

To: Lang, James J[/O=PURDUE/OU=PURDUE US/CN=RECIPIENTS/CN=James J Lang]
From: Seid, Stephen
Sent: Tue 4/17/2001 10:19:36 AM
Subject: RE: [pain] Oxycontin and Duragesic advertisement.

Market share program.
SLS

-----Original Message-----

From: Lang, James J
Sent: Monday, April 16, 2001 7:42 AM
To: Seid, Stephen
Subject: FW: [pain] Oxycontin and Duragesic advertisement.

Could you check into what our friends at Walgreen's are doing?

Jim

203-588-7310

james.j.lang@pharma.com

-----Original Message-----

From: Bennett, Pamela
Sent: Monday, April 16, 2001 7:23 AM
To: Heins, James; Hogen, Robin; Richards, Tim; Lang, James J; Gasdia, Russell; Innaurato, Mike; DaBronzo, Dr. Joseph; Goodman, Tony; Sears, Terri; Lewandowski, Gary; Colwell, Lance; Riddle, Sally
Subject: FW: [pain] Oxycontin and Duragesic advertisement.

fyi

-----Original Message-----

From: Tierdlady@aol.com [SMTP:Tierdlady@aol.com]
Sent: Thursday, April 12, 2001 5:06 PM
To: pain@goedhart.com
Subject: [pain] Oxycontin and Duragesic advertisement.

Hi all,

Thought that I would share this info. My husband just got back from picking up my Oxycontin at Walgreens..Just wonder if they want to decrease the number of prescriptions of Oxycontin that they fill. Anyhow, on the back of the fact sheet about Oxycontin..dosage, use, etc...There is an ad stating "Shirley, Would you prefer to take chronic pain medications about twice a week?" "Talk to your doctor about Duragesic..one of the most prescribed long-acting opioids for chronic pain, with over 5 million prescriptions to date" It then goes on explaining about the benefits of duragesic.. I have never seen this before. Pharmacists usually trusted the doctors judgement..If my doctor wanted duragesic he would have ordered it in the first place...I wonder if I will have trouble with getting my prescription filled now?
Shirley

PLAINTIFF TRIAL
EXHIBIT
P-27167_00001