



To: Purdue Field Force

From: Lisa Pilla

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**GET INTERACTIVE.
INSPIRE PROGRESS.**

“MUST WIN” IMMERSION MEETING HIGHLIGHTS

As part of our 2016 Business Planning and Execution, the SLT identified a number of “must win” geographies. These areas represent important business opportunities due to a high concentration of patients with insurance plans with unrestricted access for our brands, a high concentration of LTC, MTF and institutional accounts, a high concentration of Tier 1 and Tier 2 targets and a history of responsiveness to personal promotion. The Immersion is a comprehensive business review with the Commercial Leadership Team and the local cross-functional management team. Below is a summary of key findings I want to share as there may be something on this list that can help you achieve your three results.

- **Positive Impact of HEP** HCPs with patients enrolled showed a 26% TRx lift compared to similar HCPs who do not have patients enrolled
- **The majority of NBRx for Butrans is being generated by new Butrans prescribers** New to brand prescriptions for Butrans are primarily being written by the weekly ~200 new prescribers, whereas continuing prescribers are mostly prescribing for previously treated patients. The opportunity exists to discuss new patient starts with existing prescribers
- **Addition of LIS data to DAM** Will be available at the end of October along with training
- **Med D Opportunity** The national market share for every brand is lower within Med D than commercial. HCPs with a high percentage of patients in AARP and Silverscripts are now identified in Phoenix. Each brand has approved promotional materials with a patient profile within this demographic and each FPI has data in section 8.5 specific to this population. Below are the commercial and Med D ERO market shares by brand (IMS Plantrak 7/29)
 - Hysingla ER: 1.2%, 0.3%
 - Butrans: 4%, 2%
 - OxyContin: 22%, 7%
- **LTC specific speaker programs** The Butrans program is now available for presentation by external speakers. The certified trained speakers are identified in the Intramed portal. ATBMs are trained on to present a Butrans LTC in-service program. A Hysingla ER program is being developed by the LTC and brand team

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- **OADP speaker programs** These programs can now be presented by external speakers, in addition to the MSL presentations and pre-recorded presentation by Dr. Brennan from CT and Dr. Haddox (Purdue). The list of external speakers (~15) can be found in the Intramed portal.
- **Opportunity to improve productivity of sales calls**
 - Nationally, for 3Q we executed between 30-40% more P1 calls for Hysingla ER and Butrans than the quarterly total in the call plan
 - CPA, however was only 50-60% for Tiers 1 and 2 targets for these brands
 - Of the ~43K targets for Hysingla ER targets, only ~15K have ever prescribed
 - Continuing prescribers for Butrans are primarily continuing treatment for existing patients, but rarely starting new patients
- **Identification of Tactical Implementation Plan for Medicaid Wins** Neyl Williams shared his use of the tactical implementation plan created by Eric Wayman and the Commercial Integration FFE team, which has now been shared with other districts focusing on Medicaid wins.
- **Addition of 14 ATBM roles**

The call to action you committed to at the POA meetings reflects the key insights and opportunities from the Immersion meetings. Below are the 6 actions as a reference.



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These actions should always be executed consistent with the following standards:

- Selling to approved targets for appropriate patients and executing in an ethical and compliant manner is our standard
- All promotion should clearly communicate the approved indication as described in the FPI and all claims should be presented with the corresponding fair balance and Important Safety Information so HCPs can make informed treatment decisions



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