
From: Nathalie Leitch
To: 'Jennifer Altier'
Sent: 10/14/2011 11:08:07 AM
Subject: FW: Training Presentation
Attachments: 2011 October Pilot Rep Training FINAL.pptx

Hi – please see the attached presentation that Mike has put together. I think it looks good. This should probably be routed to Beth and Joann.

Thanks,
nathalie

Nathalie Leitch
Director, Specialty Rx Products



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From: Shepherd, Michael [<mailto:MShepherd@kadian.com>]
Sent: Friday, October 14, 2011 10:12 AM
To: Nathalie Leitch
Cc: Killion, Mark; Hepp, Christopher; McClanahan, Patrick
Subject: Training Presentation

Nathalie

Attached is a potential presentation for training. The goal of this presentation is to provide focus around this opportunity for the ABMs.

This presentation should be given to the ABMs prior to the marketing materials presentation. Hopefully, this will help them understand the marketing tools/programs within the context of what is critical to their job.

Thanks

Mike

PLAINTIFF TRIAL
EXHIBIT
P-28873_00001



Actavis and Kadian

Pilot ABM Training October, 2011



Kadian and Actavis



- Dec. 30, 2008: King Pharmaceuticals announced purchase of Alpharma
- In connection with the acquisition, FTC required King to divest KADIAN®
- Actavis' facility in Elizabeth, NJ originally developed and commercially launched KADIAN® while that facility was owned by Alpharma
- Actavis has been the contract manufacturer for Kadian® since 2005 when Actavis acquired Alpharma's human generics business
- Uniquely positioned to make the purchase happen quickly
- King entered into an asset purchase agreement with Actavis to divest KADIAN® assets; Dec. 29, 2008 KADIAN® belongs to Actavis

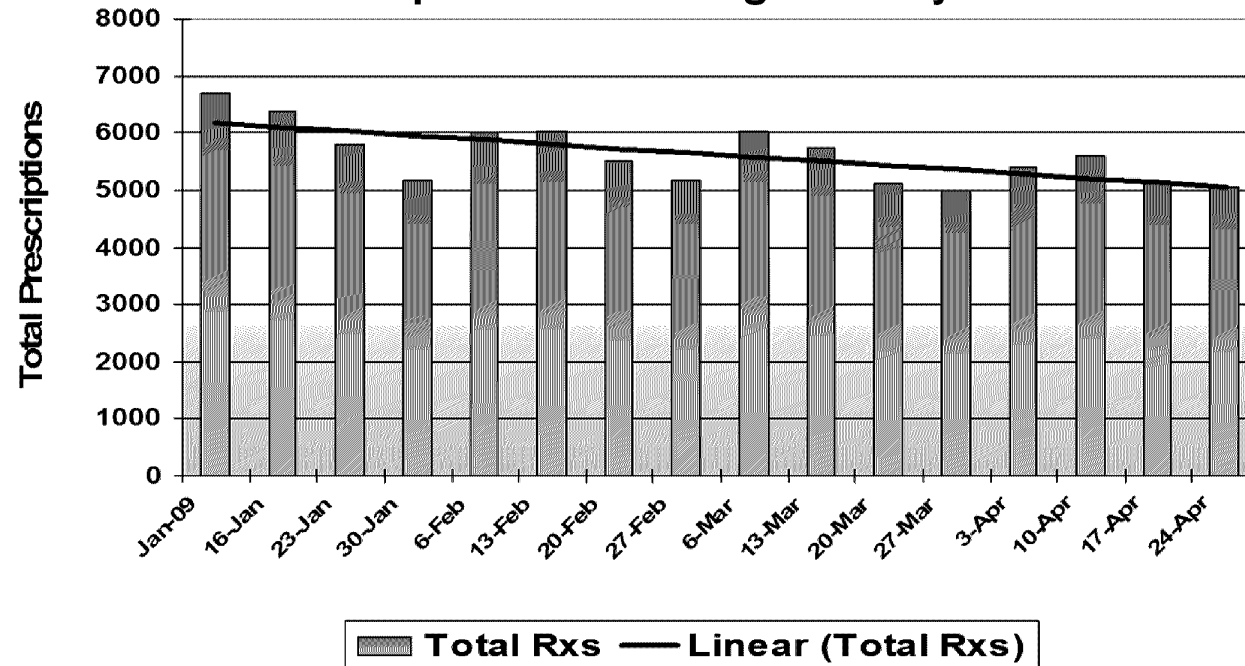
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Kadian Scripts Following Acquisition



