.3%
Call Quality Standard	≥90%	84.4%	88%	95%		8.4%	12.6%
Average Cost of Call		\$ 4.10	\$ 5.38	\$ 6.28		16.7%	53.2%
TRANSACTIONAL STATISTICS - CUSTOMER RELATIONS AND SUPPORT SERVICES							
	2009	2010	YTD October 2011		2011 YTD vs. 2010 YTD % of change	2011 YTD vs. 2009 YTD % of change	
CUSTOMER RELATIONS - SUPPORT STATISTICS (monthly avg per CRA)							
Customer Requested Reports (100)	13	13	13		3.2%	3.2%	
General Support Inquiries	135	122	117		-4.0%	-13.3%	
Patient Assistance & Consumer Calls	84	80	81		1.6%	-3.3%	
Healthcare Professionals & Pharmacies support request	38	27	26		-4.9%	-32.4%	
*New Beginnings Consumer Support Program inquiries (including avg. calls per CRA)	51	29	70		139.7%	36.3%	
ORDER STATISTICS (monthly avg.)							
Average sales orders generated via Order Administration (non CII, SAA) (monthly avg.)	4,172	4,123	4,062		-1.5%	-2.6%	
Average line items generated - all order	61,828	64,249	69,726		8.5%	12.8%	
Average invoices generated per order	1.8	1.7	2.0		17.6%	11.1%	
Average Orders Reviewed per Order Administrator (monthly avg.)	1,391	1,374	1,354		-1.5%	-2.6%	
Average Allocation Time per Order (hours)	4.42	3.25	4.25		30.8%	-3.8%	
Average Cost of an Order - Manual	\$ 6.54	\$ 4.21	\$ 4.18		-0.7%	-36.1%	
Average Cost of an Order - EDI	\$ 1.54	\$ 2.21	\$ 2.51		13.6%	63.0%	
MASTER DATA STATISTICS (monthly average per MDA)							
Customer/License Master record review/administration	216	283	329		16.3%	52.3%	
SOMS Validations	62	167	280		67.7%	351.6%	
CARS record review/administration	199	201	208		3.5%	4.5%	
TRANSACTIONAL STATISTICS - SPECIALTY ACCOUNTS							
	YTD AVERAGE 2009	YTD AVERAGE 2010	YTD October 2011		2011 YTD vs. 2010 YTD % of change	2011 YTD vs. 2009 YTD % of change	
SPECIALTY ACCOUNTS							
Total # of MTO/International Accounts	25	25	28		12.0%	12.0%	
Average # of MTO/International Orders (monthly avg. per SAA)	17	10	11		10.0%	-35.3%	
Total Dollars MTO/International	\$ 15,837,429.42	\$ 18,001,666.75	\$ 19,862,732.42		10.3%	25.4%	
Average # of Patient Assistance Program Support Orders (Brand Products)	64	122	228		87.2%	256.9%	
Total Dollars PapSure	\$ 481,250.00	\$ 375,375.00	\$ 445,000.00		18.5%	-7.5%	
Total Dollars Crinone	\$ -	\$ 2,374,829.21	\$ 7,791,713.92		228.1%	N/A	
Total Dollars Trelstar	\$ 8,259,973.75	\$ 10,540,798.33	\$ 16,602,670.40		57.5%	101.0%	

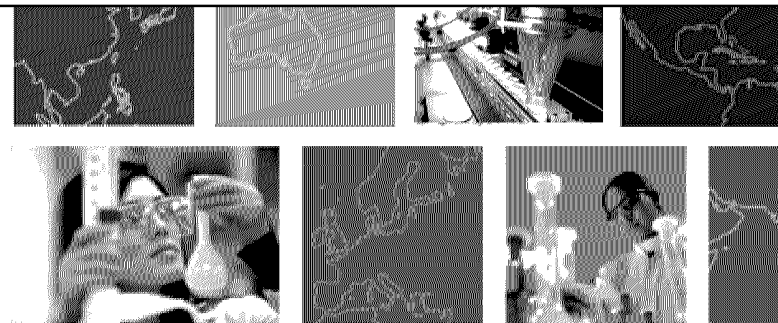
2011 Accomplishments



- **Pedigree/Serialization Project Request Approval – July 2011**
 - India Serialization: exported product
- **Reverse Distribution RFP**
- **Global Bar Code /Case Label Standardization : 3 Party Mfg Policy –Dec. 2011**
 - Develop global standardization process
 - Create strategy and execute plan to correct all non-compliant case labels.
- **Implementation – Global Order to Cash – SAP/ERP – Canada- Dec. 2011**
 - Order Processing
 - Master Data
- **Salesforce.com – CRM replacement for Siebel - Oct. 2011**
- **SOMS Assessment Initiation**
 - DEA Affairs initiative – MD owner in SAP
- **CARS – Master Data Assessment – July. 2011**
- **Brand Product Launch Teams: (5) – Nov 2011 – March 2012**
- **Portal – CRO Department Training Program – Dec. 2011**

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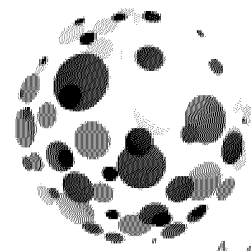
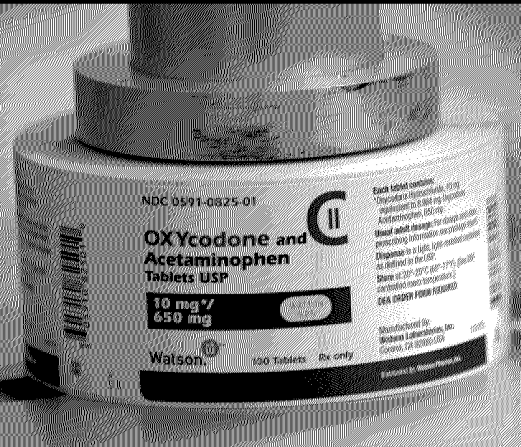
2012 Objectives



- **Pedigree/Serialization Project Team**
 - Define Project team roles/responsibilities • Identify strategic imperatives
 - CA 2015 / Federal
- **Reverse Distribution RFP Completion**
 - Return Goods Policy
- **Implementation – Global Order to Cash – SAP/ERP – UK**
 - Order Processing
 - Master Data
- **SOMS Systems – Partner with DEA Affairs to**
 - DEA Affairs initiative – MD owner in SAP
- **CARS Replacement -Partner with contracts to manage data in new system**
 - Training, Creation of processes, and procedures
- **Brand Product Launch Teams: (2) March 2012**
- **KPI Combined Metric Dashboard – Partner with VP Global Ops/Demand Planning & Distribution team to define Metric Imperatives**
- **New Account Approval Process – Evaluate necessary process flow and approvals**

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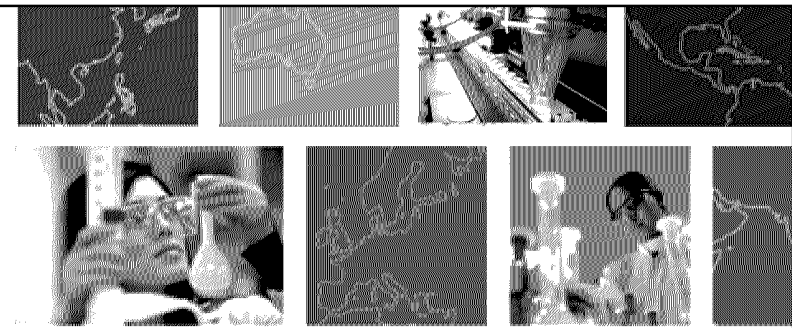
Watson 



**CONTROLLED
SUBSTANCE
COMPLIANCE:**

A Collaborative Team Approach

What is SOM (Suspicious Order Management)?



SOM (Suspicious Order Management) is a DEA requirement (21 CFR 1301.74(b)) which, *specifically requires that a registrant "design and operate a system to disclose to the registrant suspicious orders of controlled substances."*

What is a 'suspicious' order?

DEA 21 CFR 1301.74(b), *describes suspicious orders as having significant deviation in, Order Size (Quantity), Order Frequency, and/or Order Pattern.*

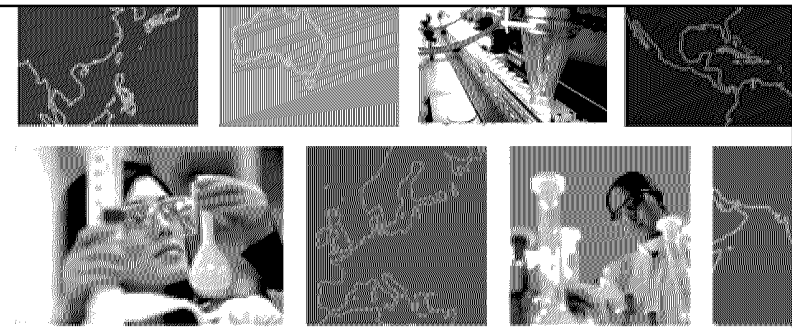
*Anti-diversion is Proactive, *not* Reactive:

Controlled Substance Registrants are required to place on hold, investigate, and disclose to the DEA all suspicious **ORDERS** of controlled substances; **NOT** suspicious **SALES** after the fact.

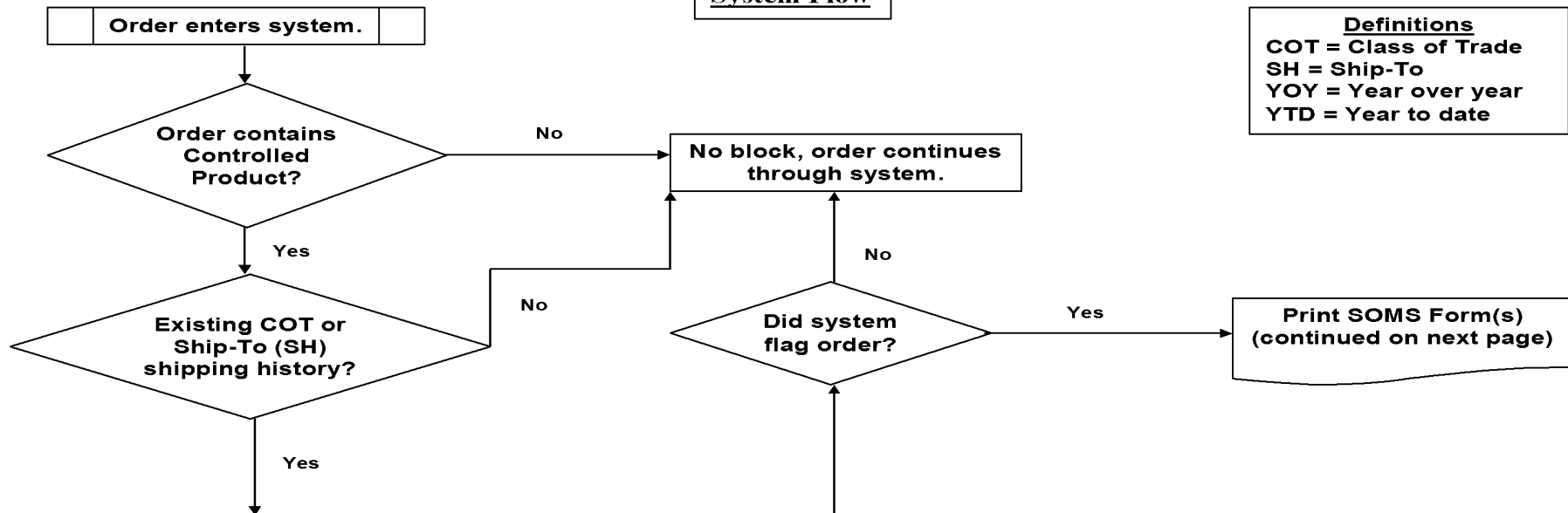
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Protects Watson, protects your customers. We are required to know our customers, customer.

