

From: Russell Gasdia
Sent: Sunday, February 09, 1997 9:12 PM
To: James J Lang
Cc: Windell Fisher
Subject: Re: Walgreens

Jim

This may be a good topic for the managers meeting. I believe Chris would be ready to provide a presentation. What do you think?

Russ

Forward Header

Subject: Re: Walgreens
Author: Windell Fisher at norwalk
Date: 2/7/97 9:57 AM

Russ,

Here is an example of Chris providing good direction to a newer member of his team.

Chris continues to forge strong partnerships with his chain pharmacies. This is one way to deal with the problem of pharmacists wanting to substitute MS Contin prescriptions. By establishing rapport and providing value added services, we will be less likely to face substitution in the future, even for MS Contin prescriptions.

This may be a topic for a presentation at the District Managers meeting. If not, I will have Chris present this during my breakout.

WF

Forward Header

Subject: Re: Walgreens
Author: Chris Sposato at NORWALK
Date: 2/7/97 8:23 AM

Eric,

Great contact!! Proceed as follows:

1. Get a list of all his stores that will stock Oxycontin.
2. Ask him for the names of the stores that will be the "Pain stores" as well as the pharmacist(s) in charge.
3. Ask him if you can hold a pain inservice at one of his pharmacy/pharmacy managers meetings to help educate in this area.
4. Inform him that if he can keep adequate inventory of all Oxycontin

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sizes available, that you can inform key accounts of this; including which are the preferred "pain stores" in his area.

5. This is a huge opportunity since he said he would allow certain stores to have c-2's called in. This would help us overcome physician objections when they say they can't call Oxycontin in. Get a list of these stores that would allow Oxycontin phone-ins along with the followup Walgreens will require to handle necessary paperwork.

6. While we are not in the business of promoting pharmacies per se, it is our obligation to our customers to direct them to locations that will (without a doubt) be carrying our Oxycontin line. You should inform these key Dr's, nurses, PA's, NP's etc. on your calls and have a list available near their phones so they can take action toward Oxycontin prescriptions at a moment's notice.

Eric, great job. Please follow up accordingly and CC:mail me with your results. If any of these stores will fall in Rich or John's territories, please include information for them as well.

Thanks,

Chris

Reply Separator

Subject: Walgreens
Author: Eric Perham at Sales_Force
Date: 2/5/97 10:24 PM

Chris,

Today was a great day for pharmacy calls! I met with Mike Agostino, the district manager for Walgreens from Riviera Beach to Sebastian. He agreed to recommend oxycontin to be stocked in all his stores (all strengths). He also directed me to several pharmacist that are working to implement a "simple" pain management protocol at the pharmacy level.

Bob Brody, is one the pharmacist involved in the protocol that I spoke with today. Some of the ideas he will be trying to implement are as follows:

1. Have a couple of the 24 hour stores increase there narcotic inventory as much as 8 fold to cover each area.
2. Inform the high prescribers in the area that those stores will

always have an adequate inventory.

3. These stores will also have well informed pharmacist in the area of pain management. this will eliminate any confusions on the "correct" dose for the patient.

4. The select stores will also allow for CII drugs to be called in. (he indicated this can be done if both parties agree).

This would save patients time from having to shop around for stores that carry the pain medications. The doctors will have the assurance that the pain meds will be filled by a pharmacist less likely to question his/her prescribing habits.

Bob called me this evening to discuss how we may help them with this program. He asked if I could supply him with some contact names of nurses, physician assistant, etc. in the high prescribing offices.

Please let me know how much we should get involved and any suggestions you may have on this matter. You can be assured that I will not allow this to distract us from our goals but it may also be a good opportunity to help us reach those goals.

Let me know what you think.

Eric