Scripts are declining monthly



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Kadian Re-Launch



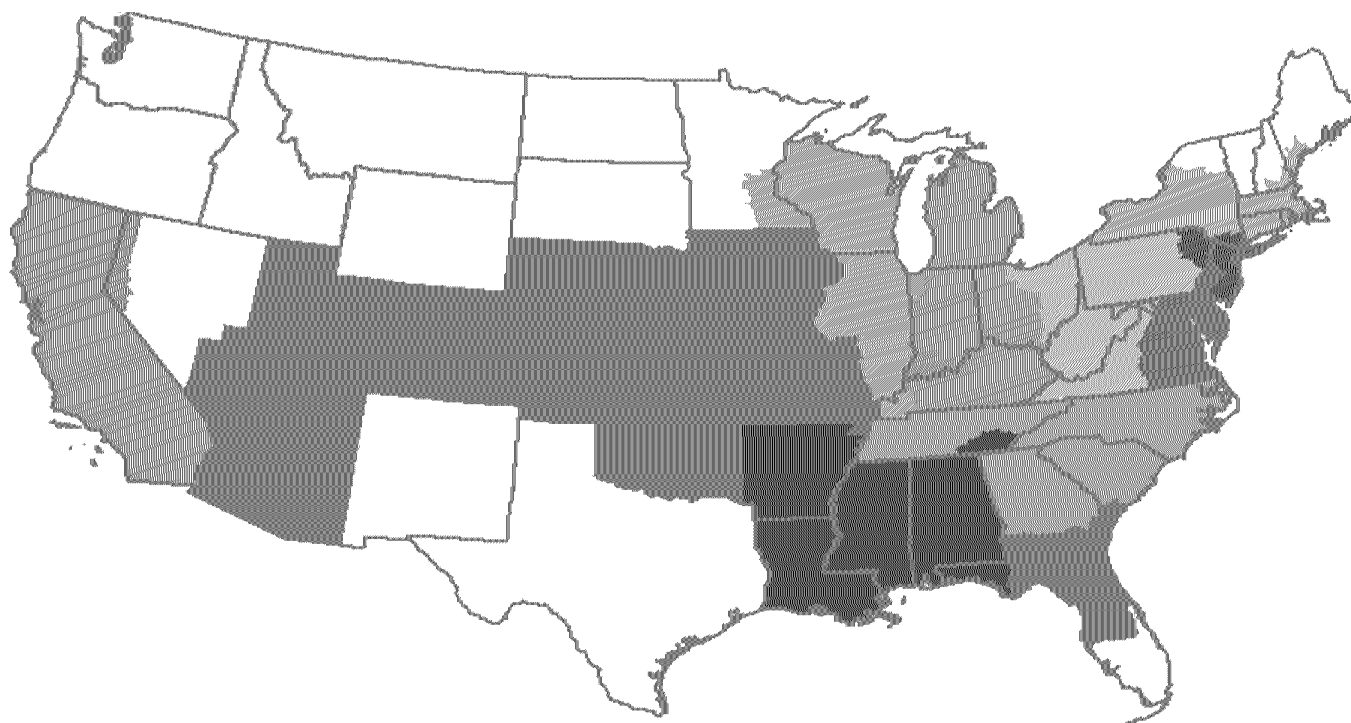
- Team of 18 re-launched Kadian on June 1, 2009
- Goal was to stabilize Kadian sales by calling on the highest volume Kadian writers
- Team called on 1,900 targets
- Territories were quite large
- ABMs were required to make strategic business decisions due to geographic challenges

