

Message

From: Abbey, Michael A [Michael.Abbey@Covidien.com]
Sent: 4/25/2012 12:45:30 AM
To: Statton, Scott D [Scott.Statton@covidien.com]; Schafer, Sandy L (PSG) [Sandy.Schafer@Covidien.com]; Harvey, Jeremy [Jeremy.Harvey@covidien.com]; Steenbergen, Barry D [Barry.Steenbergen@covidien.com]; Holly, Lori A [Lori.Holly@covidien.com]; Stephenson, Todd [todd.stephenson@Covidien.com]; Wells, Violet (Finkelstein) [violet.wells@covidien.com]; Yuska, Jeffrey L [Jeffrey.Yuska@covidien.com]
Subject: Fwd: Great response on the new detail piece

Our customers really seem to be responding well to the new material. Make the most of this opportunity to go in and present something innovative and fresh!

Thanks Lori!

Mike Abbey
Sent from my iPad

Begin forwarded message:

From: "Holly, Lori A" <Lori.Holly@covidien.com<mailto:Lori.Holly@covidien.com>>
Date: April 24, 2012 6:53:09 PM CDT
To: "Abbey, Michael A" <Michael.Abbey@Covidien.com<mailto:Michael.Abbey@Covidien.com>>
Subject: Great response on the new detail piece

Thought I'd share some great feedback on the new marketing piece. Had lunch today with Drs. Price and Hamner. Neither had written and both were very interested particularly for the once a day benefit. I emphasized to them if there was only one thing to take away from this presentation was the importance of proper dosing and titration. It is the key to success with Exalgo. I then turned to the page with the grid that shows equianalgesic dosing and Dr. Price said, "wow, this is really a great visual to show proper dosing!" It really got her into thinking about some specific patients that she was pushing the dosing. She was also very surprised that the equianalgesic dose of Exalgo wasn't as "scarey" as she thought. It makes the importance of proper dosing story soooooo easy! Marketing hit it on the money!!!!
Lori Holly
719-304-1606
Sent from my iPhone