

Team Texans (A. Lum)
30-60-90 Day Plan - reviewed on 7-22-10
July-September 2010

Goals:

100% Exalgo TRx Goal = 448 200% Exalgo TRs Goal = 896	REMS - EEIF Forms (min 75)
100% Pennsaid TRx Goal = 1,340 200% = 2,680 bottles	Pennsaid PDE's Goal = >125% of 5,716

Objectives:

1. Meet 200% of goal for both Pennsaid and Exalgo
2. Territory Routing around Top 20 Super Targets
3. ID patients by payers; Customize Finger-Tip Formularies by Territory/by MD
4. REMS/Cares Alliance before patient conversions
5. Each Rep complete 2 KOL Programs by early to mid-Sept.
6. Partner with local pharmacies

Plan

Objective	Activities	Measurement	Due Date
#1 Build Exalgo and Pennsaid Annuity Plan Ensure Hyper-focus on current Top prescribers	8 – 10 Calls/Day/Rep 1. Each Rep complete MD SMART Goals 2. Territory goals broken down by individual MDs per week/per month 3. Lower performing reps complete 30-60-90 day Action Plan per Territory	Track in MI / Monthly Call Reports Review 1-on-1 Business Plan and SMART Goal/tactics Assess weekly writers Reps text DM q weekly # of Hyper Target calls made with whom What will be done differently NOW? Create 10-Week "New" Call Continuum*	Weekly Recognition Monthly Recognition July 29, 2010 July 9, 2010 1-on-1 business sessions with low performers by 7/30
#2 Coaching for Improved Work Performance Focus on sales activities = results What's on Top / Bottom of Dashboard?	1. Making Value-Added Calls – Balanced Selling 2. "SHOW & TELL" Pennsaid Use all marketing tools 3. Exalgo In-services – Total Pain Management Team 4. Increase breadth of writers 5. Ensure proper frequency 6. ID patient types by payers 7. Partner with local RPhs	Field Coaching –FCR HCP applies Pennsaid on patient while in MD ofc Field Coaching –FCR Field Coaching –FCR Monitor weeklies/routing Monitor Rep Action Plans/MD SMART goals Verify MI Top 5 Plans Pharmacy Calls in MI	On-Going through Q4 Use REMS booklet as In-Service Topic Every Super Doc give Customize FT grids! Use Pharm Stocking lists on all calls
# 3 Develop Product Champions/Experts	1. Present reprints as 3 rd Party validation/support 2. Increase Product Knowledge 3. Qtrly "Journal Club"	Field Coaching – FCR Review in field District Conference Call	On-Going through Q4

Objective	Activities	Measurement	Due Date
#4 Utilize KOLs Q4 Programs must be set up by Aug 2, 2010 !	<ol style="list-style-type: none"> Each Rep complete min. 2 programs before 9-30-2010 Ensure invitations to RPhs, NPs, PA-Cs Manage KOL Budget Min. 3 Pennsaid Webinars per territory Hale video and REMs during Exalgo lunches DMs meet with local speakers: Wm A. Tisdall, Frank Wellborne, Kevin Kempf, 	<p>Intranet Brand Library or District Tracker</p> <p>Review 1-on-1 Business Plan and SMART Goal/tactics</p> <p>VALUE of KOL events occur AFTER program is completed.</p>	<p>Sept. 30, 2010</p> <p>Should do programs in early Sept to gain boosted momentum closing out fiscal 2010</p> <p>Follow-up with each attendee is CSF to reinforce take-away points; Validate clinical rationale to RX</p>
#5 Strengthen PSSRX skills with team	<ol style="list-style-type: none"> Maximize rep field time: 4 days in field / week whenever possible Access business acumen within each territory Does rep really "know" their customers? What is their MD IQ? How long in practice? Patient types? Payers? Favorite meal/snack or dessert? Do they attend programs? Hobbies? What's on their walls? Assist in increasing breadth of writers 	<p>Field Coaching –FCR</p> <p>Field Coaching –FCR</p> <p>Field Coaching –FCR</p> <p>Monitor Rep Action Plans/MD SMART goals</p> <p>Dissect weeklies every Wed</p> <p>Why haven't highest volume writers written, yet?</p>	<p>On-Going through Q4</p>
#6 Ensure REMS presented to every Exalgo MD	<ol style="list-style-type: none"> Coach to ensure EEIFs completed; Min 6 per rep Have forms at every Exalgo KOL program <p>Rehearse approaches for each MD</p>	<p>Field Coaching –FCR</p> <p>Monitor Rep Action Plans/MD SMART goals</p>	<p>On-Going through Q4</p>
# 7 Exceed Pennsaid PDEs	<ol style="list-style-type: none"> Min 5 Pennsaid Details/Rep/Day Exceed by 150% of goal? 	<p>MI Reports</p> <p>Monthly Call</p> <p>Summary Reports</p> <p>Have reps print out DASH BOARDS</p>	<p>On-going</p> <p>Review each month</p> <p>Recognize when reps exceed goals weekly</p>