

**To:** Gasdia, Russell[/O=PURDUE/OU=PURDUE US/CN=RECIPIENTS/CN=58B02E32]  
**Cc:** Kasten, Susan[/O=PURDUE/OU=PURDUE US/CN=RECIPIENTS/CN=Kastens]  
**From:** Lang, James J  
**Sent:** Mon 9/22/2003 3:41:22 PM  
**Subject:** RE: California Triplicate Prescriptions and PMP

This change is a big deal. I just want to make sure we are taking full advantage of the opportunity. I am also sure they will be getting questions from Doc's concerning the change. We want to make sure reps understand the information they will be receiving from Alan.

**Jim**

James J. Lang  
Vice President of Field Operations and Marketing  
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Mobile: (203) 609-1085

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

**From:** Gasdia, Russell  
**Sent:** Monday, September 22, 2003 11:00 AM  
**To:** Lang, James J  
**Cc:** Kasten, Susan  
**Subject:** RE: California Triplicate Prescriptions and PMP

Jim

If you read below, Alan is circulating something that announces this. As far as direction, reps will be identifying high prescribers of opioids when we develop core target lists for fourth quarter. During that process they will be able to identify physicians whom they can appropriately promote OxyContin to. Otherwise, this is not in effect for almost a year and that may determine future direction.

Russ

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

**From:** Lang, James J  
**Sent:** Friday, September 19, 2003 5:16 PM  
**To:** Gasdia, Russell  
**Cc:** Kasten, Susan  
**Subject:** RE: California Triplicate Prescriptions and PMP

We can do that or you or whom you designate can send me a copy of the direction.

**Jim**

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F/u 10/1

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

**From:** Gasdia, Russell  
**Sent:** Friday, September 19, 2003 4:09 PM  
**To:** Lang, James J

PLAINTIFF TRIAL  
EXHIBIT  
**P-24056\_00001**

CONFIDENTIAL

PPLPC012000064637  
P-24056\_00001

**Subject:** RE: California Triplicate Prescriptions and PMP

We can discuss when we meet

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

**From:** Lang, James J  
**Sent:** Friday, September 19, 2003 7:12 AM  
**To:** Gasdia, Russell  
**Subject:** FW: California Triplicate Prescriptions and PMP

This is great for California reps. What are the plans to capitalize on these changes?

**Jim**

James J. Lang  
Vice President of Field Operations and Marketing  
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-----Original Message-----

**From:** Must, Alan  
**Sent:** Friday, September 19, 2003 6:12 AM  
**To:** jjl; Udell; Reder, Robert; Haddox, Dr. J. David; Hogen, Robin; Bannon, Timothy; Alfonso, Mark; Gasdia, Russell; Friedman, Michael; Rosen, Burt; Goldenheim, Paul  
**Subject:** California Triplicate Prescriptions and PMP

All,

Attached is a memo briefly describing California SB 151 that was signed into law by Governor Gray Davis. A similar memo is currently circulating through the internal review process for distribution to the sales force.

<< File: SB 151 Talking Points external.doc >>

**Alan H. Must**

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