

Message

From: Donalty, Brian T [Donalty, Brian T]
Sent: 7/6/2011 9:10:58 PM
To: Nauert, Kelly L
Subject: Fwd: Twin Tracker for data ending June 24, 2011
Attachments: TWIN TRACKER (7-5-2011).xlsx; ATT3790706.htm

Sent from my iPad

Begin forwarded message:

From: "McGowan, Gavin J" <Gavin.McGowan@Covidien.com>
Date: July 6, 2011 9:13:14 AM EDT
To: "Molnar, Mike" <Mike.Molnar@Covidien.com>, "Kelly, Shannon M" <Shannon.Kelly@covidien.com>, "Rago, Jay M" <Jay.Rago@covidien.com>, "Donalty, Brian T" <Brian.Donalty@Covidien.com>, "Dumont, Kirk E" <Kirk.Dumont@covidien.com>, "Patterson, Steven J" <Steven.Patterson@Covidien.com>
Subject: FW: Twin Tracker for data ending June 24, 2011

We may see some big numbers tomorrow!

Gavin J. McGowan

Eastern Regional Sales Director

Covidien Specialty Pharmaceuticals

603-418-5005

gavin.mcgowan@covidien.com

From: Wickline, Ronald P
Sent: Tuesday, July 05, 2011 10:55 AM
To: #MKG - Dos Prod - RSDs
Subject: FW: Twin Tracker for data ending June 24, 2011

Record week for Exalgo...exceeding 3,000 aTRxs for the first time. Pennsaid just slightly off its record week from 6/10.

From: Fraley, Tamara
Sent: Tuesday, July 05, 2011 9:39 AM
To: Silver, David; Burroughs, Danielle S; Edwards, Peter G; Gifford, Justin; Giuliani, Michael; Hasse, Debra C; Jansen, Joe; Jones, Jason D; Klug, Melissa A; Littlejohn, Stephen E; Mannebach, Mark; Morelli, Art; Novak, Rod P; Shamel, Ronald D; Slattery, Casey W; Stamer, Jeremy; Stevens, Dirk E; Webb, Kevin J; Wessler, Michael; Wickline, Ronald P; Harbaugh, Matthew; Harrell, Jamie; Proffett, John D; Swartz, Betty Jean (BJ); Hillmer, William J; Parker, Scott D;

Hamer, Kevin D
Cc: Stauder, Nancy R; Heideman, Sara
Subject: Twin Tracker for data ending June 24, 2011

EXALGO™ & PENNSAID® and achieved the following budget performance (86% & 86% respectively) for the 61st week of detailing – week ending Friday, June 24th. Percent attainment continues to be measured against fiscal year LE (April 2011 through October 2011).

EXALGO™

1,910 TRx (audited prescriptions) vs. April LE of 2,224 TRx (86% of April LE,); observed DACON* was 1.58

PENNSAID®

3,338 TRx (audited prescriptions) vs. April LE of 3,877 TRx (85% of April LE); observed DACON was 1.29

TRx included 620 refill prescriptions

Next week we need to achieve:

2,279 TRx (EXALGO™) and 3,974 TRx (PENNSAID®) to meet April LE for week 62.

The stocking report has been updated through 7-1-11

Source: IMS Weekly XPonent Data

*DACON – Daily Consumption – speaks to average TRx quantity dispensed 1.0 for Pennsaid is 1x 150ml bottle dispensed and Exalgo is 30 tablets dispensed – forecasts assumed a DACON of 1.5 for Exalgo and 1.0 for Pennsaid