SOMS System Flow

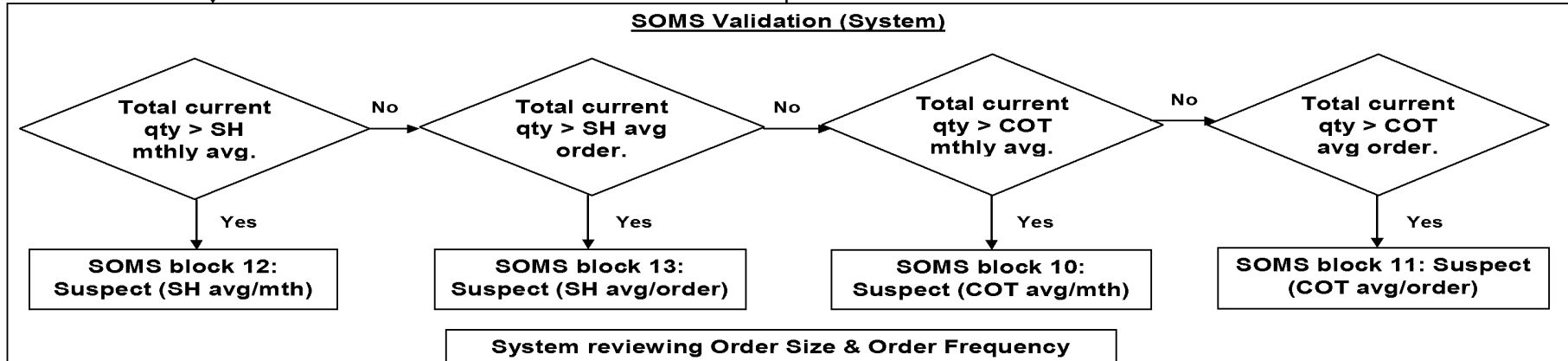


System Flow



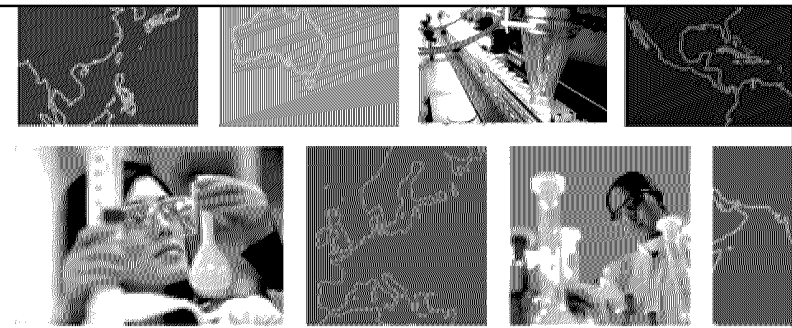
Definitions
 COT = Class of Trade
 SH = Ship-To
 YOY = Year over year
 YTD = Year to date

SOMS Validation (System)

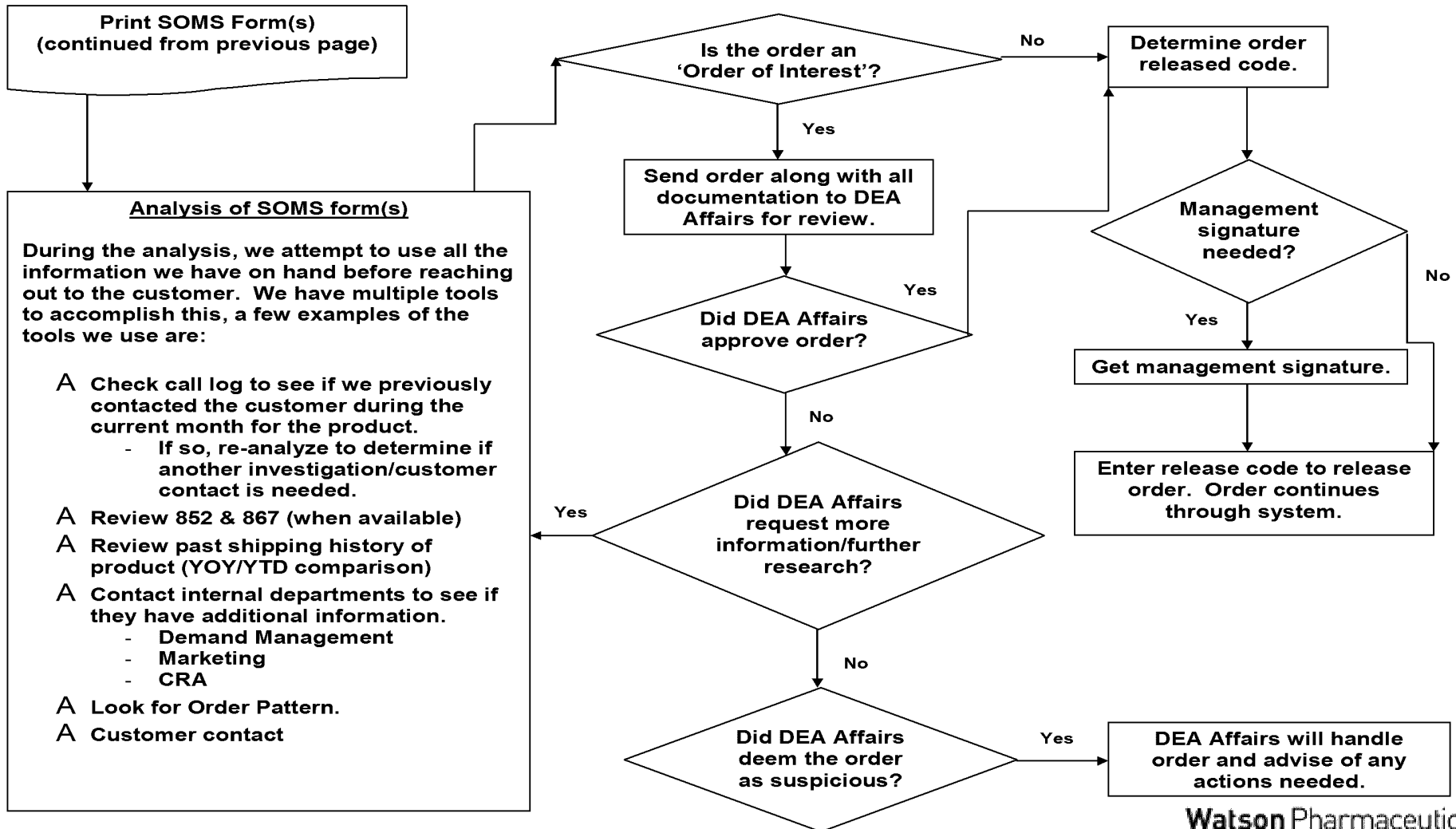


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SOMS Collaborative Review

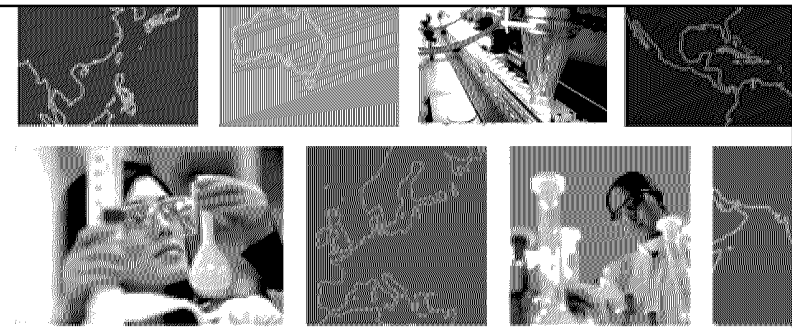


Collaborative Review Process



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SOMS Block Example



Sales document Edit Goto Extras Environment System Help SAP

Create Standard Order: Overview

Standard Order Net value 8,781.06 USD

Sold-to party 1075478 D&K WHOLESALE DRUG / 8000 MARYLAND AVE / ST LOUIS

Ship-to party 1088667 WALSH HEARTLAND LLC / #1 WALSH DR / PARAGOULD AR 7

PO Number Testing SOMS #1 PO date 07/14/2006

Sales Item overview Item detail Ordering party Procurement Shipping Reason for rejection

Req. deliv. date D 07/14/2006 Deliver. Plant

Complete div. Total Weight 12.648 LB

Delivery block **Suspect (Cus. Avl'mth)** Volume 38.899 DM3

Billing block Pricing date 07/14/2006

Payment card Exp. date

Payment terms 2005 2 % 60 NET 61 Incoterms CIF Destination

Order reason

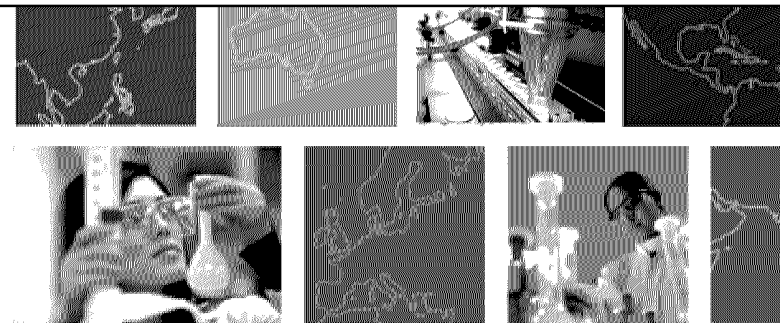
Sales area 1000 / 18 / 18 Watson Sales, Watson, Watson

Item	Material	Order quantity	SU	S	Description	Customer Material Numb	ItCa	DG...	HgLvlt	First d
	1088591523801		79 BTL	<input checked="" type="checkbox"/>	MEPROBAMATE 400MG TAB 100		TAN			D 07/14
				<input type="checkbox"/>						D 07/14
				<input type="checkbox"/>						D 07/14
				<input type="checkbox"/>						D 07/14
				<input type="checkbox"/>						D 07/14

