

**R13W Region Call Activity**

Rolling 13 week call activity vs. TRx for my products

	Product	Market	1/17/2014	1/24/2014	1/31/2014	2/7/2014	2/14/2014	2/21/2014	2/28/2014	3/7/2014	3/14/2014	3/21/2014	3/28/2014	4/4/2014	4/11/2014	Grand Total
# Prescriber Calls	EXALGO	Exalgo Market Basket	1,618	817	1,408	2,252	1,814	2,325	2,462	2,589	2,566	60	3,087	3,254	3,153	27,405
	PENNSAID 2%	Pennsaid Market Basket			1,408	2,252	1,814	2,325	2,462	2,589	2,566	60	3,087	3,254	3,153	24,970
	XARTEMIS XR	Xartemis XR Market Basket							2,462		2,566		3,087	3,254	3,153	14,522
# Samples	EXALGO	Exalgo Market Basket														
	PENNSAID 2%	Pennsaid Market Basket						576	518	347	335	15	410	370	248	2,819
	XARTEMIS XR	Xartemis XR Market Basket														
# Details	EXALGO	Exalgo Market Basket	1,035	539	958	1,582	1,011	1,214	1,208	1,275	1,277	19	719	709	639	12,185
	PENNSAID 2%	Pennsaid Market Basket			1	184	1,380	2,064	2,187	2,292	2,188	48	1,808	1,799	1,761	15,712
	XARTEMIS XR	Xartemis XR Market Basket							1		4		2,641	2,897	2,812	8,355
TRx	EXALGO	Exalgo Market Basket	1249.71	1075.94	1033.98	1218.41	1119.20	1150.53	1117.24	1235.58	1145.90	1113.93	1116.15	1129.61	1065.23	14771.40
	PENNSAID 2%	Pennsaid Market Basket			1.01	3.04	33.03	148.67	257.93	309.55	374.11	357.19	351.85	421.91	437.80	2696.08
	XARTEMIS XR	Xartemis XR Market Basket											20.54	70.24	86.90	177.68