

**PURDUE**

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**TO:** Jim Lang

**DATE:** April 27, 2001

**RE:** Walgreens Meeting April 25, 2001

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MAY 10 2001  
RUSS GASDIA

Jim, summarized herein is what I feel was a very successful meeting with Sheila Bennett, Category Manager Pharmacy Health and Wellness at Walgreens. My objectives for this meeting were:

- To get the opportunity to meet with Sheila Bennett who is extremely influential as it relates to all Rx products at Walgreens. Tony Scifo calls on her regularly.
- I wanted to take the opportunity to discuss the overall OxyContin® situation to insure continued levels of distribution.
- I wanted to talk about education programs throughout the Walgreens' organization.
- I wanted to gauge her feelings and view on the OxyContin 160mg issue.

Listed herein are my observations and action steps that we will follow:

- Sheila, and Walgreens, are very strong in their resolve that the stores are expected to stock what they have in the warehouse. She indicated that this was policy approved by the Chairman of the Board. They are very strong on this philosophy. She also indicated that *we will work with you, as much as we can, so that patients get what they need.*
- We discussed distribution of the Abuse and Diversion Brochure. Currently it is going through Operations and Regulatory review.
  - o She expressed some concern that distributing this would scare people off of CII's. She said, once again, that she would encourage, at the store level, that they stock and dispense OxyContin. I addressed this issue and believe that we will get support on distribution of the brochure.
- She indicated that there were two options for distributing the Abuse and Diversion Brochure. The first option is that it could come from their Health Services Department, which does in store mailings on a regular basis. The second option is to pose it on their pharmacy only website called RxNet.

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- o Option one is the better option in that it has corporate clout coming from Health Services. **Action:** Tony Scifo is following up with Sheila and we should have an answer on this shortly.
- During our discussion on educational programs, Sheila indicated the importance of coordinating our educational efforts. There has been a lot of recent demand from the field for Walgreens' district level programs.
  - o Sheila volunteered the fact that it is much wiser for us, and cost effective, to do, what she called, Regional Level Market Programs. She indicated that instead of getting 30 or 40 pharmacists at a time, a Market Program would get 250 - 300 and address a market as opposed to just one district.
  - o There continues to be the need to get the message out to the field that it is important to communicate their needs for chain programs through National Accounts so that we can support that effort. **Action:** Tony Scifo will be following through with Sheila and Dawn DiLullo, who is in Trade Relations and Pharmacy Recruitment and works on these regional programs.
- The key person at the field level, for us, is the Rx Supervisor. The Rx Supervisor reports to the local District Manager for Walgreens. The District Manager is more concerned about the front end business. The Rx Supervisor is responsible for everything behind the counter.
- Tony Scifo suggested that it would be of value for us to do programs for the above Rx Supervisors. There are 135 to 140 of these individuals. This would be a good opportunity to educate those who influence hundreds of pharmacists. **Action:** Tony Scifo to follow up with Sheila Bennett.
- Walgreens also sends out educational modules to their pharmacy staff. One of the ones that has been proposed is a pain module. **Action:** Tony Scifo is working with Dawn DiLullo to see if we can support her efforts in the development of that module.
- There have been some questions from the field as to actions taken by Walgreens' pharmacists as it relates to the dispensing of OxyContin. This has become an issue in the diversion areas.
  - o This discussion was handled generically without identifying specific situations.
  - o The local pharmacists are expected to follow corporate direction, but Walgreens respects the Pharmacists obligation to pharmacy practice. Therefore, within legal, ethical, and corporate guidelines the individual pharmacist is expected to make pharmacy practice decisions using their best judgment.

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- o Corporately, they are very concerned when an individual or vendor makes accusations. We must ensure that Representatives do not overstep their bounds at field level. They also need to be very careful not to attribute individual actions to corporate policy.
- We took the opportunity to talk about the suspension of OxyContin 160mg distribution.
  - o Sheila understood why we were taking this action; she was concerned about the message it sent to the trade and the public.
  - o She was concerned from a practice standpoint as to the current OxyContin 160mg patient getting two OxyContin 80mg tablets per one OxyContin 160mg tablet. She immediately looked up the cost and asked if we were doing anything to compensate for the increased cost to the patient.
  - o As it relates to the cost above, she asked if we had addressed the concerns of Managed Care as to increased costs for the same patient.
  - o She initiated a discussion as to whether we had looked at different packaging to enhance tracking of OxyContin 160mg and make it less attractive for diversion, i.e. selling it in smaller quantities. I also discussed with her unit dose possibilities and she indicated that this would be a problem as to quantities and dispensing for a retail pharmacy.
- It was interesting to get specific numbers as to product utilization. It is listed below:

**March 2001 Walgreens Billing (Units of 100 Billed to Stores)**

<b>STRENGTH</b>	<b>UNITS</b>
OxyContin 160mg	526
OxyContin 80mg	5,300
OxyContin 40mg	12,900

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**Average Prescription Size and Number of Prescriptions Written**

<b>STRENGTH</b>	<b>NUMBER OF PRESCRIPTIONS</b>	<b>AVERAGE PRESCRIPTION SIZE</b>
OxyContin 10mg	17,046	60 Tablets
OxyContin 20mg	26,517	65 Tablets
OxyContin 40mg	17,556	71.9 Tablets
OxyContin 80mg	6,413	80.9 Tablets
OxyContin 160mg	510	79.8 Tablets

- It is interesting to note that as the strength escalates, so do the number of tablets. It is also interesting to note that based on appropriate titration these numbers are very reasonable. This underscores the fact that the vast majority of OxyContin scripts appear to be written and dispensed appropriately.
- Walgreens had six weeks of supply of OxyContin 160mg as of April 25, 2001.

Once again valuable information and solid support. If you have any questions, please let me know.

ccr

c: Russ Gasdia  
Mike Innaurato  
Tim Richards  
Tony Scifo



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