



Proposal for RPh and MD Education Programs for Oxymorphone 7.5mg and 15 mg

Actavis

(9/01/2011)

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HIGHLY CONFIDENTIAL

PLAINTIFF TRIAL
EXHIBIT
P-26341_00001

WAGFLAG03916475

P-26341 _ 00001



Proposal for RPh and MD Education Programs

- Program: September or October 2012
- Goal of the program:
 - Inform Walgreens Pharmacists and selected MDs that the generic for Opana ER 7.5mg and 15mg is available through Walgreens.
- Proposed Services:

RPh Education

- Pharmacist information pushed to each pharmacy (26,000 RPh)
- Product information posted on Walgreens intranet for 6 months

Physician Awareness

- Mailings to Top 10,000 prescribing MD
- Communicate prescribing info
- Communicate availability of Product at Walgreens

Proposal for RPh and MD Education Programs

- Pharmacists and Physician Communications Development:
 - Walgreens will jointly work to develop program materials for with Actavis for both programs.

- Pricing

Service	Fees
RPh Communication	\$25,000
MD mailing (10,000 @2.60 per letter)	\$26,000
Set Up Fee for MD mailing	\$10,000
Total fee	\$61,000

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