

Return to:

Prescribe Manage Promotional Prescribe  
r Ranking d Care Effectiveness r Watcher  
Analysis s

## Market

Exalgo Market Basket

## Prescriber Profile Report

Prescriber	IMS Id	Specialty	Tier	Decile	Target Flag	Address	City	State	Zip Code
MINHAS, RAJBIR	1620668	INTERNAL MEDICINE	AEP	Unspecified	Y	4760 E GALBRAITH RD	CINCINNATI	OH	45236

## FYTD Prescriber Call Activity

Product	PDE	# Details	waTRx/Detail	aTRx/Detail	# Samples	Sample Quantity	waTRx/Sample	aTRx/Sample
EXALGO	66.88	88	1.44	1.71	0	0	0.00	0.00

## FYTD Prescriber Call Activity

Product	PDE	# Details	# Samples	Sample Quantity
EXALGO	66.88	88	0	0

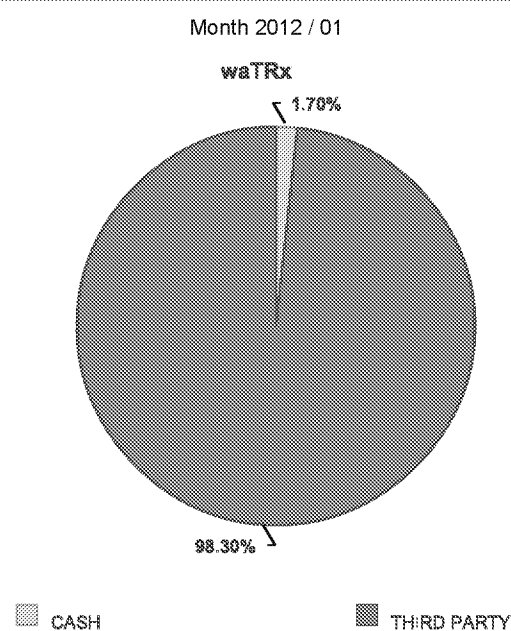
## Rolling 13 Month Sales Trend

Product	waTRx													waTRx Total
	2011 / 01	2011 / 02	2011 / 03	2011 / 04	2011 / 05	2011 / 06	2011 / 07	2011 / 08	2011 / 09	2011 / 10	2011 / 11	2011 / 12	2012 / 01	
AVINZA TOTAL	0	8	8	12	15	16	11	19	13	11	11	11	7	143
DILAUDID B/G TOTAL	0	1		1	2		1	1		1				6
DURAGESIC B/G TOTAL	0	87	101	99	101	80	69	90	83	85	69	84	80	1,029
EMBEDA	0	36	8											43
EXALGO	0	6	8	11	17	17	15	14	10	9	4	8	8	127
GENERIC MSIR	0	28	28	29	30	34	26	36	31	36	32	33	35	378
KADIAN TOTAL	0	25	53	58	56	56	49	54	56	59	28	35	20	549
OPANA ER TOTAL	0	125	130	121	140	133	109	119	131	132	114	139	130	1,523
OXYCONTIN B/G TOTAL	0	18	21	24	21	22	15	26	20	23	22	16	21	248
NUCYNTA ER									4	8	13	14	10	49
Grand Total	0	334	356	355	381	359	295	359	348	364	294	340	311	4,096

## Rolling 13 Week Sales Trend

	waTRx														waTRx Total
Product	12/2/11	12/9/11	12/16/11	12/23/11	12/30/11	1/6/12	1/13/12	1/20/12	1/27/12	2/3/12	2/10/12	2/17/12	2/24/12		
AVINZA TOTAL	2	1	3	5	1		2	1	4		1		3	25	
DURAGESIC B/G TOTAL	20	27	20	14	11	23	21	16	9	23	24	11	15	233	
EXALGO	1	2	1	3	1	2		2	4	4	2	3	3	27	
GENERIC MSIR	9	6	7	6	8	8	7	11	9	4	8	6	12	102	
KADIAN TOTAL	9	6	8	8	7	4	2	7	6	2	4	2	4	68	
NUCYNTA ER	3	4	2	5	1	2	3	3	1	2	4	4	2	38	
OPANA ER TOTAL	37	33	33	31	24	33	35	30	24	31	33	34	21	398	
OXYCONTIN B/G TOTAL	4	5	4	3	3	7	4	3	5	5	5	4	2	54	
Grand Total	85	85	78	76	56	79	74	74	62	71	81	62	61	945	

## Market Payer Type Distribution



## Market Top Payer/Plan Distribution

Product OPANA ER TOTAL														
Payer	waTRx													waTRx Total
	2011 / 02	2011 / 03	2011 / 04	2011 / 05	2011 / 06	2011 / 07	2011 / 08	2011 / 09	2011 / 10	2011 / 11	2011 / 12	2012 / 01		
OHIO BUREAU OF WORKERS COMP (OH)	32	34	33	41	42	35	37	42	39	36	42	39	452	
SILVERSCRIPT	1	2	2	5	3	2	3	3	2	2	2	3	28	
BCBS WELLPOINT/ANTHEM/WELLCHOICE	9	8	8	12	13	11	15	12	13	11	12	13	138	
HUMANA	8	6	4	7	7	6	5	6	6	6	9	6	74	
AETNA INC.	5	4	3	3	5	1	6	3	2	3	4	4	44	
GENERAL ELECTRIC COMPANY	1	1	1	2	4	1	2	5	3	2	2	2	28	
UNITED HEALTHCARE	8	12	7	8	9	7	9	9	11	13	11	10	117	
UHC/PACIFICARE/AARP MED D	5	6	6	6	6	6	6	6	7	4	6	5	69	
CASH		2	1	2				1	2			1	10	
ENVISION RX OPTIONS MEDICARE												1	1	
Grand Total	70	75	65	85	89	70	82	88	85	76	89	85	959	