WQ2 (1) (300) uscasv0126 INS

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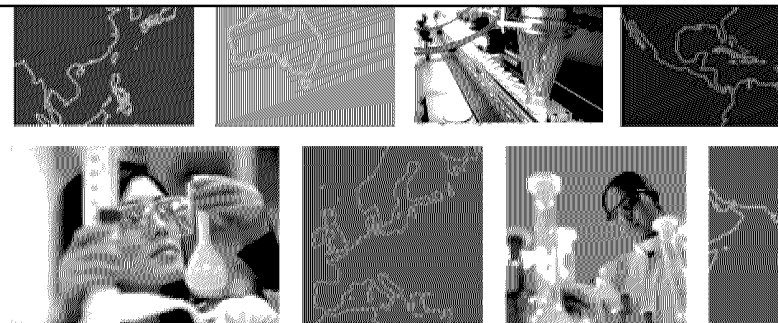
852 Data Example



Product	Product ID	Week Ending 02/27/11					Week Ending 03/06/11				
		852 On-Hand Qty	852 Avg Daily Sold	852 DOH	852 WOH	852 Sold	852 On-Hand Qty	852 Avg Daily Sold	852 DOH	852 WOH	852 Sold
ACARBOSE 100MG TAB 100, (000000016252052501)	16252052501	4	0	56.0	8.0	1	4	0	84.0	12.0	
ACARBOSE 25MG TAB 100, (000000016252052301)	16252052301	4	0	24.0	3.4	1	3	0	18.0	2.6	1
ACARBOSE 50MG TAB 100, (000000016252052401)	16252052401	3	0	63.0	9.0	1	1	0	14.0	2.0	2
AFEDITAB CR 30MG TAB 100, (000000000591319301)	00591319301	9	0	27.0	3.9	1	8	0	30.5	4.4	1
AFEDITAB CR 60MG TAB 100, (000000000591319401)	00591319401	13	0	54.6	7.8		12	0	56.0	8.0	1
ALBUTEROL SULFATE INH 0.083% 25X3ML 75, (000000000591379783)	00591379783	1,397	15	91.1	13.0	75	1,210	17	71.1	10.2	187
ALBUTEROL SULFATE INH 0.083% 30X3ML 90, (000000000591379730)	00591379730	0	0	NaN	NaN		0	0	NaN	NaN	
ALBUTEROL SULFATE INH 0.083% 60X3ML 180, (000000000591379760)	00591379760	513	16	32.2	4.6	121	454	14	31.6	4.5	59
ALBUTEROL SULFATE INH 2.5MG/3ML 25X3ML, (000000016252009722)	16252009722	0	0	NaN	NaN		0	0	NaN	NaN	
ALBUTEROL SULFATE INH 2.5MG/3ML 60X3ML, (000000016252009766)	16252009766	0	0	NaN	NaN		0	0	NaN	NaN	
ALENDRONATE SODIUM 35MG TAB 4, (000000000591007704)	00591007704	0	0	NaN	NaN		0	0	NaN	NaN	
ALENDRONATE SODIUM 35MG TAB 4, (000000000591317104)	00591317104	38	1	51.5	7.4	2	34	1	49.2	7.0	4
ALENDRONATE SODIUM 70MG TAB 4, (000000000591003104)	00591003104	0	0	NaN	NaN		0	0	NaN	NaN	
ALENDRONATE SODIUM 70MG TAB 4, (000000000591317304)	00591317304	1,378	51	26.9	3.8	213	1,158	53	21.9	3.1	221
AMLODIPINE BESY/BENAZEPRIL 10/20MG CP100, (000000000591376001)	00591376001	43	2	22.0	3.1	7	27	2	13.8	2.0	16
AMLODIPINE BESY/BENAZEPRIL 10/20MG CP500, (000000000591376005)	00591376005	10	0	105.0	15.0		9	0	94.5	13.5	1
AMLODIPINE BESY/BENAZEPRIL 2.5/10MG C100, (000000000591375701)	00591375701	8	0	30.5	4.4	2	7	0	26.7	3.8	1
AMLODIPINE BESY/BENAZEPRIL 5/10MG CAP100, (000000000591375801)	00591375801	28	1	26.1	3.7	1	21	1	25.9	3.7	7
AMLODIPINE BESY/BENAZEPRIL 5/10MG CAP500, (000000000591375805)	00591375805	14	0	588.0	84.0		14	0	Infinity	Infinity	
AMLODIPINE BESY/BENAZEPRIL 5/20MG CAP100, (000000000591375901)	00591375901	39	2	23.7	3.4	17	30	2	19.7	2.8	9
AMLODIPINE BESY/BENAZEPRIL 5/20MG CAP500, (000000000591375905)	00591375905	3	0	15.8	2.3	4	1	0	4.7	0.7	2
ATENOLOL/CHLOR 100/25MG TAB 100, (000000000591578301)	00591578301	25	1	31.8	4.5	3	22	1	31.9	4.6	3
ATENOLOL/CHLOR 50/25MG TAB 100, (000000000591578201)	00591578201	16	1	21.0	3.0	3	0	1	0.0	0.0	16
BALSALAZIDE DISODIUM 750MG CAP 280, (000000000591357035)	00591357035	0	0	NaN	NaN		0	0	NaN	NaN	
BUPROPION HCL ER (SR DEP) 100MG TAB 60, (000000000591354060)	00591354060	37	1	29.9	4.3	9	29	1	22.1	3.2	8

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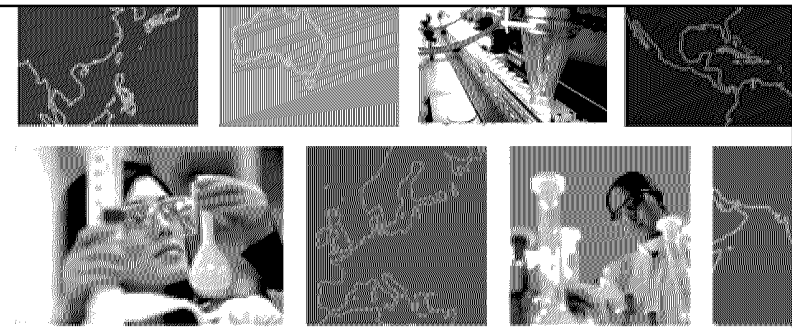
867 Data Example



StartDate	EndDate	ShipFromNtv	ShipToNtv	ShipToNm	Ship To State	Ship To Zip	InvD	ProdId	Qty	ContractPrice
8/1/2010	8/7/2010	RK0236403	BP7680146	Precision Care Pharmacy	PA	15650	8/2/2010	00591080005	1	\$20.99
8/1/2010	8/7/2010	RK0236403	BP4833225	PNS INSTITUTIONAL	TN	37604	8/2/2010	00591080105	1	\$26.05
8/1/2010	8/7/2010	RK0236403	BP4833225	PNS INSTITUTIONAL	TN	37604	8/2/2010	00591084501	1	\$20.25
8/1/2010	8/7/2010	RK0236403	BP4833225	PNS INSTITUTIONAL	TN	37604	8/2/2010	00591354125	2	\$76.99
8/1/2010	8/7/2010	RK0236403	BP4833225	PNS INSTITUTIONAL	TN	37604	8/2/2010	00591354060	2	\$19.05
8/1/2010	8/7/2010	RK0236403	BP4833225	PNS INSTITUTIONAL	TN	37604	8/2/2010	00591343330	3	\$7.10
8/1/2010	8/7/2010	RK0236403	FT1693173	The Apothecary Shop	TX	75235	8/2/2010	00591085305	1	\$68.45
8/1/2010	8/7/2010	RK0236403	FL1925621	LIFETIME RX PHARMACY ,	TX	77039	8/2/2010	00591050305	7	\$26.20
8/1/2010	8/7/2010	RK0236403	FL1925621	LIFETIME RX PHARMACY ,	TX	77039	8/2/2010	00591551310	2	\$64.99
8/1/2010	8/7/2010	RK0236403	FL1925621	LIFETIME RX PHARMACY ,	TX	77039	8/2/2010	00591065701	3	\$2.99
8/1/2010	8/7/2010	RK0236403	BS6156372	Owingsville Drug	KY	40360	8/2/2010	00591034905	1	\$15.80
8/1/2010	8/7/2010	RK0236403	BB3245481	Brine Pharmacy	OH	44420	8/2/2010	00591317304	24	\$3.30
8/1/2010	8/7/2010	RK0236403	BB3245481	Brine Pharmacy	OH	44420	8/2/2010	00591084510	1	\$203.99
8/1/2010	8/7/2010	RK0236403	FK0645551	K2 Pharmacy	TX	77015	8/2/2010	00591050305	4	\$26.20
8/1/2010	8/7/2010	RK0236403	FK0645551	K2 Pharmacy	TX	77015	8/2/2010	00591054005	3	\$51.90
8/1/2010	8/7/2010	RK0236403	FK0645551	K2 Pharmacy	TX	77015	8/2/2010	00591551310	12	\$64.99
8/1/2010	8/7/2010	RK0236403	FK0645551	K2 Pharmacy	TX	77015	8/2/2010	00591034705	1	\$30.75
8/1/2010	8/7/2010	RK0236403	FS2019102	STAR PHARMACY INC	TX	77071	8/2/2010	00591551310	5	\$64.99
8/1/2010	8/7/2010	RK0236403	FQ0055790	Qualicare Pharamcy	TX	77026	8/2/2010	00591050305	4	\$26.20
8/1/2010	8/7/2010	RK0236403	FQ0055790	Qualicare Pharamcy	TX	77026	8/2/2010	00591054005	2	\$51.90
8/1/2010	8/7/2010	RK0236403	FQ0055790	Qualicare Pharamcy	TX	77026	8/2/2010	00591551310	4	\$64.99
8/1/2010	8/7/2010	RK0236403	FG0254552	Guardian Pharmacy of Daytona	FL	32174	8/2/2010	00591317104	1	\$2.40
8/1/2010	8/7/2010	RK0236403	FG0254552	Guardian Pharmacy of Daytona	FL	32174	8/2/2010	62037056005	1	\$249.50
8/1/2010	8/7/2010	RK0236403	BH7083847	Anderson Crossing Pharmacy	TN	37705	8/2/2010	00591354125	2	\$93.70
8/1/2010	8/7/2010	RK0236403	BR9534315	The RX Shop	FL	33756	8/2/2010	00591551310	1	\$64.99
8/1/2010	8/7/2010	RK0236403	BR9534315	The RX Shop	FL	33756	8/2/2010	00591222910	1	\$33.85

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YOY/YTD Comparison Example

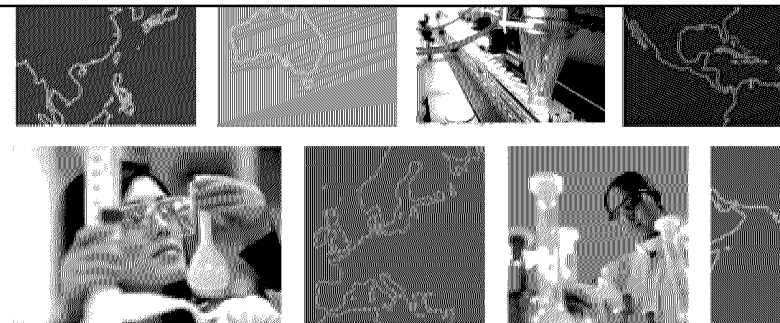


Sum of QTY DELIVERED

MATERIAL#	DESCRIPTION	Years	Months	SHIP DA	SO DATE	SO#	CUST PO	SHIP TO CITY	QTY	QTY
00591588301	METHYLPHENIDATE HCL 10MG TAB 100	2009	Feb					Anytown, USA	60	120
			Mar						60	
			Apr						36	
			May						24	
			Jun						24	
			Jul						60	
			Aug						24	
			Sep						36	
			Oct						60	
			Nov						12	
			Dec						36	
		2009 Total							432	
		2010	Jan						12	
			Feb						48	
			Mar						36	96
			Apr						48	
			May						24	
			Jun						12	
			Jul						24	
			Aug						48	
			Sep						12	
			Oct						54	
			Nov						48	
			Dec						24	
		2010 Total							390	
		2011	Jan						36	
			Feb						60	
			Mar						36	132
		2011 Total							132	
	METHYLPHENIDATE HCL 10MG TAB 100 Total								954	
00591588301 Total									954	
Grand Total									954	

Watson Pharmaceuticals. 

