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## MerckManuscript_routing2

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| **Directives** | **Page content** |
|  |  |
| **[List Name]** | Providing Pre-call Information – Option 1 |
| **[Description]** | Use after scheduling the appointment, and before the call |
|  |  |
| **[address]** | **TO:** System Generated  **FROM:** System Generated |
| **[subject line]** | **Looking forward to our discussion about EXPAREL®** |
| **[logo]** | [EXPAREL logo]<link to www.EXPAREL.com> |
| **[viewing line and link]** | Having trouble viewing this message? Access it online. <link to message> |
| **[alt text]** | EXPAREL, Pacira Pharmaceuticals, Inc. |
| **[Salutation]** | Dear Dr.<name inserted by system>, |
| **[copy]** | I look forward to speaking with you about how EXPAREL can help you manage your patients’ postsurgical pain.  If you have time to review before our appointment, I thought you might appreciate some background information. |
| **[Fragment]** | <system populates with selected Fragment(s)> |
| **[Sign off]** | I truly appreciate you taking the time out of your busy schedule to discuss. I’ll see you soon! |
| **[Closing Salutation]** | Sincerely,  <system inserts sales representative’s name> |
| **[Opt-out]** | If you prefer not to receive future emails please click here to unsubscribe. <link to unsubscribe> |
| **[Safety]** | <System automatically populates this area of the email with the required Indication(s) and/or ISI> |
| **[logo]** | [Pacira logo] |
| **[end matter]** | Copyright © 2014 Pacira Pharmaceuticals, Inc.  Parsippany, NJ 07054 [PCRC code] 01/14 |
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| **Directives** | **Page content** |
|  |  |
| **[List Name]** | Providing Pre-call Information – Option 2 |
| **[Description]** | Use after scheduling the appointment, and the day before the call |
|  |  |
| **[address]** | **TO:** System Generated  **FROM:** System Generated |
| **[subject line]**  **[Alternate copy]** | **For our conversation tomorrow**  **[For our conversation about EXPAREL® tomorrow] use alternate** |
| **[logo]** | [EXPAREL logo]<link to www.EXPAREL.com> |
| **[viewing line and link]** | Having trouble viewing this message? Access it online. <link to message> |
| **[alt text]** | EXPAREL, Pacira Pharmaceuticals, Inc. |
| **[Salutation]** | Dear Dr.<name inserted by system>, |
| **[copy]** | I thought you might like to review the following in advance of our discussion tomorrow. I'm glad you'd like to hear more about how EXPAREL can help manage your patients’ postsurgical pain. |
| **[Fragment]** | <system populates with selected Fragment(s)> |
| **[Sign off]** | I look forward to speaking with you about how treating pain at the source with EXPAREL can help control postsurgical pain and reduce the need for opioids in your paitents .  Thank you so much for your interest. |
| **[Closing Salutation]** | Sincerely,  <system inserts sales representative’s name> |
| **[Opt-out]** | If you prefer not to receive future emails please click here to unsubscribe. <link to unsubscribe> |
| **[Safety]** | <System automatically populates this area of the email with the required Indication(s) and/or ISI> |
| **[logo]** | [Pacira logo] |
| **[end matter]** | Copyright © 2014 Pacira Pharmaceuticals, Inc.  Parsippany, NJ 07054 [PCRC code] 01/14 |
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| **Directives** | **Page content** |
|  |  |
| **[List Name]** | Missed Appointment |
| **[Description]** | Send on the same day of missed appointment, assuming you’ve rescheduled |
|  |  |
| **[address]** | **TO:** System Generated  **FROM:** System Generated |
| **[subject line]** | **Sorry I missed you!** |
| **[logo]** | [EXPAREL logo]<link to www.EXPAREL.com> |
| **[viewing line and link]** | Having trouble viewing this message? Access it online. <link to message> |
| **[alt text]** | EXPAREL, Pacira Pharmaceuticals, Inc. |
| **[Salutation]** | Dear Dr.<name inserted by system>, |
| **[copy]** | Sorry I missed you today. I was looking forward to speaking with you about how EXPAREL can help change the way you manage your patients’ postsurgical pain.  Before our next appointment please feel free to review the following. |
