

Message

From: Kisinger, Connie [Connie.Kisinger@covidien.com]
Sent: 9/26/2011 5:58:33 AM
To: Wickline, Ronald P [Ronald.Wickline@covidien.com]
Subject: Re: UHC Goals for 2012

Anytime

From: Wickline, Ronald P
Sent: Sunday, September 25, 2011 09:10 PM
To: Kisinger, Connie
Subject: Re: UHC Goals for 2012

I'd like to discuss at your convenience. I'm not sure how much I like these MS goals by plan.

Sent from my iPad

On Sep 23, 2011, at 2:31 PM, "Kisinger, Connie"
<Connie.Kisinger@covidien.com<mailto:Connie.Kisinger@covidien.com>> wrote:

Hi Jeff,

Thanks for the information you put together for our meeting on Wednesday. I really helped round out our growth goals for 2012. The information from Kevin and your further analysis makes sense and I agree with the recommendations. I will include these new goals in our plan. Thanks again!

Connie

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

From: Kurszewski, Jeff
Sent: Friday, September 23, 2011 2:23 PM
To: Kisinger, Connie
Cc: Swartz, Betty Jean (BJ); Hamer, Kevin D
Subject: UHC Goals for 2012

Hi Connie,

It was great meeting with Shawna, Dan Womer and you on Wednesday for dinner. During our one-on-one afternoon session, I feel very good about the managed care goals we set for 2012 for your team with the various market opportunities that currently exist. On today's National Account Team conference call, Kevin Hamer mentioned that we are above NMS with UHC, which I calculated to be 6.3% (see below). That makes sense since we have a contract with UHC, and Kadian is considered as NF for new patients. With that in mind, I feel that we should set a more aggressive Exalgo goal with UHC for your team, and I feel that all six districts should be accountable for growth since UHC is a national plan. In hindsight, not having a goal for your California districts would not send the right message in my opinion. With that in mind, I've provided the UHC national market share trends along with the West Region UHC trends. While the West started at a lower baseline (12/2010) Exalgo share vs. national, the West Region has not grown Exalgo share with UHC since March. With that in mind, UHC is an excellent growth opportunity for 2012 because the West is 3 share points below national Exalgo share for UHC and should be able to make up that difference. Since the UHC national Exalgo share is 6.3% (August 2011), I feel that a 2012 goal of 7.0% (as opposed to 5.5%) for the West Region is more in line with where we should be with United Health Care. If you agree, the monthly growth goal for UHC in the West would be 90 TRX's/month. The breakdown by district would be as follows:

- Southern CA = 13
- Northern CA = 11
- Seattle = 13
- Phoenix = 19

· Denver = 16

· Kansas City = 18

UHC National (14.6M)

2010 / 12

2011 / 01

2011 / 02

2011 / 03

2011 / 04

2011 / 05

2011 / 06

2011 / 07

2011 / 08

Exalgo/Tier 3

70

128

169

251

262

276

310

302

347

Avinza/Tier 3

980

948

847

967

916

906

895

861

852

Kadian/NC

1,025

396

315

481

490

497

533

504

491

Opana ER/Tier 2

3,280

3,080

2,945

3,590

3,406

3,550

3,589

3,487

3,838

Total LAO

5,355

4,552

4,275

5,290

5,074

5,229

5,328

5,155

5,528

Exalgo Share

1.3%

2.8%

3.9%

4.8%

5.2%

5.3%

5.8%

5.9%

6.3%

United Health Care West Region (3.3M)

2010 / 12

2011 / 01

2011 / 02

2011 / 03

2011 / 04

2011 / 05

2011 / 06

2011 / 07

2011 / 08

Exalgo/Tier 3

9

14

26

36

40

32

41

38

42

90

Avinza/Tier 3

179

178

157

181

160

168

166

165

163

Kadian/NC

236

88

60

88

87

71

75

70

71

Opana ER/Tier 2

883

810

783

916

879

916

927

866

1,011

Total LAO

1,307

1,090

1,027

1,221

1,166

1,186

1,209

1,138

1,286

Exalgo Share

0.7%

1.3%

2.5%

2.9%

3.4%

2.7%

3.4%

3.3%

3.3%

Clearly this is your call, but in taking a closer look at this plan, I feel you should expect more than NMS from each of your districts. As we get more guidance from the brand teams in terms of their 2012 share goals, we may look to adjust your region/districts managed care growth goals at that time. For now, I feel this is a good place to start. Let me know your thoughts. It was great getting together with you all and Shaquille O'Neal for dinner on Wednesday☺

Have a fun weekend!

Jeff Kurszewski
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