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Territory Maps

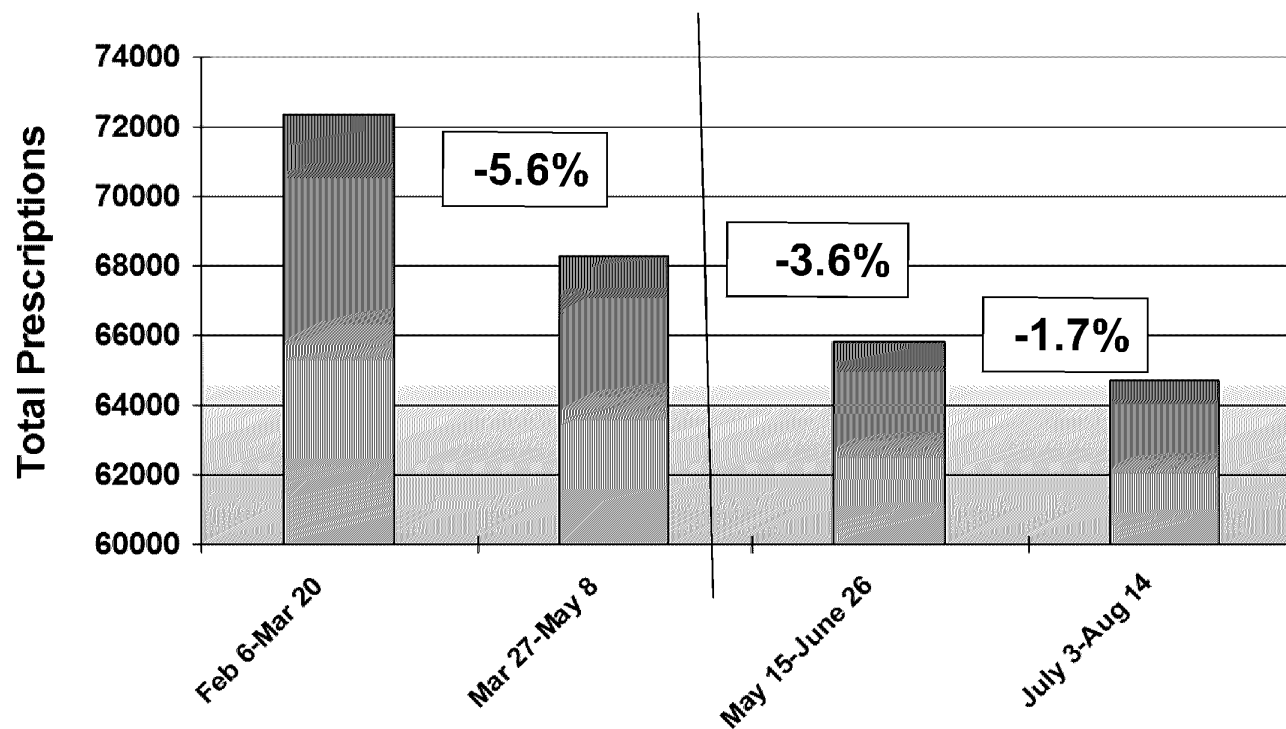
18 ABMs



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Sales Stabilizing Post-Re Launch



