
From: Steve Cohen
To: Nathalie Leitch; Thad Demos; Michael Berryman; Michael Dorsey; Lisa Pehlke
CC: Jinping McCormick; Michael Perfetto
Sent: 5/7/2010 8:34:23 AM
Subject: RE: KADIAN co-pay program

From a sales perspective my key takeaways are

Most brand opioids have a similar program

Only 5% compliance

Open to all patients exc Medicaid /medicare

Our program started in early 09 , alparma had a program in 07
To help make it more affordable .

Thanks Nathalie for your time .

Steve Cohen
VP National Accounts

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

From: Nathalie Leitch
Sent: Thursday, May 06, 2010 7:39 PM
To: Thad Demos; Steve Cohen; Michael Berryman; Michael Dorsey; Lisa Pehlke
Cc: Jinping McCormick; Michael Perfetto
Subject: KADIAN co-pay program

Hi,

Steve called me today with some questions about the Kadian co-pay program. In case any of your customers have questions, here are the program basics:

We implemented the program immediately after acquiring the brand; january 2009

The current term runs through the end of 2010 but can be terminated in the event of a generic launch

the co-pay card covers up to \$50 toward a patient's co-pay; the card can be used two times per month

The average co-pay for kadian is \$42 so the card covers the out-of-pocket expense for most patients

Only a small percentage of cards in the field are actually used. We've put about 150k cards out over the last 15 months and only about 6-7% have actually been used at least once

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All brands in this category (long acting opioids) have similar programs. I believe the reason for this is that it's a generisized category and this is the best way to level the field from the patient perspective

Hope this helps answer questions your customers may have but please let me know if you need anything else re this or any of the kadian programs.

Nathalie