



Field Contact Form

Area Manager Name	Adriana Knoblauch
Regional Director Name	Chris Hepp
Territory	A120-Los Angeles ABS
Date	12/07/2011

Sales Results /Business Analysis

Kadian Sales Results

Territory %-To-Plan	Region %-To-Plan
N/A%	26.4%

Current Month-Kadian \$	Previous Month-Kadian \$
N/A\$	N/A\$

Current 3-month Kadian \$/Prev. 3-month Kadian \$/% Change

Territory	Region	Nation
N/A%	-2.6%	-1.5%

Current 3-month Kadian Trx/Prev. 3-month Kadian Trx/% Change

Territory	Region	Nation
N/A%	-5.6%	-4.9%

- ◆ (Business Analysis) Share Observations regarding trends, etc.
 - Adriana, with a territory that is focused on targets with very little experience in writing Kadian, you have a clean slate of prescribers. Most of these targets know about Kadian, but have not prescribed it in months or years due to not having a representative call on them. This is why the impact you have on your prescribers in your territory will be direct and immediate. Focus on those with the most potential for increasing Kadian prescriptions. Use your resources in these accounts such as the Kadian Co-Pay card. Also, put an additional emphasis on the offices that treat a large number of Medical patients. With our preferred status on Medical, most of these prescribers will want to write Kadian and will find it with no restrictions. If this is the only impact you have on your prescribers, you will still succeed with sales above and beyond expectations.



Resource Utilization

1-Below Expectations 2-Meets Expectations 3-Exceeds Expectations

Form Trak On Demand	N/A
Co-Pay Cards	3
Budget	2
iPaq/Call Reporting	2
Expense Reporting	2

Comments: Continue to use your Kadian Co-Pay cards to gain access with your tough-to-see prescribers. These cards can get you inside the door with the opportunity to discuss all the positive options available with Kadian as your targets begin to familiarize themselves with its availability as a generic medication.

Field Observations

- ◆ Describe observed selling skills and noteworthy behaviors that meet or exceed expectations
 - A great example of the impact you will have with your prescribers was your lunch with Dr. Zavarei in Anaheim. He was impressed that he now had a Kadian rep calling on him again. Your focus on the benefits of Kadian having a steady blood level throughout a 12 or 24 hour period was one that Dr. Zavarei easily bought into. He immediately mentioned he had patients that he would like to switch from generic MS Contin to Kadian.
 - Your follow-up at Ben's Pharmacy is another thing that will separate you from most other drug representatives. You have established a great rapport with this pharmacist and you can alert your offices in the Fullerton area where they can get the Actavis generic version of Kadian. This is a great example of how your extra work will pay dividends for Dr. Zavarei's patients, and will make your new pharmacist contact at Ben's extremely happy with his new business.

Business Strategy

- ◆ Observations made that will lead to business opportunities
 - Our call on Sherri Maximiuk, PA in Orange, California is another example of a great opportunity for continued growth in Kadian sales. She acknowledged she was a fan of MS Contin "because it always is approved and there are no PA's." Your ability to inform her that Kadian will soon have that same status as the new generic hits the market is valuable to Sherri and her practice. Sherri was excited to see you. She was impressed that the Kadian Co-Pay card program was still in operation. And she was certain she would start switching patients to Kadian. Regular follow-up with her progress in starting new patients on Kadian will be important to assure she is making good on her desire to switch her patients to Kadian.

Developmental Opportunities / Action Plan

- ◆ Describe areas and specific behavior examples that need development.
 - Continue to work on your discussion points when using the Kadian detail aid, especially when it comes to the PK profile chart and the blood levels of Kadian vs. generic morphine sulfate. These will be topics that you will discuss often with your prescribers. A quick, concise review of this information will help you establish a great relationship with your target prescribers, and they will understand the science behind Kadian better.

ABM Signature:

Regional Director Signature: Chris Hepp 12/07/2011