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2009 Results

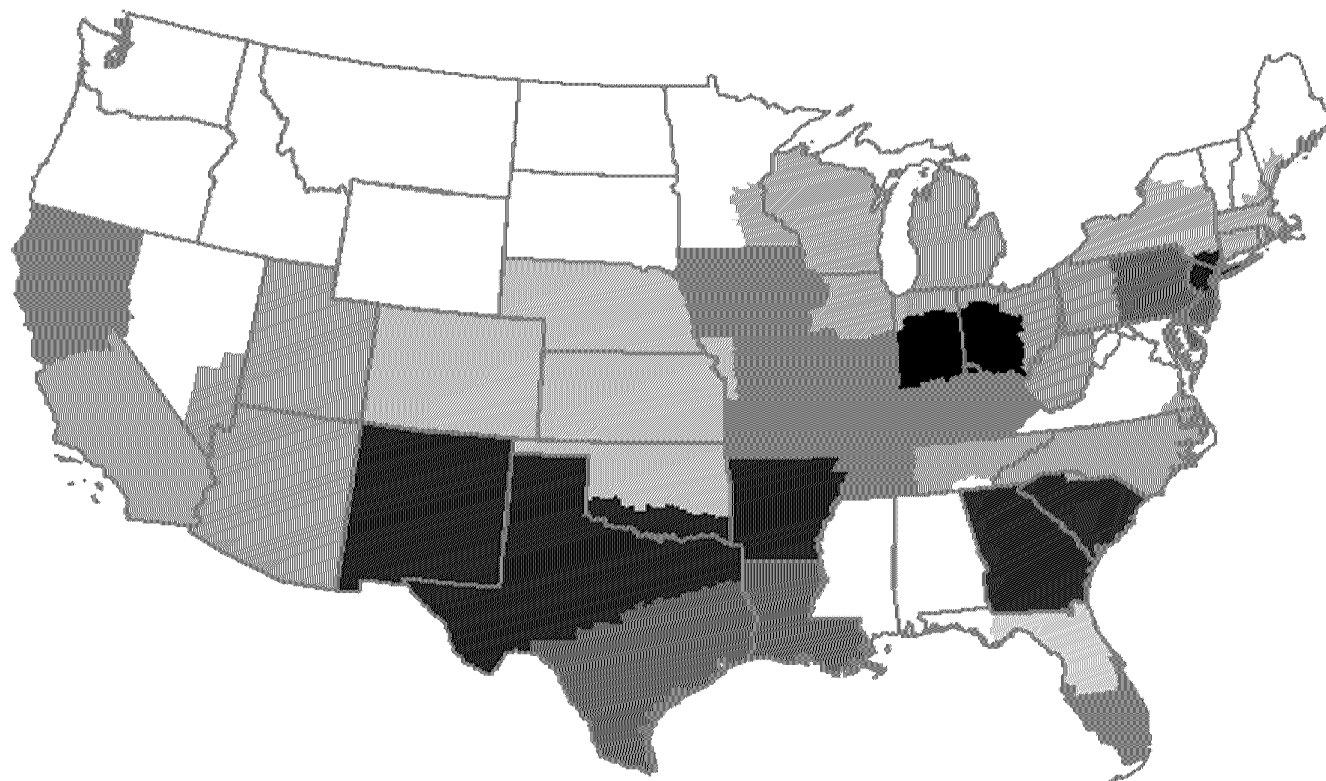


| Metric | 2008 Actual | 2009 Goals | 2009 Results |
|--------------------------|-------------|------------|--------------|
| KADIAN Gross Sales (\$M) | \$264 | \$240 | \$257 |
| <i>% change vs. 2008</i> | | -8.8% | -2.6% |
| TRx Share | 3.9% | 3.2% + | 3.4% |