Email Verbiage



Send

To...

Cc...

Bcc...

Subject: Example Order(s) on Hold

Hi Example, in accordance with 21 CFR 1301.74, we are required to conduct independent analysis of orders prior to completing a sale to determine whether substances are likely to be diverted from legitimate channels. You have been contacted due to the fact that your order placed today has prompted further analysis based on a deviation in one of the following areas; unusual size, frequency, or pattern. In an effort to expedite the investigation process and mitigate any delays or inconvenience, we are requesting supporting information necessary to justify the fulfillment of the order in question.

PO# 032511
00591034905 HYDRCODONE/APAP 5/500MG TAB 500 – QTY 100


Please note the entire order is on hold. Your quick response will ensure your entire order will be released in a timely manner.

Any questions, let me know

Thanks,

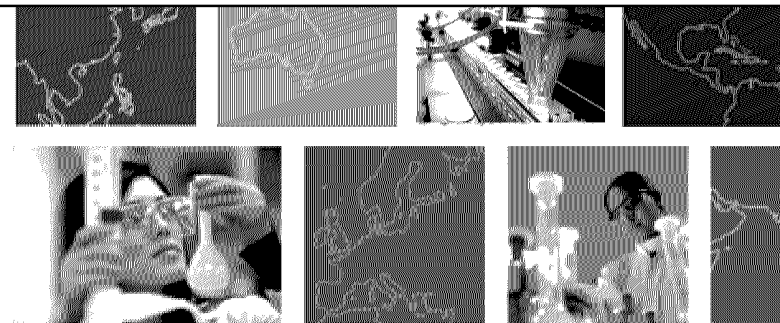
Larry

Larry Shaffer

 Watson Pharma, Inc.
Master Data Administrator
360 Mount Kemble Avenue
Morristown, NJ 07962-1953
P. 973.355.8152
F. 973.355.8221

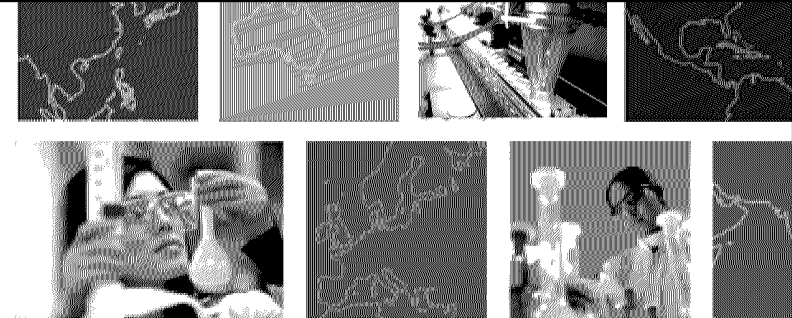
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“Order of Interest” Evaluation/Investigation



- A Watson’s Global Security & DEA Affairs Department is responsible for the investigation and disposition of controlled substance “orders of interest”
 - A “Registrants must conduct an independent analysis of suspicious orders prior to completing a sale to determine whether the controlled substances are likely to be diverted from legitimate channels.” (*Dec 2007 DEA letter*)
- A Order of Interest Evaluation v. Suspicious Order Investigation
- A Common “Red Flags”

“Order of Interest” Investigation: Red Flags



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No Florida ID Required

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- FDA Approved Opiate Meds
- Accepting New Patients
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\$50 OFF INITIAL VISIT **561.247.3535** Call 24/7

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Pain Management Clinic, LLC
STOP THE PAIN!

Treatment of:

- Chronic Pain
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954.776.3941

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PAIN CENTER OF BROWARD

LOW PRICES ON MEDS!

2 DOCTORS ON THE PREMISES MEANS NO WAITS

- Be on time for your appointment and we guarantee short waits or we will pay you!! (Details at front desk)
- Still use the Patient Loyalty Program to earn FREE Visits
- Still earn \$\$\$ for patient referrals
- SAME FRIENDLY STAFF AND OWNER

SAVE \$\$ w/ Dr. Patient Loyalty Program
\$100 OFF Initial Visit w/ Ad

Walk-Ins Welcome at 12 Noon Daily.
CALL TODAY FOR APPOINTMENT
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Accepting Walk-In Patients
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WE ARE NOW OPEN LATE
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Conveniently located off I-95 and Glades Road

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M.D. Supervisor - Irwin Beretky, M.D.

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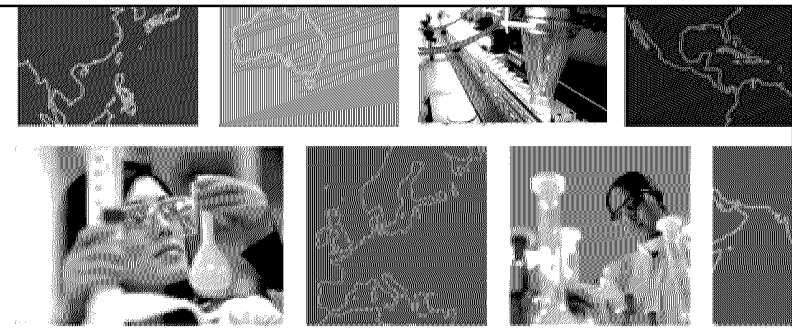
NOW ACCEPTING NEW PATIENTS

(954) 200-8960

Michael Rozepine, M.D.

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“Order of Interest” Disposition

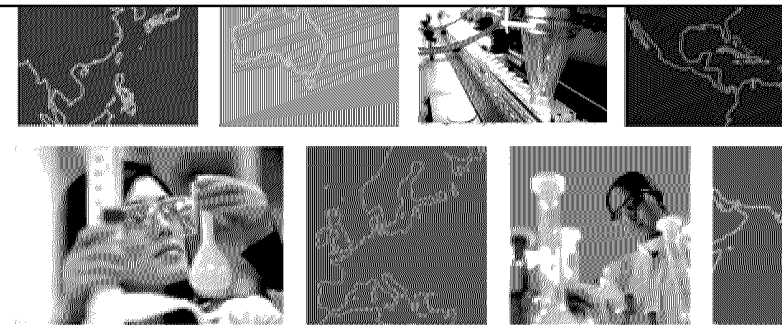


- A Orders are thoroughly investigated and if substantiated by the customer, they are released within the SAP System and filled by the Gurnee Distribution Center
 - A Documented evidence to support order release
 - A Requires immediate attention – Preserve legitimate business relationships
- A If an order is deemed suspicious, the customer’s order is cancelled and an investigation report is completed
- A All suspicious orders are reported to the DEA Chicago Field Office
 - A To date, Watson has reported a few suspicious order to the Chicago Field Office

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Please do not promise your customer controlled product with the impression that Marketing is the only approval process. Typically the large wholesalers are not an issue, however, smaller wholesaler and distributors, and some chains, and mail order will be held and required to provide documentation. All responses are auditable.

Partnership Calls



Partnership Conference Call Agenda

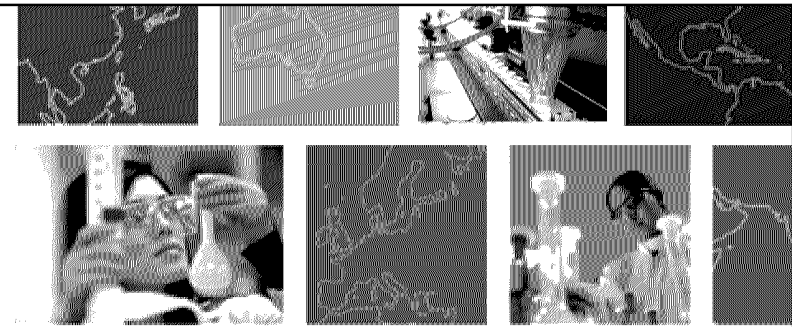
- A Introductions – By Organization
- A Goals and Benefits of Meeting – Watson Pharma & Customer
- A Basics of Watson SOMS System – Watson – Mary Woods
- A DEA Regulatory Landscape/Impact on Watson Order Review Process - Lisa Scott
- A Distribution Limits/Policy Review – Customer
- A Vetting process/Customer Investigation – Customer
- A Customers Base – Customer



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Most of the time the education process is enlightening, the customer will provide us with copies of policies, procedures, distribution limits, customers, agree to 852 data, send usage, etc. and are as concerned as we are, and sometimes that are red flags that present a risk that is to big for Watson. Customers shipping to in correct licensed facilities, physicians receiving inordinate amount of controls monthly to dispense from their office, YOY increases of abused controls by 85%, high % of distribution in the states of TX, FL, KY, GA, TN., 70% or more of their pill volume from Watson is controlled product.

