

To: Richards, Tim[Tim.Richards@pharma.com]; Aronson, Jean[Jean.Aronson@pharma.com]; Clark, Rhonda[Rhonda.Clark@pharma.com]; Connell, Kevin[Kevin.Connell@pharma.com]; Dzwilewski, Georgette[Georgette.Dzwilewski@pharma.com]; Fischer, Donna[Donna.Fischer@pharma.com]; Grayson, Mel[Mel.Grayson@pharma.com]; Heinzmann, Mike[Mike.Heinzmann@pharma.com]; Hennessy, Joe[Joe.Hennessy@pharma.com]; Katsur, Bernadette[Bernadette.Katsur@pharma.com]; McCormick, Richard[Richard.McCormick@pharma.com]; Nagorski, Lynn[Lynn.Nagorski@pharma.com]; Norbury, Gary[Gary.Norbury@pharma.com]; Primpas, Nick[Nick.Primpas@pharma.com]; Randa King, Laura[Laura.RandaKing@pharma.com]; Sagendorf, Dennis[Dennis.Sagendorf@pharma.com]; Saiz, Joe[Joe.Saiz@pharma.com]; Sloan, Alan[Alan.Sloan@pharma.com]; Sorrell, Sean[Sean.Sorrell@pharma.com]; Torrence, Victor[Victor.Torrence@pharma.com]; Vlk, Robert[Robert.Vlk@pharma.com]; Wallen, David[David.Wallen@pharma.com]
Cc: DaBronzo, Dr. Joseph[Joseph.DaBronzo@pharma.com]; Gasdia, Russell[Russell.Gasdia@pharma.com]; Innaurato, Mike[Mike.Innaurato@pharma.com]; Merlino, Ernest[Ernest.Merlino@pharma.com]; Seid, Stephen[Stephen.Seid@pharma.com]
Bcc: Donna.Spencer@pharma.com[Donna.Spencer@pharma.com]
From: Lang, James J
Sent: Fri 3/23/2001 9:03:05 AM
Subject: RE: Analysis of zip codes

Alan

Great job. I appreciate the hard work and effectiveness Thanks

Jim

203-558-7310

<mailto:james.j.lang@pharma.com>

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

From: Richards, Tim
Sent: Thursday, March 22, 2001 9:30 AM
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: DaBronzo, Dr. Joseph; Gasdia, Russell; Innaurato, Mike; Lang, James J; Merlino, Ernest; Seid, Stephen
Subject: FW: Analysis of zip codes

Great Job, Alan.

We often speak about ROI on the various value added we initiate. Below is an example of Alan working with the District Manager for not only field follow-up, but an exponential return on investment.

Tim

tim.richards@pharma.com

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

From: Hennessy, Joe
Sent: Wednesday, March 21, 2001 11:04 PM
To: Dzwilewski, Georgette; Sloan, Alan; Torrence, Victor; Clark, Rhonda; Sagendorf, Dennis
Cc: Richards, Tim

PLAINTIFF TRIAL
EXHIBIT
P-27166_00001

Subject: FW: Analysis of zip codes

Western Area,

Below is an example of the results effective programming can do in a territory and district. Notice the increase in sales after Alan successfully implemented and completed the program by Dr. Lipmann, and how he got the support and pull through of the DM and reps within the district.

Please pass on any success story that you have and Great Job Alan!!

Joe

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

From: Grose, James
Sent: Tuesday, March 20, 2001 12:44 PM
To: Sloan, Alan
Cc: Hennessy, Joe; Taggart, Bruce; Rampton, Steve; Richards, John; Jacobs, Royce
Subject: RE: Analysis of zip codes

Hi Everyone,

Alan asked me to look at this information on specific zip codes where Dr. Art Lipman did a series of lectures for IHC in rural areas of Utah. I have attached a files that isolate these zip codes so as to determine the impact of these lectures. It is very interesting to note that the range of OxyContin sales increases was anywhere from **double** to **eight** times that of the average prior to the lectures.

This is outstanding!!!!

Steve, Mike & Royce, notice that the effect did seem to wear off a little over time. Almost all of the areas were at their peak in November or December. It is important to reinforce what they learned from Dr. Lipman. Especially in light of the negative publicity that OxyContin has received as of late.

Let me know if there is any further information you would like regarding this issue.

<< File: Delta Utah 84624.xls >> << File: Fillmore Utah 84631.xls >> << File: Heber City Utah 84032.xls >> << File: Panguitch Utah 84759.xls >> << File: Termonton Utah 84337.xls >>
Thanks,

Scott Grose
Salt Lake District Manager
Office 801-619-4735
Mobile 801-301-1947
Fax 801-619-4739
James.Grose@pharma.com

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

From: Sloan, Alan
Sent: Monday, March 19, 2001 7:15 AM
To: Grose, James
Cc: Hennessy, Joe; Taggart, Bruce
Subject: Analysis of zip codes

Scott,

Can you give me a sales analysis of OxyContin from July 2000- Dec 2000 for the following towns. These were places where Dr. Lipman did programs for IHC funded by Purdue last July and August.

Delta
Bear River
Filmore
Heber City
Pangitch

IHC is requesting this information, and I think it would be interesting to know if these programs had an impact on sales in these areas.

Thanks

Alan Sloan
Account Executive