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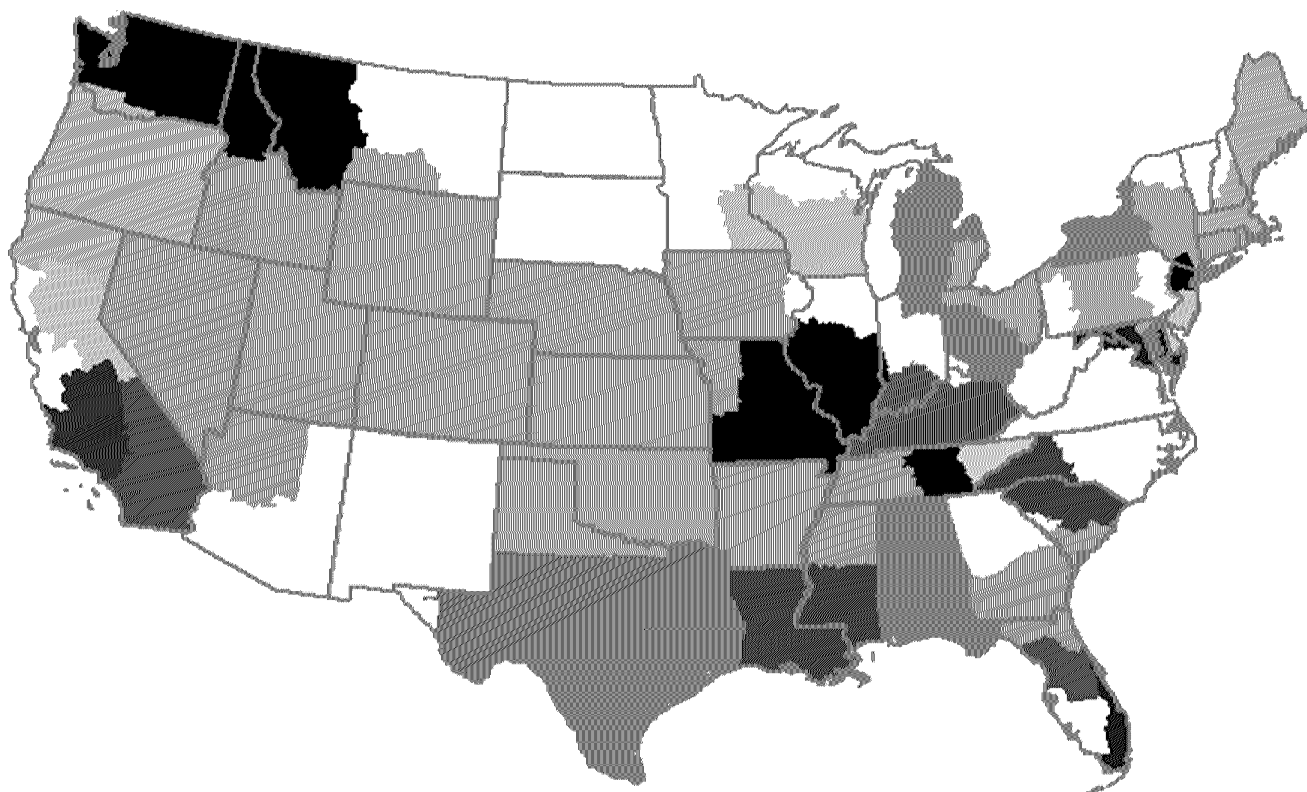
2010 Expansion-July 22 ABMs



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2010 Expansion-October 46 ABMs



