

Message

**From:** Wilmert, Sean R [Sean.Wilmert@covidien.com]  
**Sent:** 5/24/2011 3:11:33 PM  
**To:** Jackman, Lisa [Lisa.Jackman@covidien.com]; Sandys, Jeff [jeff.sandys@covidien.com]; Bailey, Amber [Amber.Bailey@covidien.com]; Cramer, Shannon [Shannon.Cramer@covidien.com]; Day, Michael C [Michael.Day@covidien.com]; Deroche, Drew [Drew.Deroche@covidien.com]; Gantz, Steven E [Steven.Gantz@covidien.com]; Gass, Jeremy [Jeremy.Gass@covidien.com]; Kimpton, David [David.Kimpton@covidien.com]; Wiseman, Pete [Pete.Wiseman@covidien.com]  
**CC:** Kisinger, Connie [Connie.Kisinger@covidien.com]  
**Subject:** FW: Teleconferences and Speaker programs  
**Attachments:** Teleconference Pilot Programs Reservations - West Region.xlsx  
**Importance:** High  
**Flag:** Follow up

Team,

Here are the Teleconferences list. Pete, Jeremy, and Dave have all signed up for Exalgo. Nice job and thank you. We have 2 more time slots for the pacific time zone with Exalgo. We have a lot of openings for Pennsaid.

Where are the Mountain people, there are a lot of spots open for mountain time programs for both Pennsaid and Exalgo.

I talked to Jutla and she has not been contacted to conduct any speaker programs. You have had some significant manage care wins, we are also going to be going through some significant legal changes in the state of Washington on how and who can prescribe opioids. With that said we need to get these program scheduled. It has been a couple of months since we first talked about this, June 18<sup>th</sup> is when the WA. State Legislation is supposed to go through. We need to have at least one program per territory set up by June 10<sup>th</sup> in the state of Washington. Dr. Jutla is the obvious choice since she is a pain specialist in the state of Washington. Primary care doctors will want to go due to the prescribing law changes and some Pain Specialist may be looking for referrals.

As you set these up over the next 2 weeks send me an email me and put it in your outlook calendar so as I plan my travel I can try and get to these.

*Sean Wilmert*

Seattle District Manager, Covidien  
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"Good is the enemy of GREAT"

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**From:** Kisinger, Connie  
**Sent:** Tuesday, May 24, 2011 6:29 AM  
**To:** Abbey, Michael A; Hankins, Shawna ; Albonico, Lisa A; Panzardi, Alex C; Paranjothi, Krishnan ; Scott, Tracy L;

Wilmert, Sean R

Cc: Richie-Anderson, Donna ; Elsbernd, Brian D; Novak, Rod P

Subject: Teleconferences - Update

Hi Team,

Sign up for the teleconferences is going well across the region and the team seems to be excited about this opportunity. Today, Brian Elsbernd and I had a chance to catch up about our progress so far and any enhancements we wanted to make. We are both really pleased with the enthusiasm your teams are showing for this opportunity. During the discussion we agreed to the following:

Since it is a pilot, we want to make sure that we have a manageable number of lines so we can handle questions well. We really want to make sure that these are successful and managing the number of lines and the questions will help us do that.

We agreed to 7 lines for each teleconference in the Central and Mountain time zones. In the Pacific time zone, we agreed to go up to 10 lines if necessary due to the number of representatives who work in that time zone. If we don't fill each time zone, that is fine. We are looking for a minimum of 3 sites per call.

Weekly, you will receive a report updating you on our progress on sign ups. We have some representatives who are "holding spots" for their territories. This is fine for now but we will need confirmed sites by 2 weeks prior to the call. We would also like to know how many prescribers will be at each location so we can inform the speaker how large the audience is.

We will hold brief conference calls with them representatives within 5 days of each teleconference to discuss logistics and how to handle the Q&A from their site.

You will see in the attached file that I have added spots for the number of lines per call. Finally, I know that these programs would not be successful without your leadership and your guidance to your team. Thank you for helping your teams see the value of these programs.

Regards,

Connie

Connie Kisinger

Western Region Sales Director

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In order to be irreplaceable one must always be different.  
~Coco Chanel