

Message

**From:** McGowan, Gavin J [McGowan, Gavin J]  
**Sent:** 11/18/2010 5:14:22 PM  
**To:** Meyer, Jay E  
**Subject:** RE: Game Changer

oh shit

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**From:** Meyer, Jay E  
**Sent:** Thursday, November 18, 2010 12:14 PM  
**To:** McGowan, Gavin J  
**Subject:** RE: Game Changer

u didn't copy Connie

Jay E. Meyer  
Regional Sales Director, Central  
Covidien Specialty Pharmaceuticals  
513-767-8259  
jay.meyer@covidien.com

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**From:** McGowan, Gavin J  
**Sent:** Thursday, November 18, 2010 11:52 AM  
**To:** Donalby, Brian T; Evans, Sonya D; Dumont, Kirk E; Molnar, Mike; Patterson, Steven J; Rago, Jay M; Kelly, Shannon M  
**Cc:** Wickline, Ronald P; Meyer, Jay E; Dumont, Kirk E; Nichols, Bill  
**Subject:** Game Changer

Team,

How can we make a difference? Doing the same thing day after day doesn't seem to be cutting it. We need BIG IDEAS, GAME CHANGERS, BETTER MOUSETRAPS if we want to get on a different plane. As you all know I am a little competitive, and don't think second place is an option. One area where I see immediate opportunity is with our top identified potential physicians. Now, before you say we tried....these guys are impossible, I want you to think BIG. What have we tried? Has anyone asked Dr. Giuliani to visit them? Have we brought a National Accounts person in, has Ron, Ken or I been involved. Some of the doctors below can make a national difference. If we put our collective minds together, we can accomplish great things.

Over the next few weeks we will be developing account teams to strategize on how we can get our top customers the education they need to start appropriately using our products. I will be part of the account team for the doctors below; these teams should include, you and the rep, your managed care partner, product directors, and anyone else who can help change the game. Each of you can form your own account teams for your district's top targets.

- Our Top 10 Pennsaid targets have written 200 Pennsaid Rx's versus 4400 Voltaren Gel Rx's
- Our Top 10 Exalgo targets have written 53 Exalgo Rx's versus 38,555 ER Opioid Rx's

Challenge yourselves, challenge me, challenge Ron! We will make this happen!

**Exalgo**

| TERRCODE | ME#        | LAST NAME | FIRST NAME | EXALGO aTRx | ER OPIOD TTL TRx | PAIN MKT TTL |
|----------|------------|-----------|------------|-------------|------------------|--------------|
| 10502    | 4730184008 | GOSY      | EUGENE     |             | 3                | 6,758        |
| 10507    | 0411397176 | ROIG      | JORGE      |             | 9                | 3,476        |
| 10802    | XMC1447110 | CUTSHAW   | KRISTA     |             |                  | 3,246        |
| 10706    | 0360572046 | PRITCHARD | DOUGLAS    |             | 2                | 3,039        |
| 10502    | XMH1564473 | HILA      | ELIZABETH  |             | 7                | 2,895        |
| 10206    | 7480279047 | VIREY     | TOMASITO   |             |                  | 2,868        |
| 10406    | 0384198008 | ROBINSON  | RANDY      |             | 24               | 2,832        |
| 10109    | 0350989022 | BOOLBOL   | ROBERT     |             | 2                | 2,829        |
| 10110    | 0350989022 | BOOLBOL   | ROBERT     |             | 2                | 2,829        |
| 10507    | 3050184153 | KARPEN    | JAY        |             |                  | 2,751        |
| 10802    | XML1594729 | LORGE     | JILL       |             |                  | 2,537        |
| 10802    | XMM0675376 | PICKEL    | MARJORIE   |             | 5                | 2,495        |

## Pennsaid

| TERRCODE | ME#        | LAST NAME | FIRST NAME | PENNSAID aTRx | VOLTAREN GEL TRx | TTL MARKET TR |
|----------|------------|-----------|------------|---------------|------------------|---------------|
| 10107    | XFK0734221 | KIM       | KWANGSU    |               |                  | 637           |
| 10201    | XMG0936293 | GUNISS    | GLADSTONEL | 13            |                  | 434           |
| 10906    | 0510499106 | WILLIAMS  | SHARRONA   |               |                  | 415           |
| 10303    | 7480165114 | DE GUZMAN | DAISY      |               |                  | 402           |
| 10204    | 4955068003 | RAO       | JULURU     | 3             |                  | 384           |
| 10407    | 9130572004 | POKOV     | ALEXANDER  | 2             |                  | 360           |
| 10201    | 7260166015 | LOPEZ     | ERNESTO    | 152           |                  | 356           |
| 10705    | 0330594010 | BEDNARZ   | PAUL       | 1             |                  | 356           |
| 10404    | 0350676157 | BURKE     | ALAN       | 1             |                  | 353           |
| 10109    | 0354696178 | KWOK      | PATRICK    | 28            |                  | 349           |
| 10909    | 0120187122 | PRATT     | PARKS      |               |                  | 346           |

Gavin

Gavin J. McGowan  
**Eastern Regional Sales Director**  
**Covidien Specialty Pharmaceuticals**  
603-418-5005  
[gavin.mcgowan@covidien.com](mailto:gavin.mcgowan@covidien.com)