

Message

From: Lum, Alice M [Alice.Lum@mallinckrodt.com]
Sent: 7/23/2013 12:50:17 PM
To: Negron, Joel M [Joel.Negron@mallinckrodt.com]
CC: Liwag, Joseph [Joseph.Liwag@mallinckrodt.com]; Ngo, Mary [Mary.Ngo@mallinckrodt.com]; Bertrand, Laurel A [Laurel.Bertrand@mallinckrodt.com]; Curran, Peter [Peter.Curran@mallinckrodt.com]; Borrego, Adrian P [Adrian.Borrego@mallinckrodt.com]; Green, Jennifer M [Jennifer.Green@mallinckrodt.com]; Johnson, Kristin L [Kristin.Johnson2@mallinckrodt.com]
Subject: Re: Hunger Games! I bet our Dr's see plenty of these patients....

Great selling lesson from Joel and Mary!! Video clip was priceless, how many customers are we leaving on the breakfast table? Sell with purpose....

Sent from my iPhone
Alice Lum
281 222-9415

On Jul 22, 2013, at 10:13 PM, "Negron, Joel M" <Joel.Negron@mallinckrodt.com> wrote:

Team Bold-Joel Negron and Mary Ngo

Metabolites section part of the APP.

“Doctor, If I were to tell you that your patients can take a product that has very minimal drug interactions while reducing the pill burden and keep your patients pain at bay for 24hrs would you believe me?”

Here are 3 compelling reasons why your doctor should consider EXALGO in regards to active Metabolites.

- 1: “Doctor, 32 % of patients are taking 5 different prescription medications. Possibly more if they remember them all.
- 2: Molecules like oxycodone(OxyContin) and hydrocodone that YOU are currently prescribing interact with the CYP450.
- 3: Taking certain opioids that metabolized in the CYP450 can reduce analgesia and overburdened the CYP450 and Increase adverse events.

Doctor, I've given you BIG reasons why Exalgo should be your go to Opioid. Your patients deserve a product that reduces that drug to drug interaction and Exalgo is that choice. Are you with me? Do I have your commitment to use Exalgo on the next appropriate patient?”

Team, remember we have a great product. Don't stumble like this guy did in the movie clip. Stand straight and be confident because I believe this is the best product in its class!
<http://www.youtube.com/watch?v=Z7SOIXBL4tw>

Have a great week!!

Joel Negrón | Sales Specialist
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