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2011



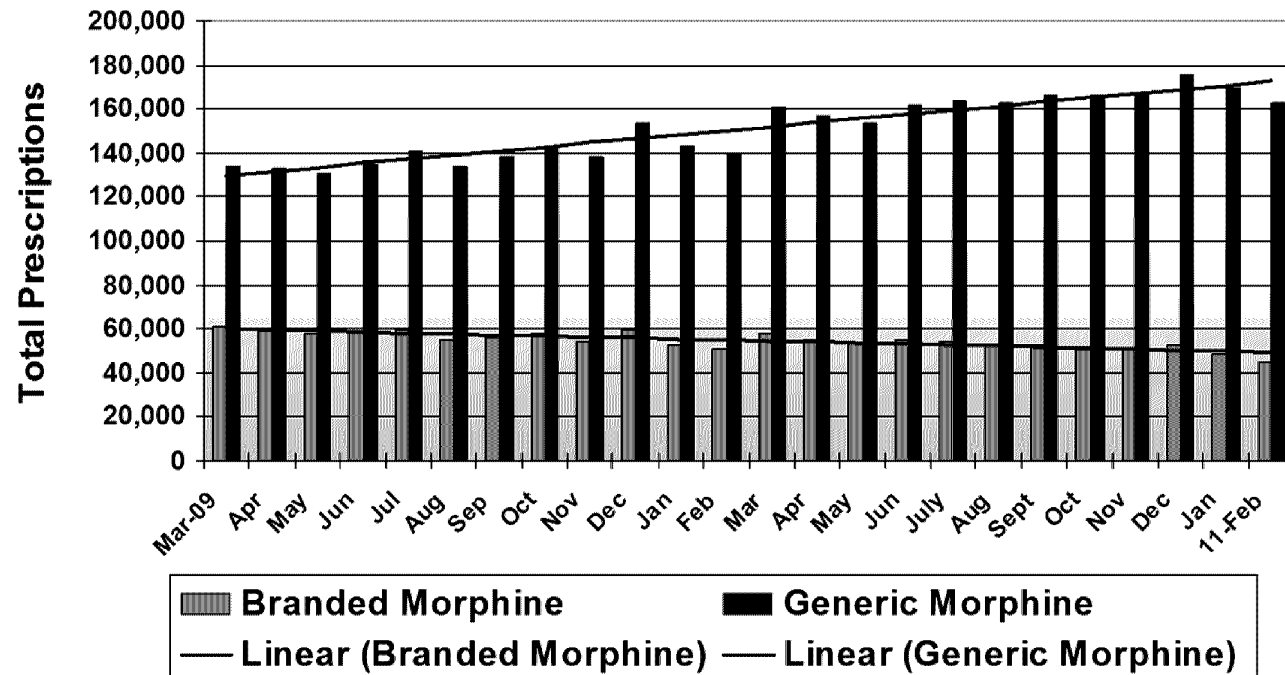
- 46 alignment adequately covers high value Kadian targets
- Potential expansion from current team of 46 determined to yield minimal incremental sales
- Are we taking advantage of ALL opportunities???
- Business analysis on morphine sulfate market completed in early 2011

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Branded MS/Generic MS Trend Analysis



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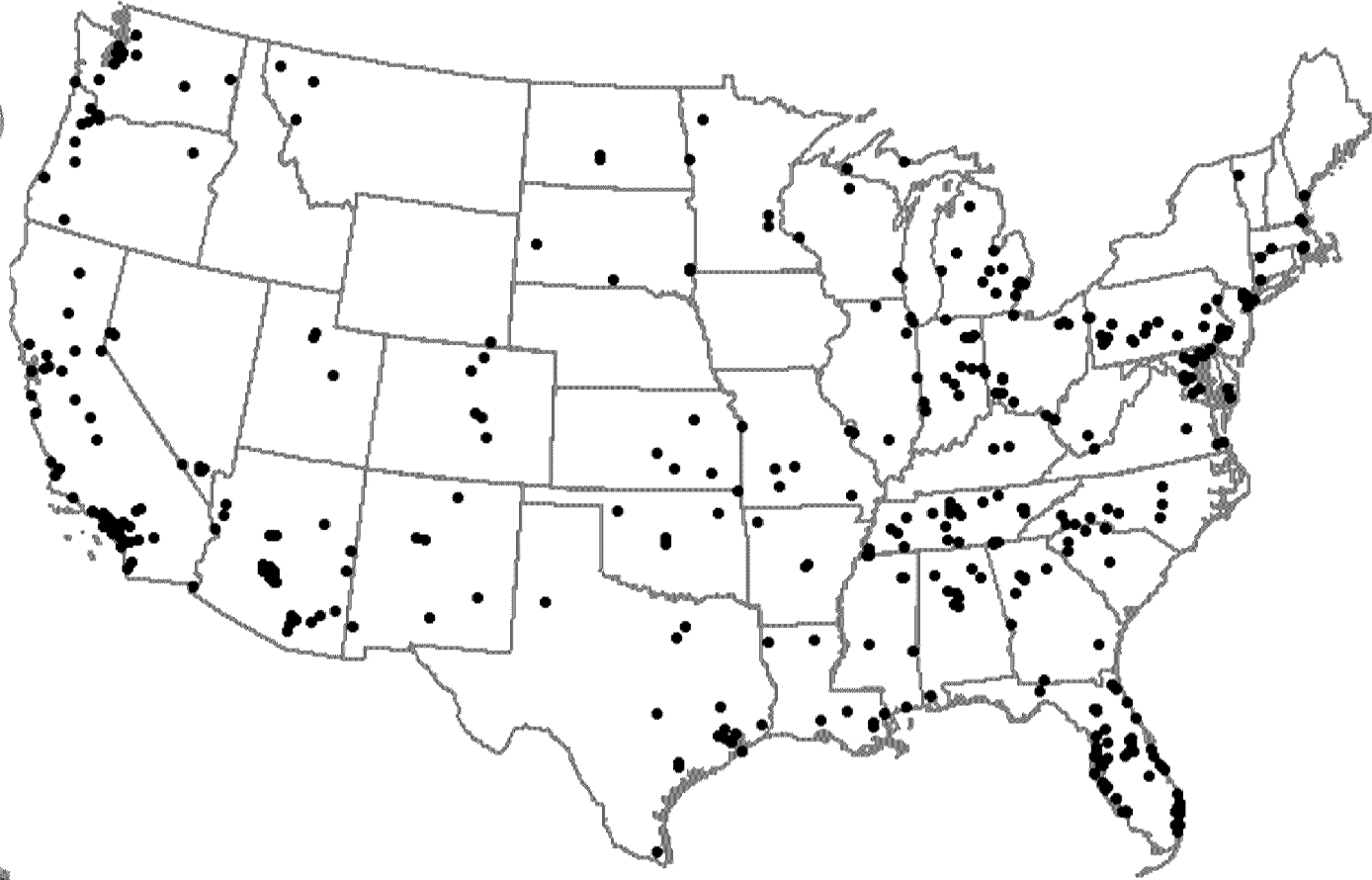
Generic MS Opportunity



