

Subject: **MNK-155 Launch Summit Meeting**

Date and Time: July 31, 2014

Time: 11:00AM-5:00PM

Location: 675 McDonnell, 10-1-N, Learning Center Room Q

Facilitators: Melissa Falcone and Kate Reedy

Topic	Detail	Discussion Leader	Time
Lunch		Team	11:00-11:15
Opening Remarks		Hugh O'Neill	11:15-11:30
Introductions	<ul style="list-style-type: none"> Team Member Introductions Opioid Franchise Key Strategic Imperatives 	Melissa Falcone	11:30-12:00
Strategy Snapshot	<ul style="list-style-type: none"> Unveil Team Name and Logo Where Do We Want To Play? How Are We Going To Win? 	Kate Reedy	12:00-12:30
Overarching Launch Objectives & CSF's	<ul style="list-style-type: none"> Commercial Excellence Sales Market Access Medical Manufacturing & Trade Marketing 	Ellen McCune Stacy Chick Debra Hasse John Peppin Steve Lockhart Kate Reedy	12:30-1:30
Break			1:30-1:45
FDA View Of Pain And Mallinckrodt's Role	<ul style="list-style-type: none"> ADT Guidance From The FDA And Implications Gov't Alliances And Coalitions MNK's Role In The Societal Burden Of Opioids 	Kevin Webb	1:45-2:00
Team Structure And Breakout Expectations	<ul style="list-style-type: none"> Review Team Structure And Reporting Team Expectations Review / Edit Initial Timeline & Tactics Identify Interdependencies Assign Accountability to Tactics 	Kate Reedy Nick McDonald	2:00-2:30
Team Breakouts	<ul style="list-style-type: none"> Marketing Learning Center Q Market Access/Trade 10-4-C-Room 420 Medical Learning Center T CE & Sales Learning Center S Gov't / Advocacy Learning Center Q Manufacturing Lobby Room 263 	Core Team Leads	2:45-4:30
Wrap Up	<ul style="list-style-type: none"> Key Takeaways Review Key Action Items 	Melissa Falcone Kate Reedy	4:45-5:00+