

Message

**From:** Patterson, Steven J [Steven.Patterson@Covidien.com]  
**Sent:** 6/28/2011 4:39:53 PM  
**To:** Singh, Pamil [Pamil.Singh@covidien.com]; Tesoriero, Michael [Michael.Tesoriero@covidien.com]; Thrower, Courtney [Courtney.Thrower@covidien.com]; Rapone, Nicole [Nicole.Rapone@covidien.com]; Yurovsky, Nicholas [Nicholas.Yurovsky@covidien.com]; Szymczak, Dorothy [Dorothy.Szymczak@covidien.com]; Ko, Wayne [Wayne.Ko@covidien.com]; Prelli, Jennifer [Jennifer.Prelli@covidien.com]; Hernandez, Andria [Andria.Hernandez@covidien.com]; Bluhm, Brittany C [Brittany.Bluhm@covidien.com]  
**Subject:** Fw: SICP

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From: Wickline, Ronald P  
To: #MKG - Dos Prod - RSDs; #MKG - Dos Prod - DMs (Brand)  
Cc: Harrell, Jamie; Novak, Rod P  
Sent: Tue Jun 28 11:34:05 2011  
Subject: SICP

We're hopeful that your SICP conversations last week went well and it gave you an opportunity to use your new coaching skills. We have been receiving a number of very positive email messages from your representatives stating how pleased they were to see how equitable we have been during a difficult situation. The support for your efforts goes all the way up to Matt Harbaugh but it's still up to us to demonstrate that this support is much appreciated by driving sales as high as possible in Q4.

To add some specifics behind our first half SICP I thought you might find these bullets helpful:

- Under the original plan only 124 representatives were going to get paid any IC with an average payout of \$5, 097.
- Using the supplemental plan in addition to the original plan, 187 representatives were paid an average of \$10, 779 once you remove vacancies and short tenured representatives (3 months or less).
- Continuing to demonstrate that Covidien believes in pay for performance, the top representative received a payout of \$37, 550 (for 6 months of work)!
- Removing vacant territories, we paid out 83% of all representatives.
- We had a very positive geographic distribution of territories in the top 100 payouts, with 32 from the NE, 17 from the SE, 25 from the Central and 26 from the West regions.
- 23 out of 25 districts had at least one representative in the top 100.

In a voicemail that went out yesterday, Jamie announced a Q4 contest that will be in addition to our regular Q4 incentive plan. The contest will recognize a combination of both raw volume growth and percent volume increase (weighted equally) to determine the 125 representative winners, 12 DM winners and 2 RD winners. The contest incentive pool is approximately half a million dollars that will be doubled if we hit our latest estimate goals of \$20 million for Pennsaid and \$45 million for Exalgo, plus an incremental

\$1 million to pay for the contest. The top representative payout will be \$15,000 (if doubled) and that equals the average representatives payout for a quarter, thus doubling their salary for the quarter.

The contest will use an "Ironman" theme so start thinking about how you want to motivate your team to join the winners at the finish line...the benefits are significant and the renewed momentum could take you or members of your team to President's Club in Hawaii. The race is on!!

Best of luck and good selling,

Ron