| **[Fragment]** | <system populates with selected Fragment(s)> |
| **[Sign off]** | I look forward to discussing the benefits of EXPAREL, a long acting , non- oioid local analgesic, for your patients EXPAREL can help you manage your patients’ postsurgical pain. (make sound better) |
| **[Closing Salutation]** | Sincerely,  <system inserts sales representative’s name> |
| **[Opt-out]** | If you prefer to not to receive future emails please click here to unsubscribe. <link to unsubscribe> |
| **[Safety]** | <System automatically populates this area of the email with the required Indication(s) and/or ISI> |
| **[logo]** | [Pacira logo] |
| **[end matter]** | Copyright © 2014 Pacira Pharmaceuticals, Inc.  Parsippany, NJ 07054 [PCRC code] 01/14 |
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| **Directives** | **Page content** |
|  |  |
| **[List Name]** | Follow-up Information – Option 1 |
| **[Description]** | Send within 24hours of your visit |
|  |  |
| **[address]** | **TO:** System Generated  **FROM:** System Generated |
| **[subject line]**  **[Alternate copy]** | **More information on our earlier discussion**  **[More info on our earlier EXPAREL® discussion] Change to earlier discussion about EXPAREL – use alternate** |
| **[logo]** | [EXPAREL logo]<link to www.EXPAREL.com> |
| **[viewing line and link]** | Having trouble viewing this message? Access it online. <link to message> |
| **[alt text]** | EXPAREL, Pacira Pharmaceuticals, Inc. |
| **[Salutation]** | Dear Dr.<name inserted by system>, |
| **[copy]** | I appreciate being able to speak with you about EXPAREL , a long acting, single-dose, local analgesic for the management postsurgical pain.Considering our earlier discussion, I thought you might find the following information useful: |
| **[Fragment]** | <system populates with selected Fragment(s)> |
| **[Sign off]** | I’m happy to answer any additional questions you might have about providing pain control and decreasing opioid use with EXPAREL. Thanks again! |
| **[Closing Salutation]** | Sincerely,  <system inserts sales representative’s name> |
| **[Opt-out]** | If you prefer to not to receive future emails please click here to unsubscribe. <link to unsubscribe> |
| **[Safety]** | <System automatically populates this area of the email with the required Indication(s) and/or ISI> |
| **[logo]** | [Pacira logo] |
| **[end matter]** | Copyright © 2014 Pacira Pharmaceuticals, Inc.  Parsippany, NJ 07054 [PCRC code] 01/14 |
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| **Directives** | **Page content** |
|  |  |
| **[List Name]** | Follow-up Information – Option 2 |
| **[Description]** | Send within 2 weeks of your visit |
|  |  |
| **[address]** | **TO:** System Generated  **FROM:** System Generated |
| **[subject line]**  **[Alternate copy]** | **Enjoyed speaking with you today**  **[Enjoyed speaking with you about EXPAREL® today] Use alternate** |
| **[logo]** | [EXPAREL logo]<link to www.EXPAREL.com> |
| **[viewing line and link]** | Having trouble viewing this message? Access it online. <link to message> |
| **[alt text]** | EXPAREL, Pacira Pharmaceuticals, Inc. |
| **[Salutation]** | Dear Dr.<name inserted by system>, |
| **[copy]** | I really enjoyed our recent conversation about improving postsurgical pain and decreasing opioid use with EXPAREL. Based on what we spoke about, I thought you might be interested in this: |
| **[Fragment]** | <system populates with selected Fragment(s)> |
| **[Sign off]** | Again, please feel free to contact me if you have any further questions about using EXPAREL in your multimodal strategy. I look forward to speaking with you again! |
| **[Closing Salutation]** | Sincerely,  <system inserts sales representative’s name> |
| **[Opt-out]** | If you prefer to not to receive future emails please click here to unsubscribe. <link to unsubscribe> |
| **[Safety]** | <System automatically populates this area of the email with the required Indication(s) and/or ISI> |
| **[logo]** | [Pacira logo] |
| **[end matter]** | Copyright © 2014 Pacira Pharmaceuticals, Inc.  Parsippany, NJ 07054 [PCRC code] 01/14 |
