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Subject: It's Our Time!!!

Happy Friday Team,

Checking in to see how everyone's week was. Lots going on... Credentialing, finalizing your top accounts, HSS conversations, lunches, breakfasts, programs, etc... Selling OFIRMEV and XARTEMIS XR...

I've heard so many great success stories this week and I picked this one to share with all of you. Please keep sending your successes and best practices to your DSMs. We need to share and learn as quickly as possible. The combined wisdom of this group will accelerate our learning, ***which will lead to nation leading sales!***

Remember the three main OFIRMEV selling messages:

- **Less Opioid**
- **Less Pain**
- **Improved Patient Satisfaction**

Kenny Branch, our Shreveport, LA OSS, success is a good one and with a surgical group that may be a little more sensitive to using opioids than some others! Why not OFIRMEV?

Nice job Kenny, now we look forward to you pulling those sales through! ***We have a nice seat waiting for you in St Thomas if you do...***



Dennis

I am having a pretty good week on making calls for Ofirmev. However, hit a grand slam today during a lunch. During my tenure at Stryker, I primarily promoted products in Ortho segment but the last couple of years I branched out to different segments one of which included OBGYNs and GYN OCS. I had a lunch with one of the OBGYN groups at WKHS South where I converted some business last year. I was in Total Hysterectomy cases that consisted of Robotic, Laparoscopic, And Open Radicals every Monday.

I meet with 3 of OBGYNs in the group at South. As I started explaining the benefits of Ofirmev to Dr. Fred Kinder for his RATH and BSO cases he immediately asked how he could help me with this product. As I continued through my pitch 2 of the other OBGYNs walked in the room. One of them immediately started talking about how she used Ofirmev in residency and fellowship and named off at least 6 other type of cases that she used in. I wasn't familiar with these cases but by the time I left the office they all were discussing how they could write orders for Ofirmev. Also specifically said that they wanted to write preop orders for Ofirmev and had already contacted someone in the hospital about adding a check box in the preset orders they had on at hospital. They indicated the form may take some time but would write in their own orders to ensure its use for preop and postop.

Ofirmev is currently in the hospital as I confirmed with the head CRNA whom I grew up with that a few drs are already using in some cases. I did this prior to lunch. This will be really good as they are a busy group and will help spread the word to their peers as they use Ofirmev.

Thanks
Kenny Branch
Surgical Sales Specialist for pain
Mallinckrodt
318-465-7596