
From: Braun, Andrea
Sent: Thursday, March 27, 2003 11:24 AM
To: Morrison, Jacqueline; BeDan, Andrea; Barba, Jean Paul; Braun, Andrea; Bulger, Patrick; Lawson, Christine; Mears, Denise; Ciampi, Louis; Dittbenner, Michael
Subject: FW: recap of Medicom info

Please read carefully and save to your CME folder. Andrea

Hi Mike:

I just wanted to recap some important information and dates from the conference call this morning with Medicom. I thought you might want to forward to your AMs as a follow up.

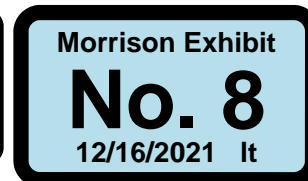
- 1) To add a speaker, the rep simply needs to contact their MLM and provide them with the doctor information (name, address, phone, fax, email, specialty). The MLMs and MediCom will take care of the rest. The MLMs have a form to fill out with physician contact details that also asks 3 questions to determine level of experience as a speaker. MediCom will send out the speaker agreements (with honoraria details) for the physicians to sign, and MediCom will also request resumes/CVs, W-9s, ACCME Standards Agreement, etc. All paperwork and signatures are required for a speaker to be added.
- 2) Medicom has put together a Needs Assessment Survey – a brief questionnaire - to help reps start a dialogue with their physicians regarding their needs for education in pain management. This is something tangible that the reps can show to the doctors to help promote their local CME programs, while gathering information to help choose which CME program is most suitable. This survey should be in the reps hands by mid-April (approx the week 14th). I'll have Promotech drop ship them as soon as they receive them.
- 3) A CD with all 5 slide modules will be going out to the physicians on April 11th. For those physicians who have programs before April 11th, MediCom is sending them a CD with the preliminary slide modules (this will be very close to the finished slides). April 15th is the target date for all the slide modules to be placed on-line at EmergingSolutionsInPain.com.
- 4) When a rep schedules a teleconference CME program, MediCom will work with the presenter on which slides should be included and they will create and send the handouts.
- 5) To help reps promote the ESP website, MediCom is working on a handout piece that will include a mini-disc with links directly to the site. Reps can use this in place of the BRCs we used last year. (We will also be doing a mass mailing with these pieces). These should be in the reps hands by the week of April 28th.

One other thing: I just learned that the Cephalon home page now has the link to the MediCom site to set CME programs up. It's under the Sales and Marketing tab and under the CME systems category. This happened sooner than we expected, and hopefully makes it that much easier for everyone!! Sorry I didn't know this before the call this morning.

Thanks again for letting us on your call!

Paula
Paula Castagno

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