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| **Directives** | **Page content** |
|  |  |
| **[List Name]** | Continuing a Discussion |
| **[Description]** | Send within 1 week of your visit |
|  |  |
| **[address]** | **TO:** System Generated  **FROM:** System Generated |
| **[subject line]**  **[Alternate copy]** | **Great questions earlier**  **[Great questions about EXPAREL® earlier] Use aLTERNATE** |
| **[logo]** | [EXPAREL logo]<link to www.EXPAREL.com> |
| **[viewing line and link]** | Having trouble viewing this message? Access it online. <link to message> |
| **[alt text]** | EXPAREL, Pacira Pharmaceuticals, Inc. |
| **[Salutation]** | Dear Dr.<name inserted by system>, |
| **[copy]** | I appreciate the time you dedicated to discussing EXPAREL and how it can help you provide postsurgical pain control and decrease opioid use. I thought you might appreciate an opportunity to review the information in further detail. |
| **[Fragment]** | <system populates with selected Fragment(s)> |
| **[Sign off]** | I hope you get a chance to look this over. I look forward to continuing our discussion about using EXPAREL as part of your multimodal strategy. |
| **[Closing Salutation]** | Sincerely,  <system inserts sales representative’s name> |
| **[Opt-out]** | If you prefer not to receive future emails please click here to unsubscribe. <link to unsubscribe> |
| **[Safety]** | <System automatically populates this area of the email with the required Indication(s) and/or ISI> |
| **[logo]** | [Pacira logo] |
| **[end matter]** | Copyright © 2014 Pacira Pharmaceuticals, Inc.  Parsippany, NJ 07054 [PCRC code] 01/14 |
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| **Directives** | **Page content** |
|  |  |
| **[List Name]** | Confirm Contacting Appropriate Resource |
| **[Description]** | Send to confirm that the appropriate resource has been contacted |
|  |  |
| **[address]** | **TO:** System Generated  **FROM:** System Generated |
| **[subject line]**  **[Alternate copy]** | **While you’re waiting to hear back**  **[While you’re waiting to hear back about EXPAREL®] Use alternate** |
| **[logo]** | [EXPAREL logo]<link to www.EXPAREL.com> |
| **[viewing line and link]** | Having trouble viewing this message? Access it online. <link to message> |
| **[alt text]** | EXPAREL, Pacira Pharmaceuticals, Inc. |
| **[Salutation]** | Dear Dr.<name inserted by system>, |
| **[copy]** | I just wanted to let you know that I contacted [drop down: Medical information, Scientific Affairs, Medical Affairsregarding your query. They should get back to you within 24 hours.  While you’re waiting to hear back, this information about using EXPAREL as part of a multimodal pain management strategy may be useful: |
| **[Fragment]** | <system populates with selected Fragment(s)> |
| **[Sign off]** | If there’s anything else I can help address regarding using EXPAREL to help manage your patients’ postsurgical pain, please let me know. |
| **[Closing Salutation]** | Sincerely,  <system inserts sales representative’s name> |
| **[Opt-out]** | If you prefer not to receive future emails please click here to unsubscribe. <link to unsubscribe> |
| **[Safety]** | <System automatically populates this area of the email with the required Indication(s) and/or ISI> |
| **[logo]** | [Pacira logo] |
| **[end matter]** | Copyright © 2014 Pacira Pharmaceuticals, Inc.  Parsippany, NJ 07054 [PCRC code] 01/14 |
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| **Directives** | **Page content** |
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| **[List Name]** | New Information Announcement |
| **[Description]** | Send to your customers when new information becomes available |
|  |  |
| **[address]** | **TO:** System Generated  **FROM:** System Generated |
| **[subject line]** | **Exciting EXPAREL® data now available Change to : New Information about EXPAREL now available** |
| **[logo]** | [EXPAREL logo]<link to www.EXPAREL.com> |
| **[viewing line and link]** | Having trouble viewing this message? Access it online. <link to message> |
| **[alt text]** | EXPAREL, Pacira Pharmaceuticals, Inc. |
| **[Salutation]** | Dear Dr.<name inserted by system>, |