Progressive Results



Results of partnership conference call

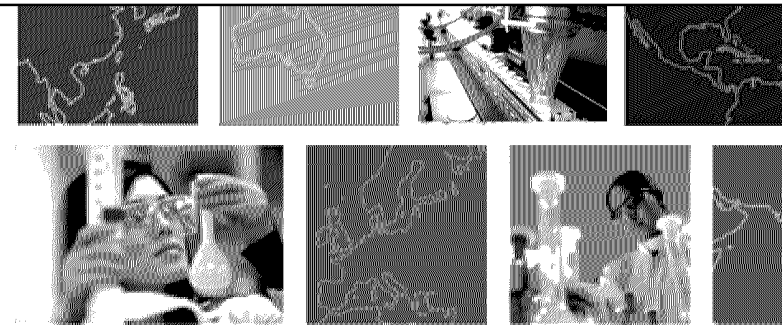
- A Customers able to grow their business, but we need documentation/visibility to be justifiable.
- A Customers willing to provide 852 & 867 data.
- A Data comprehension.
- A Order Justification.
- A Customers willing to implement more stringent and rigorous requirements for SOMS evaluation process.
- A Partnering with our DEA Affairs department.
- A Thorough Customer questionnaires
- A Thorough vetting process/site visits
- A Periodic site visits
- A Mix of products on contracts and orders



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Many smaller dist still manually monitor the SOMS process.
Bids and contracts should be well balanced between controls and RX

Watson "New" Accounts

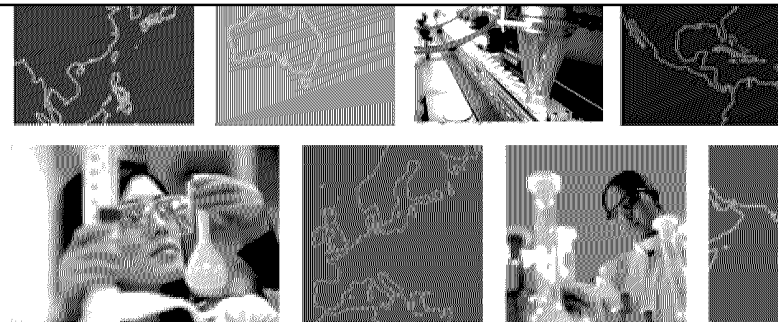


Prospect Name:		Date:	DNA Requesting:
Address:			
City:		State:	Zip:
Contact Name:		Phone #:	
Email:		CRA:	
1. Is your company a member of Health Distributors & Manufacturers Association (HDMA) or National Association of Chain Drug Stores (NACDS)		HDMA NACDS Not a member	
1. Will you be able to commit to purchasing a minimum of \$250,000 annually?		Yes No	
1. Will you commit to stocking a minimum of 100 different SKU's?		Yes No	
1. Are you a complete full line wholesaler? Comments:		Yes No	
1. Who are you currently purchasing from? Provide name(s) of wholesaler/distributors:			
1. Do you have copies of the following registrations/license(s)? Must provide copies of state, DEA and Resale Tax exempt certificate with qualifying questionnaire.			
State Pharmacy Board License #:		Exp. Date:	N/A
DEA Registration Number:		Exp. Date:	N/A
Resale Tax Exempt Certificate Number:		Exp. Date:	
Remarks:			
1. Will you commit to buying in case quantities?		Yes No	
1. Will you be ordering through EDI?		Yes No	
1. Do you utilize CSOS?		Yes No	
1. What is your Class of Trade?			
1. Who are your customers i.e. Nursing homes, pharmacies, clinics etc.?			
1. What products in our line are you interested in purchasing?			
1. Does your company follow a vetting policy for new accounts?		Yes No	
1. Is this policy available for review?		Yes No	
1. Does your company follow a CSOP for review/enforcing distribution limits for controlled substances?		Yes No	
1. Is this policy available for review?		Yes No	

Overall volume is based on pill/patch/vial count not units. (Total overall volume should total 100%)		
Generic Rx (non Control)	% of overall volume from Watson:	
Schedule C3-C5	% of overall volume from Watson:	Is your customer list available for review? Yes No
Schedule C2	% of overall volume from Watson:	Is your customer list available for review? Yes No
OTC	% of overall volume from Watson:	
Brand Rx	% of overall volume from Watson:	
1. What credit line are you looking for?		
1. Is this prospect ready to place an order?		Yes No
ADDITIONAL INFORMATION FOR CUSTOMER RELATIONS ONLY.		
A. New Customer Request received from: Call from Prospect DNA Other: f (Provide Name)		
A. Customers requesting to purchase C2- C5: Provide questionnaire and customer list to DEA Compliance/Director Customer Relations.		
Remarks:		

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Carisoprodol CIV



On December 12th, 2011 The DEA announced that effective January 11th, 2012, Carisoprodol will be placed in schedule IV of the Controlled Substance Act.

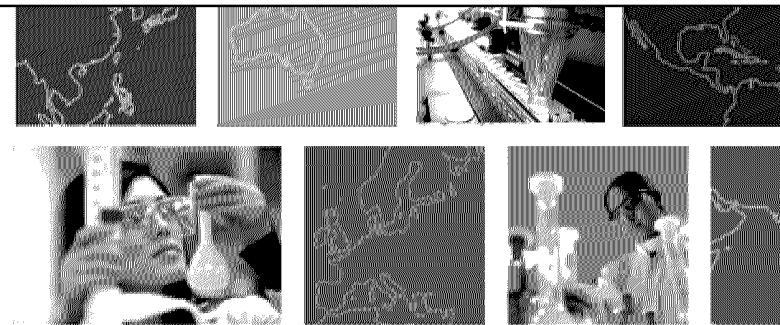
Any person who engages in the manufacturing, distribution, dispensing, importing, exporting, as well as any person who possesses the drug will be subject to the provision of the Act and the DEA regulation, including the Act's administrative, civil, and criminal sanctions which are applicable to schedule IV controlled substances.

January 11th, 2012: Carisoprodol will be regulated as a C-IV controlled substance following the Controlled Substance Act.

- All customer orders/backorders remaining open at the COB on January 10th will be cancelled.
- Customer Relations will notify customers of any cancelled orders to determine if a new PO will need to be submitted as a C-IV controlled product, on or after January 11th, 2012.
- Carisoprodol will be monitored and reviewed as all other controlled substance products.
- NDC number will remain the same
- Carisoprodol inventory will continue to be shipped in the **current non CIV label/packaging.** Updates as to the timing of the new packing will follow.

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Carisoprodol CIV cont.

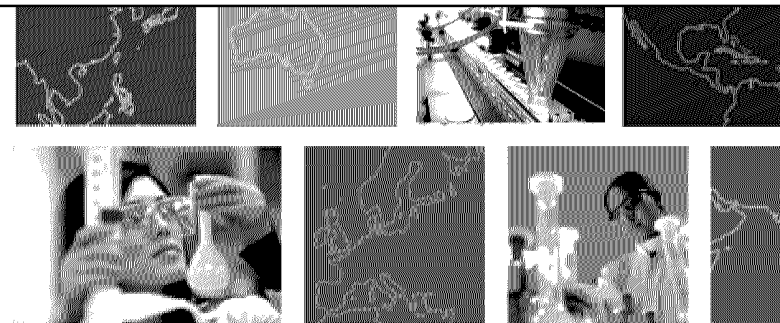


•**April 10th, 2012:** Labeling and Packaging - All commercial containers of Carisoprodol that are packaged on or after April 10th, 2012 shall be labeled as C-IV and packaged in accordance with 21CFR 1302.03-1302.07. Commercial container packaged before April 10th, 2012 and not meeting the requirement of 21CFR 1302.03-1302.07 **may be distributed until June 11th, 2012.**

•**June 11th, 2012:** On or after June 11th, 2012 all commercial containers of Carisoprodol must be labeled as C-IV and comply with 21CFR 1302.03-1302.07. Only C-IV labeled product may be distributed on and after June 11th, 2012.

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CSOS



2009 Customers		
# of C2 orders		9606
2009 CSOS Orders		
Sold-to pt	Sold-to party	Total
1201315	HD SMITH	303
1201368	KINRAY INC	51
1201688	WALGREEN COMPANY	122
1301731	KEYSOURCE MEDICAL INC	11
1318826	ANDA GENERICS INC	25
Grand Total		512

5% C2 orders received via CSOS

2010		
# of C2 Orders		9895
2010 CSOS Orders		
Sold-to pt	Sold-to party	Total
1201047	AMERISOURCEBERGEN CORP	76
1318826	ANDA GENERICS INC	87
1201315	HD SMITH	545
1301731	KEYSOURCE MEDICAL INC	42
1201368	KINRAY INC	58
1201766	MASTERS PHARMACEUTICALS INC	12
1201399	MCKESSON	559
1201630	SUPERVALU, INC.	10
1201688	WALGREEN COMPANY	197
Grand Total		1586

16% C2 orders received via CSOS

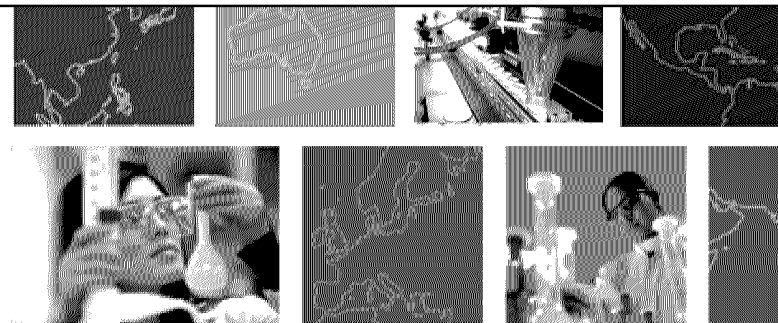
2011		
# of C2 Orders		8960
2011 CSOS Orders		
Sold-to pt	Sold-to party	Total
1201047	AMERISOURCEBERGEN CORP	1331
1318826	ANDA GENERICS INC	146
1201162	DAKOTA DRUG INC/MINOT	109
1201315	HD SMITH	538
1301731	KEYSOURCE MEDICAL INC	23
1201368	KINRAY INC	34
1201766	MASTERS PHARMACEUTICALS INC	71
1201399	MCKESSON	4088
1201428	MIAMI-LUKEN INC	21
1201458	N C MUTUAL WHOLESALE DRUG	13
1201630	SUPERVALU, INC.	26
1201688	WALGREEN COMPANY	213
Grand Total		6613