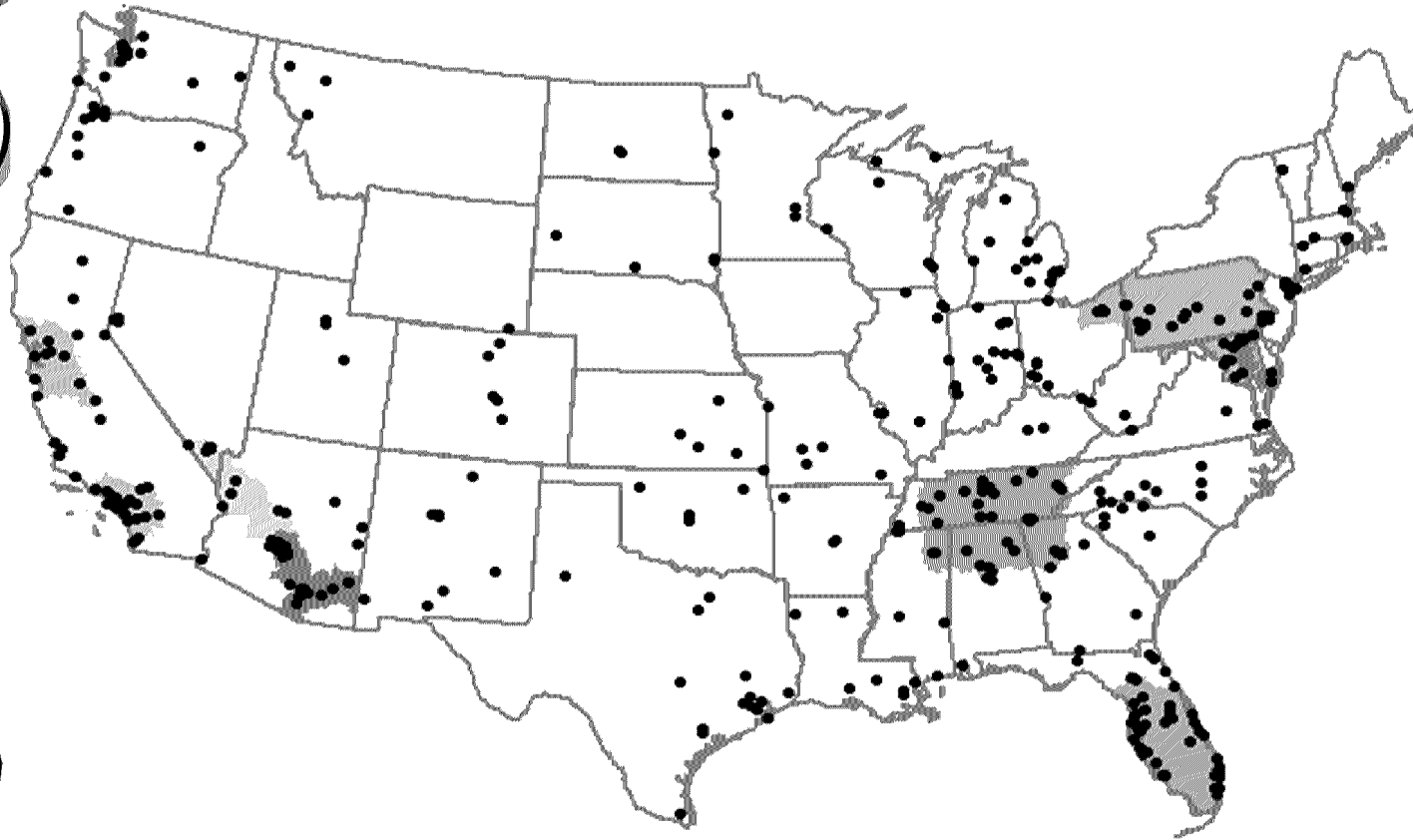
- Can we convert generic morphine sulfate scripts?
 - Cost, Low Managed resistance
- Do we have the tools required to convert morphine sulfate scripts?
 - Absolutely
- Can we add these targets to existing team?
 - Yes, but very limited.
 - Do not want to distract current team. The current team's objective is to protect existing business and get new patient starts from high decile Kadian writers
- Should we pilot a sales team focusing only on this conversion opportunity?