| **[copy]** | We’ve already talked about how EXPAREL improves postsurgical pain and decreases opioid use through 72 hours. Now see how these benefits translate in recently released information |
| **[Fragment]** | <system populates with selected Fragment(s)> |
| **[Sign off]** | As always, I’m here to answer any questions you may have about incorporating EXPAREL into your procedures to improve postsurgical pain management |
| **[Closing Salutation]** | Sincerely,  <system inserts sales representative’s name> |
| **[Opt-out]** | If you prefer not to receive future emails please click here to unsubscribe. <link to unsubscribe> |
| **[Safety]** | <System automatically populates this area of the email with the required Indication(s) and/or ISI> |
| **[logo]** | [Pacira logo] |
| **[end matter]** | Copyright © 2014 Pacira Pharmaceuticals, Inc.  Parsippany, NJ 07054 [PCRC code] 01/14 |
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| **Directives** | **Page content** |
|  |  |
| **[List Name]** | Invite  **[DIGITAL IS FOLLOWING UP WITH CLIENT REGARDING FORMAT/CONTENT]** |
| **[Description]** | Send when a program becomes available |
|  |  |
| **[address]** | **TO:** System Generated  **FROM:** System Generated |
| **[subject line]** | **You’re Invited - need to tie to Pacira or EXPAREL** |
| **[logo]** | [EXPAREL logo]<link to www.EXPAREL.com> |
| **[viewing line and link]** | Having trouble viewing this message? Access it online. <link to message> |
| **[alt text]** | EXPAREL, Pacira Pharmaceuticals, Inc. |
| **[Salutation]** | Dear Dr.<name inserted by system>, |
| **[copy]** | I’m pleased to invite you to learn more about how EXPAREL can help you manage your patients’ postsurgical pain at our next [drop down: local event, regional event, national event]. Here are some details about the program |
| **[Fragment]** | <system populates with selected Fragment(s)> |
| **[Sign off]** | I think you’ll find our program pertinent to your practice. I hope you’ll be able to make it. |
| **[Closing Salutation]** | Sincerely,  <system inserts sales representative’s name> |
| **[Opt-out]** | If you prefer not to receive future emails please click here to unsubscribe. <link to unsubscribe> |
| **[Safety]** | <System automatically populates this area of the email with the required Indication(s) and/or ISI> |
| **[logo]** | [Pacira logo] |
| **[end matter]** | Copyright © 2014 Pacira Pharmaceuticals, Inc.  Parsippany, NJ 07054 [PCRC code] 01/14 |
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| **Directives** | **Page content** |
|  |  |
| **[List Name]** | Providing Administration Guidance |
| **[Description]** | Send as follow-up within 24 hours if procedure- or technique-specific guidance is needed |
|  |  |
| **[address]** | **TO:** System Generated  **FROM:** System Generated |
| **[subject line]** | **Learn more about how others are using EXPAREL®** |
| **[logo]** | [EXPAREL logo]<link to www.EXPAREL.com> |
| **[viewing line and link]** | Having trouble viewing this message? Access it online. <link to message> |
| **[alt text]** | EXPAREL, Pacira Pharmaceuticals, Inc. |
| **[Salutation]** | Dear Dr.<name inserted by system>, |
| **[copy]** | Knowing how others utilize EXPAREL not only helps you learn more—it can also allow you to compare your technique to what is working for your colleagues.  Here’s an example of how -others are using EXPAREL to improve postsurgical pain and decrease opioid use |
| **[Fragment]** | <system populates with selected Fragment(s)> |
| **[Sign off]** | If you’d like to further discuss how to incorporate EXPAREL into your current treatment strategy please don’t hesitate to let me know. |
| **[Closing Salutation]** | Sincerely,  <system inserts sales representative’s name> |
| **[Opt-out]** | If you prefer not to receive future emails please click here to unsubscribe. <link to unsubscribe> |
| **[Safety]** | <System automatically populates this area of the email with the required Indication(s) and/or ISI> |
| **[logo]** | [Pacira logo] |
| **[end matter]** | Copyright © 2014 Pacira Pharmaceuticals, Inc.  Parsippany, NJ 07054 [PCRC code] 01/14 |
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