

Generics Sales & Marketing Meeting
The Westin Georgetown
Washington, D.C.

General Session in The Scott Room

Wednesday, November 9, 2011

12:00 – 1:00 pm	Lunch – The DuPont Room	All
1:00 – 1:15 pm	Welcome	David Silver
1:15 – 2:00 pm	Compliance	Brian Elsbernd
2:00 – 3:00 pm	Suspicious Order Monitoring Programs and D.E.A. Quota	Karen Harper
BREAK		
3:30 pm – 4:00 pm	Generics Strategy	David Silver
4:00 pm – 5:00 pm	FY11 – Review of the Year <ul style="list-style-type: none">▪ How did we do?<ul style="list-style-type: none">➤ Budgets➤ Objectives	Karen Lasker and Randy Meisner
	Review & Wrap-Up	David Silver
5:15 pm	Meet in Lobby for	All
6:15 pm Boarding	Elite Dinner Cruise 6:30-9:30 PM	

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Thursday, November 10, 2011

7:00 am – 8:00 am	Breakfast - The DuPont Room	All
8:00 am – 8:15 am	Review – Day One	David Silver
8:15 am – 9:30 am	Promotional Materials <ul style="list-style-type: none">➤ Trade Shows➤ Corporate Kit➤ Company Presentation➤ DEA Quota & Controlled Substance	Marketing
9:30 am – 10:00 am	BREAK	All
10:00 am – 11:30 am	Major Product Discussions <ul style="list-style-type: none">▪ HB/APAP, Oxy IR, Oxy/APAP, Morphine ER▪ Addiction Treatment, Methadone▪ New Products-<ul style="list-style-type: none">➤ Dextro, Morphine Oral Solution▪ Competition▪ Market Dynamics	Marketing
11:30 am – 12:30 pm	Lunch - The DuPont Room	
1:30 pm – 4:30 pm	D.C. Trolley Tour	All
5:00 pm – 6:00 pm	BlackFinn American Saloon – Happy Hour	All
6:00pm – 8:30 pm	Dinner	

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Friday, November 11, 2011

7:00 am ~ 8:00 am	Breakfast - The DuPont Room	All
8:00 am ~ 9:00 am	GDUFA Fees	Stu Kim
9:00 am ~ 10:00 am	REMS	Sherice Mills Stu Kim
10:00 am ~ 10:15 am	BREAK	
10:15 am ~ 12:15 pm	Breakout Sessions	All
	<ul style="list-style-type: none">▪ Retail Sales - <i>The DuPont Room</i><ul style="list-style-type: none">➤ Discuss AMP, VIP Changes▪ Inside Sales, Health Systems & AT - <i>The Scott Room</i><ul style="list-style-type: none">➤ Discuss VIP Changes	
12:15 pm ~ 12:30 pm	Review	
12:30 pm ~ 1:00 pm	Lunch (Grab & Go) - The DuPont Room	All
1:00 pm	Depart	All