

## Unknown

**From:** Chavoshi, Soheil  
**Sent:** Friday, May 05, 2006 7:16 PM  
**To:** Paulson, Alfred N; Viscount, Thomas E; Jackson, Marianne; Campbell, Denise; Peipher, Charles R; Jones, Kathryn (Wilmington); Byers, Cindy  
**Cc:** Barton, Laura; Clooney, Cara; Evans, Michele Khatib; Sermeno, Al; Bucklen, Kristin W  
**Subject:** Phase II communication for Negative Legal Ads  
**Attachments:** Negative Ads Communication - Phase II.doc

Al,

I really like the Green, Amber, Red approach and I think it is something that can aid our direction to the field.

The Phase II material will be drop shipped to PSSs by May 26th. The communication and direction for use of material for Phase II (attached) will be in PRA review next week and is intended for an email release next Friday, May 12th. Included in the communication are: 1) the Dear HCP letter and 2) the One-Minute Health Manager patient Tear-Off sheet.

The directions to the PSS is to "use reactively" as with Phase I communication. Would it be okay to go with this approach for now and then introduce the Red Amber Green terminology for the next phase of communications?

I will wait for your guidance.

Thanks, Soheil.

-----Original Message-----

**From:** Paulson, Alfred N  
**Sent:** Thursday, May 04, 2006 5:39 PM  
**To:** Viscount, Thomas E; Jackson, Marianne; Chavoshi, Soheil; Campbell, Denise; Peipher, Charles R; Jones, Kathryn (Wilmington); Byers, Cindy  
**Cc:** Barton, Laura; Clooney, Cara; Evans, Michele Khatib  
**Subject:** RE: Negative Ad Tear Pad

Spoke with Joe Canning about the direction they set with their sales force around negative publicity w/Crestor.

Kathryn, I think you developed the approach.

It is direction set around red, yellow, green lights. It basically instructs the specialist to assess where the doctor is then deliver the appropriate conversation -

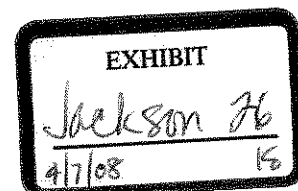
For example:

Green Light - Doctor is unaware

Or Doctor is aware of Ads, is not concerned because he/she is comfortable with the dialogue they need to have to keep pt on med an alleviate pt's concerns

Action for rep - reinforce doctors appropriate action....(feel, felt, found)..provide pt. negative ad tear sheet if needed.

Yellow Light - Doctor is aware and concerned.



1/19/2007

AZ/SER 7894790

Action for rep - apply feel, felt found method to handle concern, provide physician sell sheet if needed, provide patient negative ad tear sheet.

Red Light - doctor is unwilling to engage in pt conversation and is actively switching pts

Action for rep - this needs to be developed...in my opinion this is where glucose vouchers could be used along with current materials.

Kathryn hope I didn't misrepresent this process. My outline above is just a starting point. But if brand thinks it is appropriate we can adjust.

Thanks,  
AI

-----Original Message-----

**From:** Viscount, Thomas E  
**Sent:** Thursday, May 04, 2006 5:21 PM  
**To:** Paulson, Alfred N; Jackson, Marianne; Chavoshi, Soheil; Campbell, Denise; Peipher, Charles R; Herbst, Richard; Jones, Kathryn (Wilmington)  
**Cc:** Bucklen, Kristin W; Sermeno, Al; Barton, Laura; Byers, Cindy; Ladhani, Zahir A  
**Subject:** RE: Negative Ad Tear Pad

I agree. We can manage this appropriately with specific direction that indicates: if this is not a challenge in your territory ....

Thanks.

-----Original Message-----

**From:** Paulson, Alfred N  
**Sent:** Wednesday, May 03, 2006 5:41 PM  
**To:** Jackson, Marianne; Chavoshi, Soheil; Campbell, Denise; Peipher, Charles R; Herbst, Richard; Jones, Kathryn (Wilmington)  
**Cc:** Bucklen, Kristin W; Sermeno, Al; Barton, Laura; Viscount, Thomas E; Byers, Cindy; Ladhani, Zahir A  
**Subject:** RE: Negative Ad Tear Pad

Greetings my thoughts are that we need to ship these to all SC/ISS/Hospital PSSs with specific direction on how to use this information as a response to a physicians concerns. We should also check with Zahir. I am thinking you'd want these to go to the new MC teams as well.

