

**From:** David Myers  
**To:** Michael Perfetto  
**CC:** Jinping McCormick  
**Sent:** 8/26/2011 3:09:23 PM  
**Subject:** Oxymorphone Promotion and chargeback results to date  
**Attachments:** Oxymorphone ER charge back detail to 8-19-2011 (2).XLS; Promotion of Oxymorphone.doc

Mike,

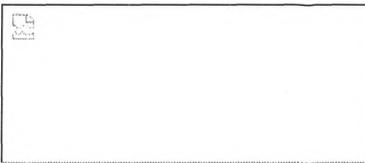
I have attached Word document which outlines our promotional activities in relation to Oxymorphone. This includes not only national print/mail/electronic advertising campaigns, but those campaigns which are currently being executed through drug wholesaler and distributors to drive awareness and shipment into the pharmacies. Additionally, I have attached the chargeback results to date.

I hope this information is helpful. Please give me a call if you would like to discuss.

Regards,

David

**David Myers**  
*Senior Manager, Products & Communications*



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## Charge Back Details since launch 7/15/2011

<b>CARS Prod Group Dimension</b>		<b>Jul 15 - Aug 19, 2011</b>
<b>Cars Item(2/2)</b>		<b>ChargeBack Units</b>
Oxymorphone HCl E-R Tablets, 15mg CII 10		656
Oxymorphone HCl E-R Tablets, 7.5mg CII 1		142
<b>Oxymorphone</b>		<b>798</b>
<b>CARS MktType Contracts Dimension</b>		<b>2011</b>
<b>Cars Contracts(2/2)</b>		<b>Cb Units</b>
WAL MART		284
AMERISOURCEBERGEN PRXO GEN		149
CARDINAL - PREF. SRC A		139
MCKESSON ONESTOP PROGRAM		79
RITE AID		64
MCKESSON MULTI SOURCE PROGRAM		14
ECONDISC		11
CARDINAL - KMART/GEN ALLIANCE		9
CVS RETAIL STORE BUSINESS		8
MANAGED HEALTHCARE - GPO		7
WALGREENS		7
SUPERVALU PHARMACIES, INC		6
CARDINAL LTC GENERICS		6
MEDASSETS (GPO)		4
PUBLIX		4
HEB GROCERY COMPANY		2
INNOVATIVE PURCHASING CONCEPTS		1
MEDASSETS SUPPLY - RETAIL		1
PREMIER PURCHASING - RETAIL		1
SAJ/SUPER D STORES		1
KINRAY INDIRECT		1
<b>All CARS MktType Contracts</b>		<b>798</b>
<b>CARS Wholesalers Dimension</b>		<b>2011</b>
<b>Cars Whol Grp(1/2)</b>		<b>Cb Units</b>
AMERISOURCE BERGEN		152
Bellco		3
CARDINAL HEALTH		183
MCKESSON DRUG CO.		460
<b>All CARS Wholesalers</b>		<b>798</b>



## Oxymorphone Promotional Plan

### Direct Mail

- Two wave direct-mail campaign to the top 10,000 prescribing doctors.
  - 1<sup>st</sup> wave was mailed 8/9/11
  - 2<sup>nd</sup> wave will be mailed week of 9/6/2011

### Journal Advertising

- Pharmacy Times – focused on Pharmacy buyers & Pharmacists
  - Circulation: 163,500. Full page insertion in 8/2011 issue.
- Practical Pain Management- focused on pain specialist physicians.
  - Circulation: 45,000. Full page insertion 8/2011 issue and 10/2011 issue

### Email Campaign

- Campaign reaching a pharmacy audience of 87,000 addresses.

### Customer Campaigns:

- NC Mutual – Sellsheet will be distributed to each of their ~500 pharmacy customers
- Premier – Electronic sellsheet sent to each of their facilities
- MedAssets - Electronic sellsheet sent to each of their facilities
- Anda – Telemarketing promotion through Anda's call center. Telemarketers are financially incentivized to promote Oxymorphone
- Kmart – Kmart corporate buyer has sent the electronic sellsheet to all of their stores.
- Safeway – Safeway corporate buyer has sent the electronic sellsheet to all of their stores.
- Costco – Electronic sellsheet has been sent to all of their pharmacies from Costco corporate.
- Hi-School Pharmacy – Electronic sellsheet sent to each of their pharmacies from Hi-School corporate.
- HD Smith – Blast fax to each account announcing launch of Oxymorphone
  - Telemarketing team targeting accounts that have previously ordered Opana ER.
- McKesson – will use telemarketer to call 500 independent pharmacies with highest script history and provide incentives (\$25 off 7.5mg, \$50mg off a bottle of 15mg) to pharmacies on first order.
- Rite-Aid – provided store level incentive to top volume stores (\$30 off first order)
- Walgreens – met Walgreens marketing team, currently analyzing promotional campaign options

