

To: William Gergely[William Gergely at Norwalk]; Kevin Hale[Kevin Hale at Sales_Force]; Fran Naab[Fran Naab at Sales_Force]; Tom Pearcey[Tom Pearcey at Norwalk]; Jerry Pizzola[Jerry Pizzola at Sales_Force]; Bobbi Sobel[Bobbi Sobel at Sales_Force]; Sharlene Stup[Sharlene Stup at Sales_Force]; Mike Thatcher[Mike Thatcher at Sales_Force]
Cc: Russell Gasdia[Russell Gasdia at Norwalk]
From: Phil Cramer
Sent: Thur 5/1/1997 4:29:00 PM
Subject: OxyContin Super Stores!!!

Mid-Atlantic DM's,

Bobbi is jumping on the "super store" concept. Below is an excellent CC:Mail to her district outlining the concept and underlining the importance of getting good stocking. Let's get this done!

Phil

_____ Forward Header _____
Subject: OxyContin Super Stores!!!
Author: Bobbi Sobel at Sales_Force
Date: 4/30/97 11:15 PM

Subject: OxyContin Super Stores
Author: Bobbi Sobel
Date: April 30, 1997

Chesapeake District,

OxyContin 80mg is your ticket to London.
OxyContin 80mg is your ticket to bonus.
OxyContin 80mg is crucial to your success.

But, only if your doctors' patients can GET it!

IMPORTANT NOTE: (2)

- I. Call in this Friday morning with the number of 40 & 80mg stores you have stocked this week. My report is due at noon!
- II. Set up Super stores
Every territory must have a MINIMUM of eight to twelve SUPER STORES identified and stocked by our District Meeting on May 21st. Bring your updated OxyContin stocking lists to this meeting. (Please make 8 copies for distribution to the district.)

WHAT IS A SUPER STORE?

Pick eight or more pharmacies to be designated as your Super Stores. They must meet these qualifications:

- * All strengths of Oxy Contin on shelf (10, 20, 40 & 80)



- * Multiple bottles of 10's 20's & 40's
- * OxyIR stocked (multiple bottles)

The Super Store lists will be given to key physicians, nurses, clinics and hospices for their patients' convenience. Pharmacies should be told of the benefit they will derive from this. Put a value on being a designated SUPER STORE. Make them want to be the one!

HOW TO DO IT:

Stocking = attitude. Attitude = stocking.

1. If you don't BELIEVE there is a need for this store to be stocked, how can you SELL the pharmacist?
2. EXPECT the pharmacy to stock it! Don't be defensive.
3. Tell the pharmacist that you are establishing ONE pharmacy in the area to be the Super store. If THEY don't want to be it, ask the pharmacist WHICH STORE in the area he would RATHER send those prescriptions to? Do this with conviction. (Is a pharmacist really going to send these scripts to a competitor?)
4. Ask your key doctors, nurses, clinics and hospices about specific patients on doses of more than one 40mg tablet q12h. Get them to switch the patients to 80mg tablets. Create the demand. Recognize the need. Arm yourself with this information. Use it to convince your pharmacies.
5. Get prescription pad notes from your Oncologists to stock the 80mg strength of OxyContin. Get them to write, I am prescribing 80mg tablets!
6. How many prescriptions have you already lost by not having OxyContin 80mg stocked?
7. How many more are you willing to lose?
How many tablets are your 80mg patients taking? Some are taking 8 tablets!! You'll lose that patient on the next titration.