

To: Reich, William[/O=PURDUE/OU=PURDUE US/CN=Sales and Marketing - Field/cn=EF8234CA]; Budinger, John[/O=PURDUE/OU=PURDUE US/CN=Sales and Marketing - Field/cn=6EF628C8]; McAvoy, Dan[/O=PURDUE/OU=PURDUE US/CN=Sales and Marketing - Field/cn=02035CE4]
Cc: Nagorski, Lynn[/O=PURDUE/OU=PURDUE US/CN=Sales and Marketing - Field/cn=9F4581F2]; Kasprzycki, Paul[/O=PURDUE/OU=PURDUE US/CN=Sales and Marketing - Field/cn=33CB12DC]; Dicesare, Diana[/O=PURDUE/OU=PURDUE US/CN=Sales and Marketing - Field/cn=FB3E7F99]
From: McCormick, Richard
Sent: Fri 6/23/2000 11:12:14 AM
Subject: FW: A COMPLETE Value-Added Program

Hi Guys,

The below message was forwarded onto your respective RM's. I thought I would ask each of you if you thought we could utilize the referenced piece in any of your retail chains. I know you, John, have done some good things with Walgreen's and speaker programs throughout Central Illinois.

What about selling this program into a district/regional manager of a Walgreen's or Osco for implementation with all of their retail pharmacists?

The absolute last thing we want is for the OxyContin prescription to be bounced out at the pharmacy level because of unfounded fears from the "uneducated" pharmacist.

Please let me know your thoughts on this by next Friday, June 30th.

Rich McCormick

richard.mccormick@pharma.com

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

From: Richards, Tim
Sent: Wednesday, June 21, 2000 1:28 PM
To: Aronson, Jean; Clark, Rhonda; Connell, Kevin; Dzwilewski, Georgette; Fischer, Donna; Grayson, Mel; Heinzmann, Mike; Hennessy, Joe; Katsur, Bernadette; McCormick, Richard; Nagorski, Lynn; Norbury, Gary; Primpas, Nick; Randa King, Laura; Sagendorf, Dennis; Saiz, Joe; Sloan, Alan; Sorrell, Sean; Torrence, Victor; Vlk, Robert; Wallen, David
Cc: Gasdia, Russell
Subject: FW: A COMPLETE Value-Added Program

Folks:

FYI. Great support from the VP of Prescription Sales. Thanks, Russ

Tim

tim.richards@pharma.com

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

From: Gasdia, Russell
Sent: Tuesday, June 20, 2000 6:28 PM
To: Arent, John; Burandt, Scott; Cramer, Phil; Dicesare, Diana; Fisher, Windell; Kasprzycki, Paul; Petty, Jane; Seid, Stephen; Taggart, Bruce; Wheeler, Doug
Cc: tsr
Subject: FW: A COMPLETE Value-Added Program

Regional Managers

Synergy. When 1 + 1 = 3! Working together, PSD, HSD and MHC will lead to faster results.

What does an AE "do"? Look at what Bernie Katsur just accomplished. This will make a difference.

PLAINTIFFS TRIAL
EXHIBIT
P-14706_00001

Let your people know about the high level of support we received as a result of this program.

Russ

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

From: Richards, Tim
Sent: Monday, June 19, 2000 10:04 PM
To: Aronson, Jean; Clark, Rhonda; Connell, Kevin; Dzwilewski, Georgette; Fischer, Donna; Grayson, Mel; Heinzmann, Mike; Hennessy, Joe; Katsur, Bernadette; McCormick, Richard; Nagorski, Lynn; Norbury, Gary; Primpas, Nick; Randa King, Laura; Sagendorf, Dennis; Saiz, Joe; Sloan, Alan; Sorrell, Sean; Torrence, Victor; Vlk, Robert; Wallen, David
Cc: jji; Innaurato, Mike; Gasdia, Russell
Subject: A COMPLETE Value-Added Program

Folks:

We often speak of custom programs that are complete. I define "complete" as:

- a program that is a "win-win" for the customer and Purdue
- advances the sale of our products, while educating the healthcare professional
- helps either (or both) the PSD or the HSD sell more of our products
- and is truly a "customized and innovative" idea

We have had many of these types of programs to date this year that have bubbled up from all of you with the input of your customers. I would like to bring your attention to two programs initiated by Bernie Katsur that I saw through the approval procedure. These programs did not only follow the above criteria, but showed Bernie's initiative with customers that do not get alot of our Managed Care time. These programs also showed Bernie's knowledge of local business issues and Bernie's communication level with the local DMs to know what was important to help them direct their selling processes.

Bernie was able to initiate the Lipman CE programs to two retail chains to better educate pharmacists on proper pain management. As we have all encountered, some retail pharmacist's lack of understanding of proper analgesic dosing leads to these pharmacists to try and restrict the prescribing of opioids for pain management.

The first program was initiated through Giant Eagle, a 150 store chain with store mainly in Pittsburgh and the surrounding area (also has stores in West Virginia). Bernie and Lynn Sipe had communicated about the need for pain education through this chain, and Bernie worked contacts at Giant Eagle to initiate a mailing of 550 Lipman CEs to the chain's retail pharmacies.

The second program has national implications, in that Eckerd's has their mail order operations in the Pittsburgh area. Since opioid analgesics are filled through this facility, Bernie initiated a program with 250 Lipman CEs throughout this facility. Bernie also forwarded to David Wallen a contact for national distribution of the Lipman CE to retail stores within the Eckerd chain.

My congratulations to Bernie for a job well done. These two complete programs a true "win-wins" for the customers and Purdue and I am sure you will agree will educate the pharmacists as to the use of long acting opioids in the treatment of pain.

Keep up the good work, Bernie. Lets all keep these types of program coming!!

Tim

tim.richards@pharma.com