Thanks

-----Original Message-----

**From:** Jackson, Marianne  
**Sent:** Wednesday, May 03, 2006 2:38 PM  
**To:** Chavoshi, Soheil; Campbell, Denise; Peipher, Charles R; Herbst, Richard; Jones, Kathryn (Wilmington); Paulson, Alfred N  
**Cc:** Bucklen, Kristin W; Sermeno, Al; Barton, Laura; Viscount, Thomas E; Byers, Cindy  
**Subject:** RE: Negative Ad Tear Pad

Soheil, thanks for your follow up. I would recommend, just as you said, that you follow up with AI and the ASDs to see how these items should be distributed....to all

1/19/2007

AZ/SER 7894791

PSSs or otherwise. The most important thing is that we get these resources to them ASAP, with very clear instructions on how and when to use. Lastly, I know that everyone has tons on their plates, but at the FLM next week we need to be able to give a definite date on when this stuff will be shipped. Can we please get an answer to that question ASAP. Thanks.

Marianne

-----Original Message-----

**From:** Chavoshi, Soheil  
**Sent:** Wednesday, May 03, 2006 2:06 PM  
**To:** Jackson, Marianne; Campbell, Denise; Peipher, Charles R; Herbst, Richard; Jones, Kathryn (Wilmington); Paulson, Alfred N  
**Cc:** Bucklen, Kristin W; Sermeno, Al; Barton, Laura  
**Subject:** RE: Negative Ad Tear Pad

Marianne,

The Dear HCP letter is in PRA review right now. We anticipate approval within a couple of days. We will be ready to ship to the field by May 12th (next Friday). We did discuss that we should send only to affected PSSs versus to the whole country and there are associated pros and cons for each:

1. Send only to PSSs in affected areas (Pros - more targeted & keeps focus on selling in unaffected areas, Cons - hard to isolate affected areas, more areas are becoming affected as time goes by and more are likely to become affected as MDL gets filed by mid-May)
2. Send to all PSSs with explicit directions to use reactively (Pros - each PSS will be able to present the HCP letter right away in response to a concern regardless of whether there were any concerns in the past, keeps whole sales force in the loop in terms of supporting materials, Cons - take focus away from selling in unaffected areas).

I would recommend that we send to all PSSs. Would that be okay?

I foresee putting the Negative Ad Tear Pad and the Dear HCP letter together in one communication to the field with specific instructions on how to use them. I can work on that communication and get Al Paulson's guidance on how he wants these to go out.

Thanks,

Soheil.

-----Original Message-----

**From:** Jackson, Marianne  
**Sent:** Tuesday, May 02, 2006 5:42 PM  
**To:** Campbell, Denise; Peipher, Charles R; Herbst, Richard; Jones, Kathryn (Wilmington); Chavoshi, Soheil; Paulson, Alfred N  
**Cc:** Bucklen, Kristin W  
**Subject:** RE: Negative Ad Tear Pad

Denise, this looks good. Soheil, are you taking the lead on the Dear HCP letter that should go out in conjunction with this? Do we know where that is in the PRA process? Also, let's make sure that we

coordinate with Al Paulson to see how he wants these resources to go out. As we have discussed before, I don't think that every PSS in the country needs to receive these, just in those areas affected, so we need a game plan to distribute.

Very nice job on the tear pad Denise and Kristin!

Marianne

-----Original Message-----

**From:** Campbell, Denise  
**Sent:** Monday, May 01, 2006 12:09 PM  
**To:** Jackson, Marianne; Peipher, Charles R; Herbst, Richard; Jones, Kathryn (Wilmington)  
**Cc:** Bucklen, Kristin W  
**Subject:** FW: Negative Ad Tear Pad  
**Importance:** High

Team: Here is the current version of the consumer piece that we've been working on. All preliminary PRA and changes post-consumer research have been made. Once it gets out of PRA, it will be going out to the field. I'll keep everyone updated on timing, but this has been given a high PRA priority, so we're expecting to have this out in the next 2 weeks.

Please let me know if you have any comments about this piece.

Denise

-----Original Message-----

**From:** Bucklen, Kristin W  
**Sent:** Monday, May 01, 2006 8:49 AM  
**To:** Campbell, Denise  
**Subject:** Negative Ad Tear Pad

Denise,

Attached is the version of the Negative Ad Tear Pad that I have submitted to PRA for review. There are a couple things with this piece I'd like to change around the language/copy. But, given our timing constraints, I think it best to get this version out there as soon as possible and focus on language improvement and other changes that will take a bit of time for the next iteration.

Beale will send the final recommendation from last week's research by Wednesday. The deck will also include recommendations on the emotional component we discussed last week.

Kristin

-----Original Message-----

**From:** Kristin Collins [mailto:KRCollins@saatchiny.com]  
**Sent:** Friday, April 28, 2006 5:43 PM  
**To:** Bucklen, Kristin W  
**Cc:** Jennifer Shirley; Pamela Fishman  
**Subject:** Negative Ad Tear Pad

Kristin,

Attached please find the Negative Ad Tear Pad for PRA submission. Currently, we're still working on the references. They are a top priority and we will have them to you as soon as possible, but it's taking some time as do not have them ready on file.

Thank you,  
Kristin

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1/19/2007

AZ/SER 7894794