
From: Toni M Picone </O=MAIL/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=TTRONCO>
To: Woods, Mary; Clark, Napoleon
CC: Lisa A Scott; Napoli, Thomas; Simmons, Sandra; Soltis, Scott; Boyer, Andrew
Sent: 4/26/2012 9:43:24 PM
Subject: RE: Hydrocodone Supply Issues - Market Demand
Attachments: AR-M550N_20120412_082528.pdf; Hydrocodone APAP Weekly TRx's 2012-04-19.xls.xlsx

Hello All – Please see answers to the below questions as per our meeting today.

- 1) Amneal, Qualitest, and Mallinckrodt are the suppliers that customers are telling us are the reasons for the supply shortages in the market. Amneal has discontinued to select customers only, and Mallinckrodt sent letters that they have backlog and are trying to ramp up as a result of quota.
- 2) The customers who are no longer receiving product from Amneal is a permanent change, and those who are short from Mallinckrodt we expect to be temporary
- 3) We do not know how long the increased demand will be for the temporary change. Mallinckrodt's letter states through May
- 4) Customers typically do not proactively provide marketing with increased forecasts. However, we are closely monitoring the orders and when we see large increases in orders we do reach out to customers to ask for revised forecasts and/or monitor the 852/chargeback data to determine if their sales out is increasing
- 5) If we receive increased forecasts from customers, we will provide them to the master data team. In addition, if the master data team receives revised forecasts they will provide to marketing
- 6) There is a potential market share increase of approximately 15%-20% based on our share vs our competitors as of Q4'11 per the IMS EU data

I have attached recent TRx data from IMS so you can see the market trends by competitor. I also attached a copy of Mallinckrodt's letter that they sent to customers for your reference.

Please let me know if you have any questions, or need any additional information from me.

Thanks,
Toni

Toni M. Picone
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T 862-261-7060

From: Mary J Woods
Sent: Tuesday, April 17, 2012 6:14 PM
To: Napoleon D Clark; Toni M Picone
Cc: Lisa A Scott; Tom P Napoli; Sandra I Simmons; Scott K Soltis
Subject: Hydrocodone Supply Issues - Market Demand

Hi Napoleon and Toni,

I have a few marketing questions regarding the Hydrocodone market demand which I am hoping you can assist with. As you know the increased order volume in many of the Hydrocodone skus has been significant over the past several weeks. I am intending to use the information provided to discuss the market demand, and market share with the DEA Compliance team.

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Can you provide the Hydrocodone sku's presenting a market demand in the supply chain.?

Which supplier(s) impacted the increase in market demand?

Is this a temporary or permanent change in the market place?

If temporary, do we know what the time period will be?

What is the percent of market share increase per sku that Watson will recognize as a result of the market demand?

Are all customers providing Marketing with increased forecast for all increased volumes of Hydrocodone?

If so, have all forecast been passed on to the Master Data team.

Is Watson planning of fulfilling all increases in business from a Market and Demand aspect?

These answers will be very helpful to our team.

Thank you.

Best Regards,

Mary J. Woods

Executive Director, Customer Relations

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P-001/001
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From: Richia Pharmaceutical Co

01:36pm

04-10-12

As you may know, Covidien's Mallinckrodt business is governed by the U.S. Drug Enforcement Agency (DEA), who reviews and approves the production quotas for our portfolio of opioid pain products, using a number of metrics to arrive at their decision. We received our initial quota request for Hydrocodone in January. Since that time, the manufacturing team has been committed to ramping up production in order to reach sufficient quantities of all products.

Hydrocodone is one of our highest volume products and the effort to increase output is still insufficient to meet the backlog from the beginning of the year along with current demand. We are currently in the process of recovering to adequate supply levels, but do expect to have intermittent supply interruptions through May 2012.

We thank you for your patience and understanding during this time and expect to be fully recovered by May 2012. Your business is very important to us. We apologize for any inconvenience this may create for you, and will continue to provide supply updates.

Your support is sincerely appreciated, and we will continue to work hard to earn your business. Please contact your Mallinckrodt sales representative or our Customer Service department at 800-325-8888 with any additional questions.

Sincerely,

Ginger Collier

Ginger Collier
Senior Director of Marketing
Specialty Generics

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