74% C2 orders received via CSOS

# OF C2 CUSTOMERS	50
# CSOS CUSTOMERS	12
% OF CUSTOMERS	
CSOS	24%

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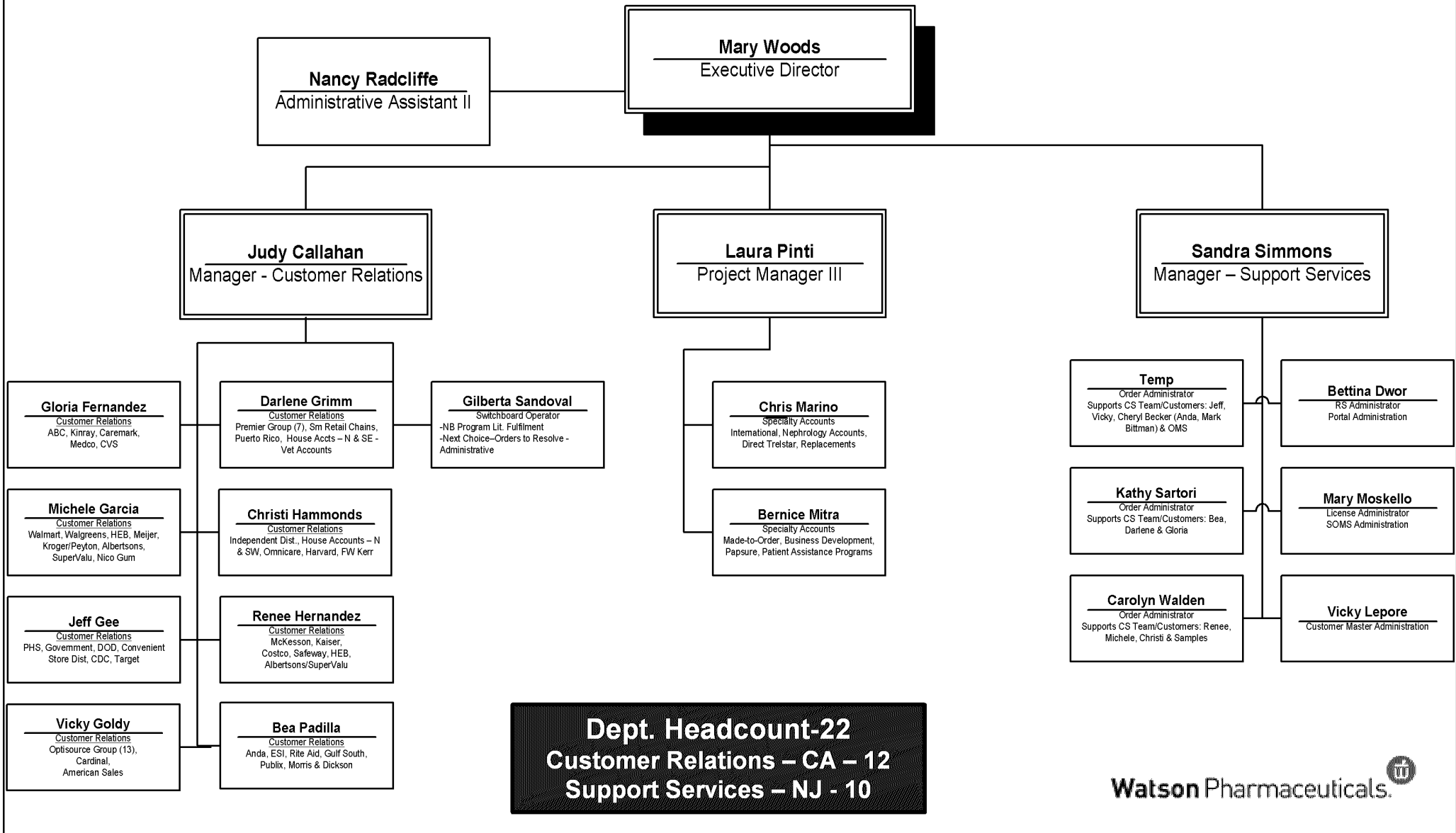
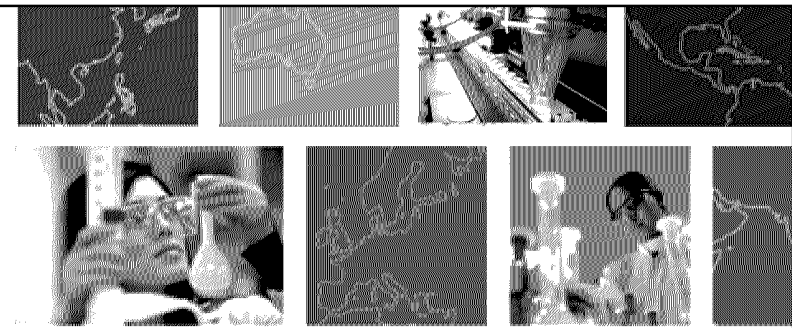
Questions?



Q & A

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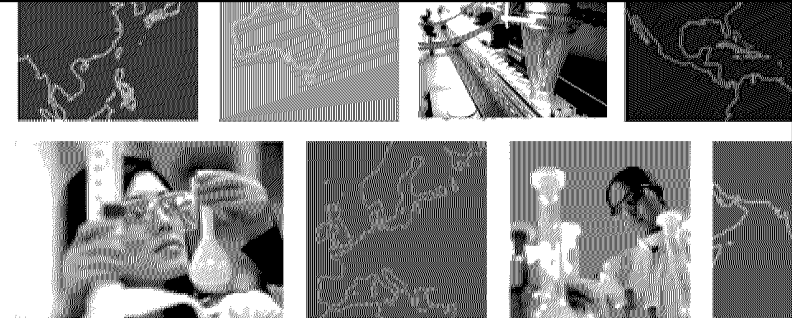
Customer Relations Operations Organizational Structure



Dept. Headcount-22
Customer Relations – CA – 12
Support Services – NJ - 10

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CRA Alignment



Tony	Vince	David	Maureen	Mark
Giannone	Rinaudo	Schmidt	Barrett	Blitman
Gloria Fernandez/Darlene Grimm	Renee Hernandez/Jeff Gee	Michele Garcia/Christi Hammonds	Bea Padilla/Vicky Goldy	Jeff Gee/Renee Hernandez
Primary Accounts				
AmerisourceBergen	x Albertsons/SuperValu	x Diamond Pharmacy	x ANDA	x Coast Guard
Ahold-Giant	x Amerinet	x Discount Drug Mart	x Afaxys	x DOD
American Health Pkg	x Apexus	x Frank W Kerr	x API	x Indian Health Services
Armada	x Bartell's	x Harvard	x Cardinal	x Minnesota Multi-State
Cedardale	x Broadlane	ESI COMPANIES:		x Chain Drug Consortium
Cigna Mail	x Costco	x Curascript (Econodisc)	x Epic	x R & S
CVS	x HEB	x Rx Outreach	x Health & Diagnostic	x State Targets
Giant Eagle	x Kaiser	x GeriMed	x HPG (HealthTrust)	x VA
H D Smith	x McKesson	x Humana	x Kerr	x
Hannaford Bros	x Morris & Dickson	x Immediate Pharm Servs	x Kinney	x
Innovatix	x Novation	x Independent Pharm Corp	x NC Mutual	x
Medco Health Solutions	x Optum (Prescription Sol)	x Keysource	x OptiSource	x
MHA	x PBA	x Masters Rx	x Premier Inc.	x
Oncology Supply (ABC)	x Safeway	x Meijer	x Prime Therapeutics	x
Premier Group	x SAJ	x Omnicare	x Publix	x
Price Choppers	x Schnucks	x PDM	x Puerto Rico Brand Launch	
Henry Schein	x Wal-Mart	x Kroger/Peyton/ESI/EconDisc	x Rite Aid	x
Wakefern/Shoprite	x	Pharmacy Select	x Target	x
Webster Vet Sup	x	Sears/Kmart	x Thrifty White	x
Weis Markets	x	Shopko	x Winn Dixie	x
		Topco	x	
		Walgreen	x	
Secondary Accounts				
HPG (Hospice)	x Brookshires (Topco)	x Aurora	x Fruth Pharmacy	x
	Basha's	x Dakota Drug	x APCI	x
	Pamida	x Dik Drug	x Cochran	x
	Seacoast Medical	x DMS	x Vita Rx	x
	United	x IPS	x Gulf South/PSS	x
			Healthpartners	x
			Navarro	x
Tony	Not assigned	David	Maureen	
Altro Contract	Osborn	Hy-Vee (Topco)?	Aetna Contract	
Industrial Drug Supply	RoySpec	Lake Erie/Quality Care Prod.	Cesar Castillo	
	WDD (Maureen ?)	Med-Health	Generisys (BioScrip)	
All have TG number		K-VAT FOODS (Topco)?	Drogueria Central	
	WDD has Gary (1811) number		InformedRx	
		All have DS number	Premier Value Alliance	
			All have MB number	

Not on Allan's - but we identified they are handled by the DNA's when working with CRA's
 Kathleen if there is a price update and to move to a contract price, does Contracts notify MD to attach the account to the contract, and the DNA as well?
 Many DOD not assigned to Mark, many do not have contract entity.