High Generic MS Targets



Territory Hubs



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MS Conversion Pilot Locations



- Los Angeles
- Phoenix
- Tampa
- Pittsburgh
- Nashville



Pilot Goal



- Maximize Kadian sales by converting high volume MS prescribers to Kadian



Strategy



- Pilot a sales team focusing on high volume prescribers writing 400+ generic MS scripts annually



Tactics



- Use selling tools to meet the needs of prescribers and patients
 - Prescriber Needs
 - Conversion cannot be a distraction to office staff
 - Minimize time spent on medication management
 - Prescribe product with 24 hour continuous pain relief
 - Ability to titrate for new patients
 - Patient Needs
 - 24 hour continuous pain relief
 - Minimize out of pocket costs



Selling Tools



- Core Sales Aid
- Co-Pay Card
- Customized Formtrak Report
- Shelf Talker
- Conversion Guide
- Patient Assistance Program





Critical Success Factors



- Effective Targeting
 - Phone Screens (verify addresses first)
 - Prioritize, Prioritize, Prioritize
- Identify prescribers open to conversion
 - Breakfast/Lunch in-services (focused selling time)
- Total office call
- Pharmacies
- Understand reimbursement landscape
 - Local ABM
 - FormTrak





Critical Success Factors



- Investing the time to execute the plan for each target
 - We are NOT counting calls
 - Performance will be determined by results
- Attention to detail
 - Co-Pay Cards
 - Pharmacy Stocking
 - Staff Education
- Plan Execution
 - Buy in from decision maker
 - Effective plan to deploy selling tools



Summary



- This is a pilot opportunity
- The goal is conversion of morphine sulfate
- You are focusing on a pre-qualified list of targets
- Utilize tools effectively
- Run the business as if it is yours
- Customized plan of action for each conversion opportunity
- Attention to detail is critical



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