

Message

From: Swartz, Betty Jean (BJ) [Swartz, Betty Jean (BJ)]
Sent: 6/22/2011 3:03:55 AM
To: Donalty, Brian T
Subject: RE: Managed Markets Opportunity Assessment Conference Calls

Hey Brian

Thank you for the message back. This Friday for a call would be great! Just let me know what time and dial in info.

Warm regards.

BJ

From: Donalty, Brian T
Sent: Tuesday, June 21, 2011 8:35 PM
To: Swartz, Betty Jean (BJ)
Subject: RE: Managed Markets Opportunity Assessment Conference Calls

BJ,

I would love to set a time and date. My only call currently scheduled for my district is tomorrow at 4:30PM for training on a new Exalgo tool. I would love to have you address my team and we can share our successes and concerns. I can schedule a call with my team for this Friday afternoon or Monday afternoon.

Let me know what works.

Brian Donalty
Virginia DM

From: Swartz, Betty Jean (BJ)
Sent: Tuesday, June 21, 2011 8:27 PM
To: Swartz, Betty Jean (BJ)
Subject: Managed Markets Opportunity Assessment Conference Calls

Good Afternoon Northeast Sales Leadership Team

It was great to meet you in San Antonio and I certainly look forward to working with each of you and your sales teams across our Managed Markets, Trade, Medicaid and Medicare Segments. I had spoken to some of you in San Antonio regarding the opportunity to take about 15 minutes on one of your upcoming District Conference calls to introduce myself to your team as well as ask some open ended questions around managed markets challenges pertaining to access within your geographies. I have several calls to date on the calendar and wanted to be sure I extended my time to each of you. The objective of my time is to garner feedback that I can take back to the Managed Markets team and together we can formulate a very clear and concise action plan by District.

Prior to the call, in order for me to stick to the allotted time, it would be helpful to have the group prepared to have the following information:

1. Accounts that impact the geography both National Accounts, Regional, State Medicaid and Medicare
2. Current Access Issues around Pennsaid and Exalgo
3. Any Best Practices the Reps have implemented to take advantage of a positive formulary win or covered positions
4. Success with Point of Sale Co-pay coupons and other Managed Markets Tactics
5. Open forum issues to address around Managed Markets

Thank you in advance for your candid feedback. I look forward to getting to know and work with each of you and your teams.

Warm regards.

BJ Swartz

Betty Jean M. Swartz
Vice President Managed Markets
Specialty Pharmaceuticals
Covidien
1.800.833.1717 Box: 34225
Blackberry: 484.238.4334
bj.swartz@covidien.com