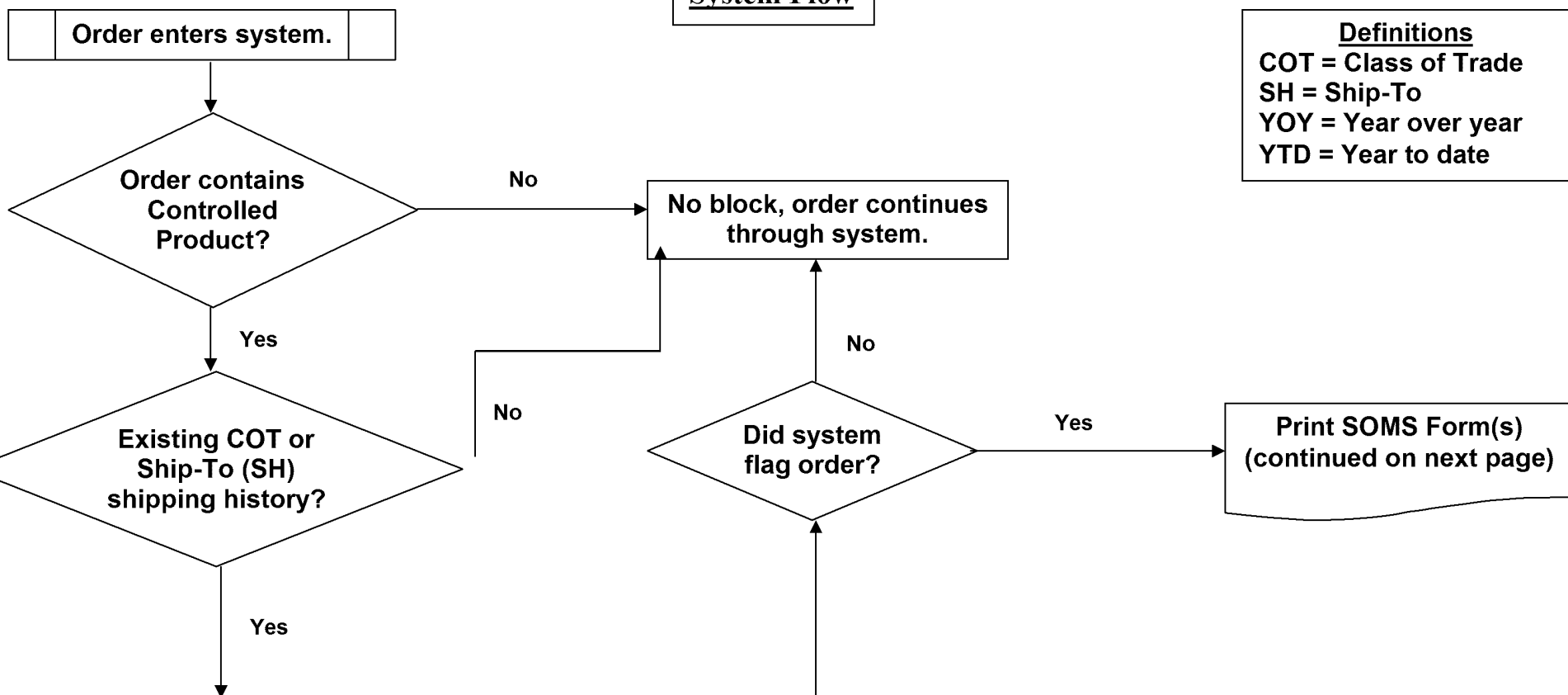


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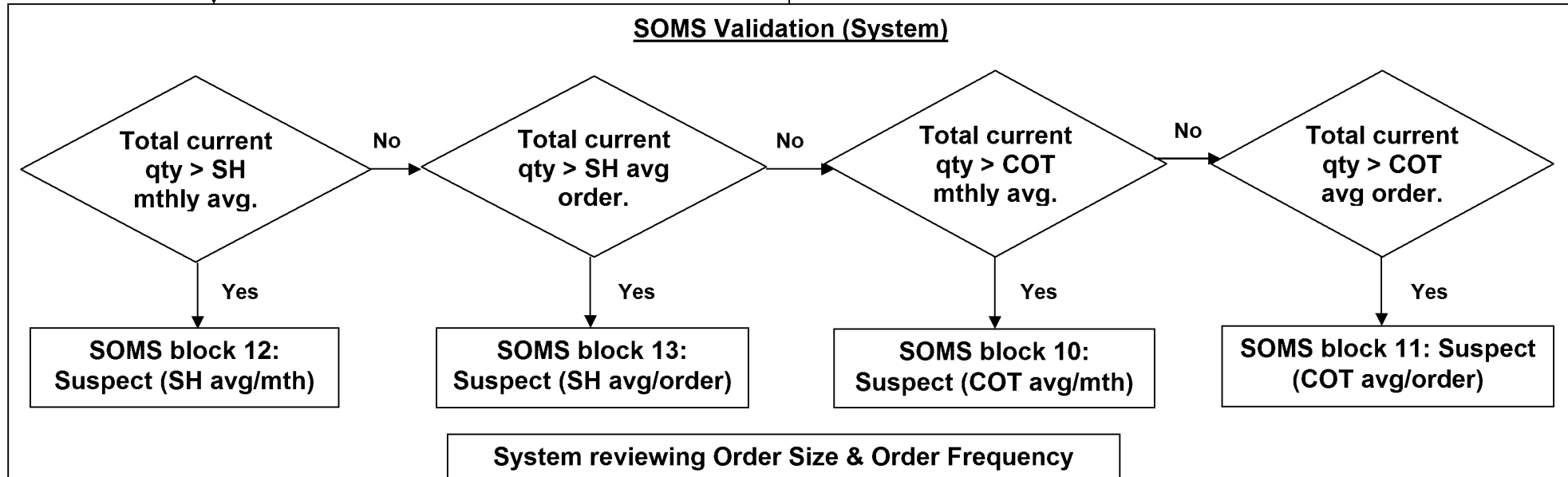
Produced as Natives

System Flow

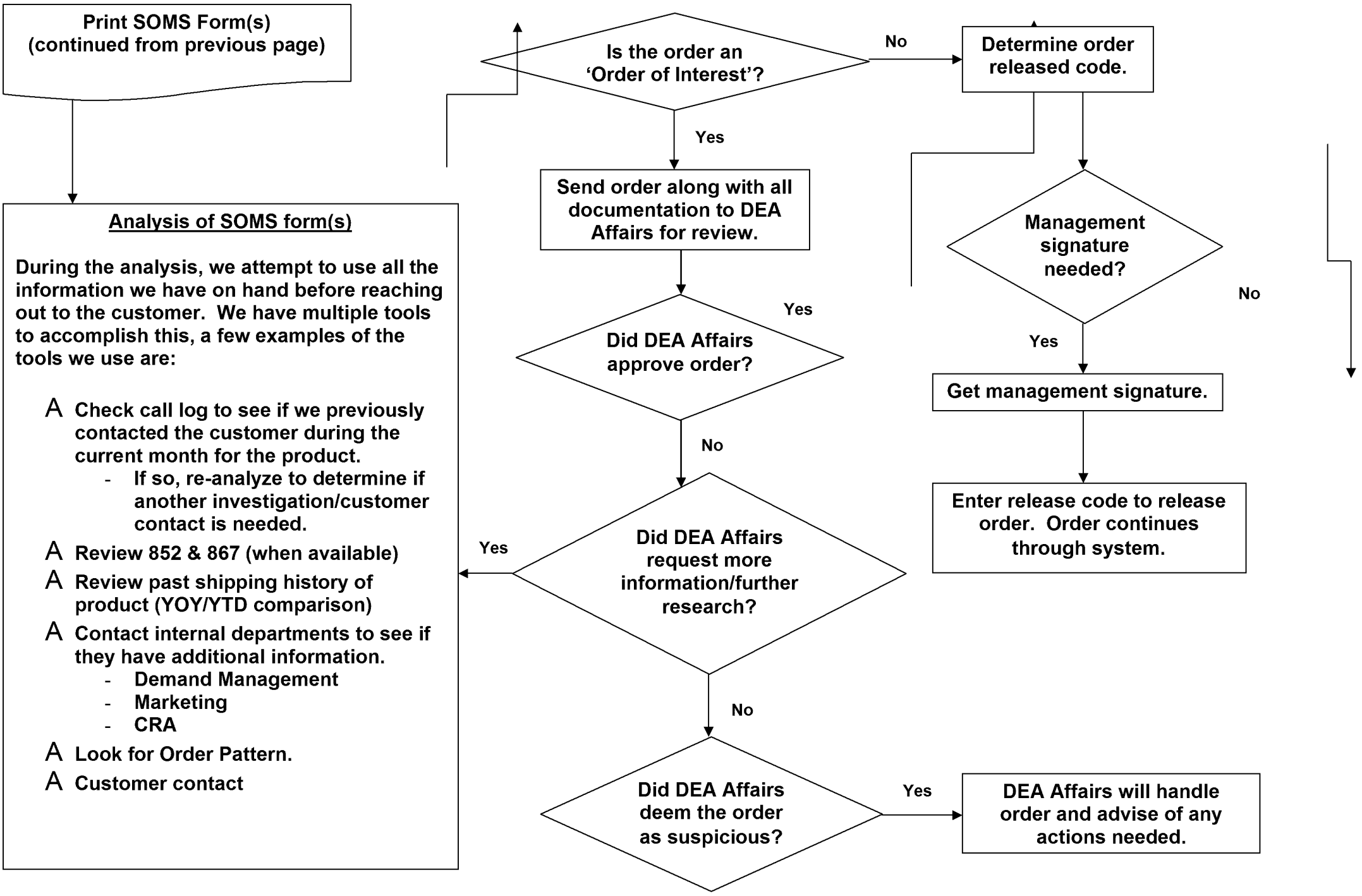
Definitions
 COT = Class of Trade
 SH = Ship-To
 YOY = Year over year
 YTD = Year to date



SOMS Validation (System)



Collaborative Review Process



Analysis of SOMS form(s)

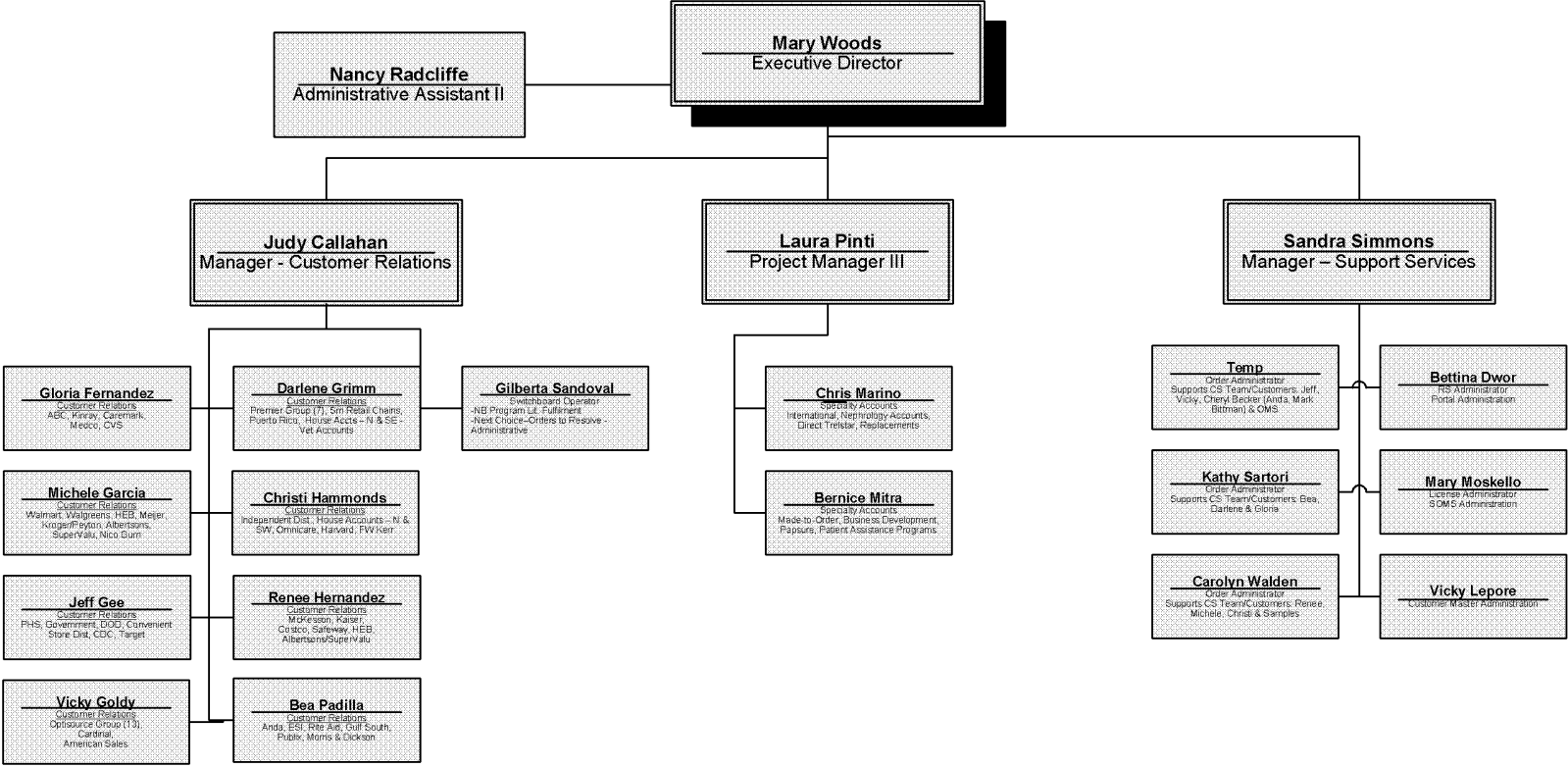
During the analysis, we attempt to use all the information we have on hand before reaching out to the customer. We have multiple tools to accomplish this, a few examples of the tools we use are:

- A Check call log to see if we previously contacted the customer during the current month for the product.
 - If so, re-analyze to determine if another investigation/customer contact is needed.
- A Review 852 & 867 (when available)
- A Review past shipping history of product (YOY/YTD comparison)
- A Contact internal departments to see if they have additional information.
 - Demand Management
 - Marketing
 - CRA
- A Look for Order Pattern.
- A Customer contact

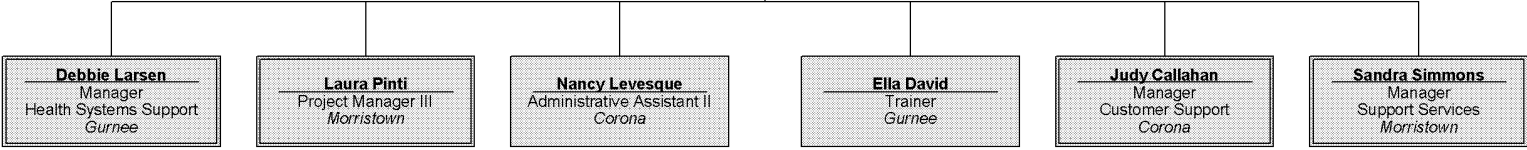
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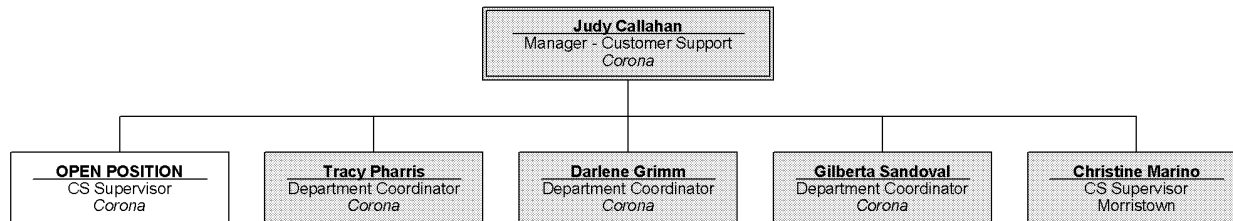
Produced as Natives

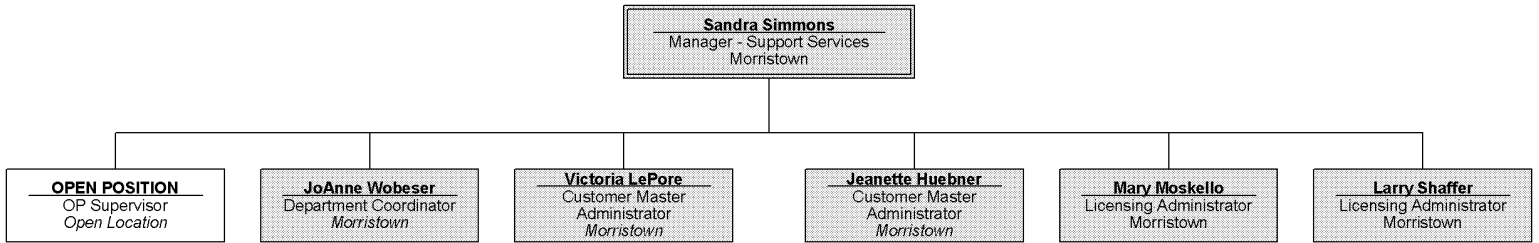
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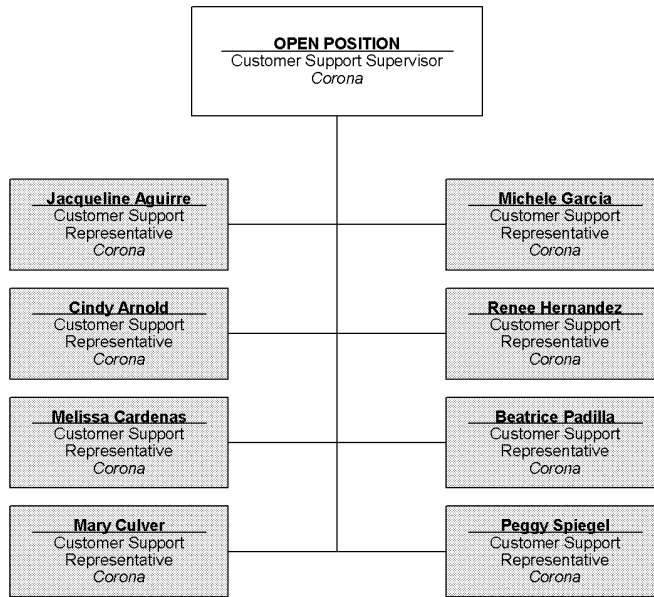


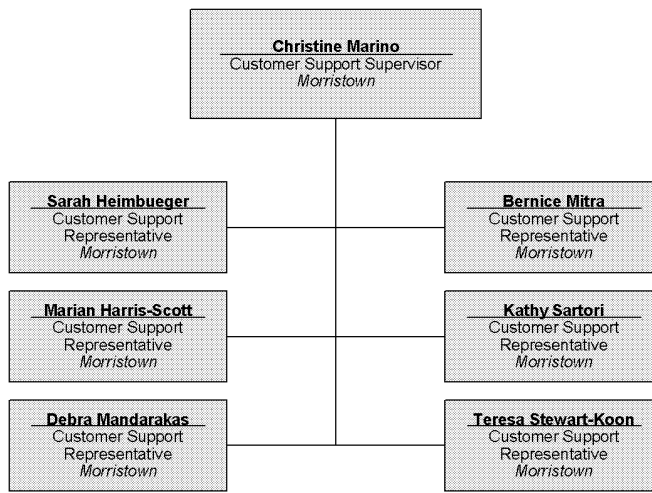
Mary Woods
Executive Director
Corona

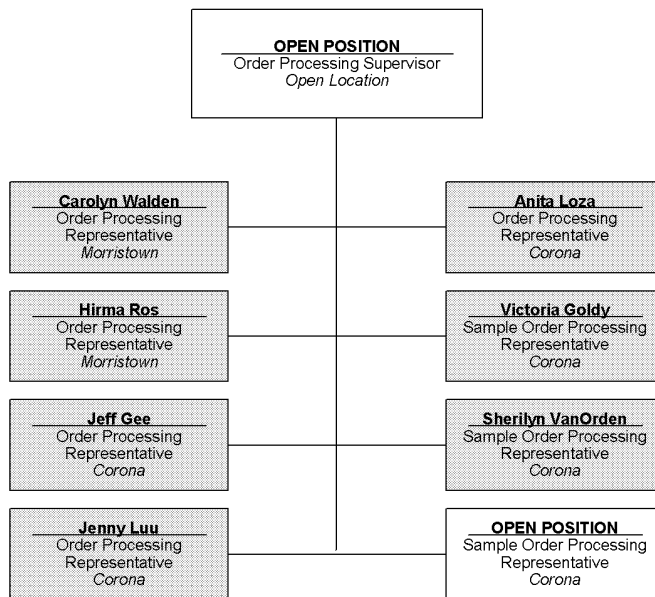


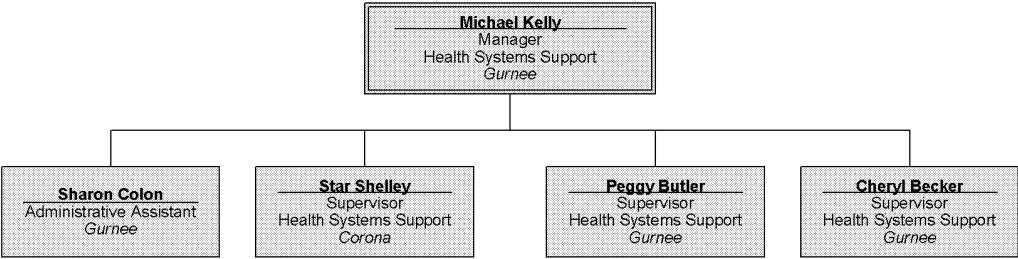


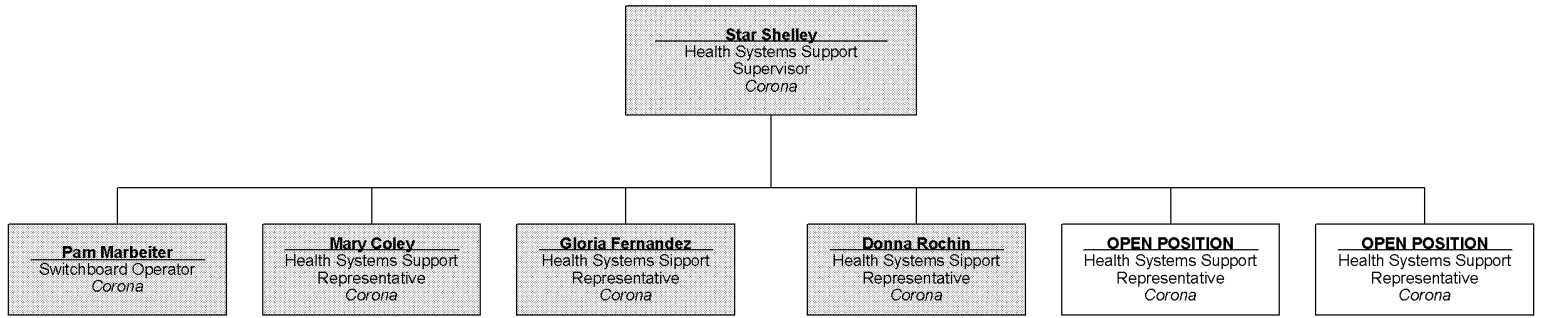


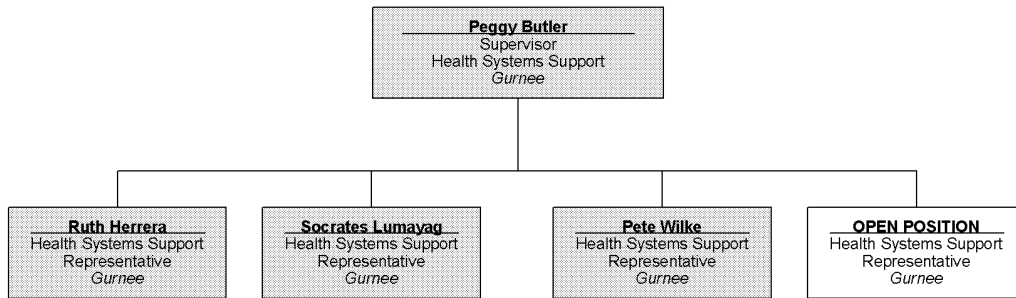


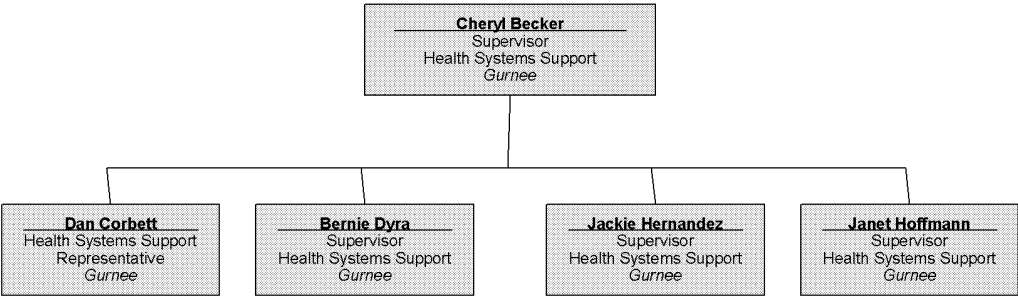












Produced as Natives