

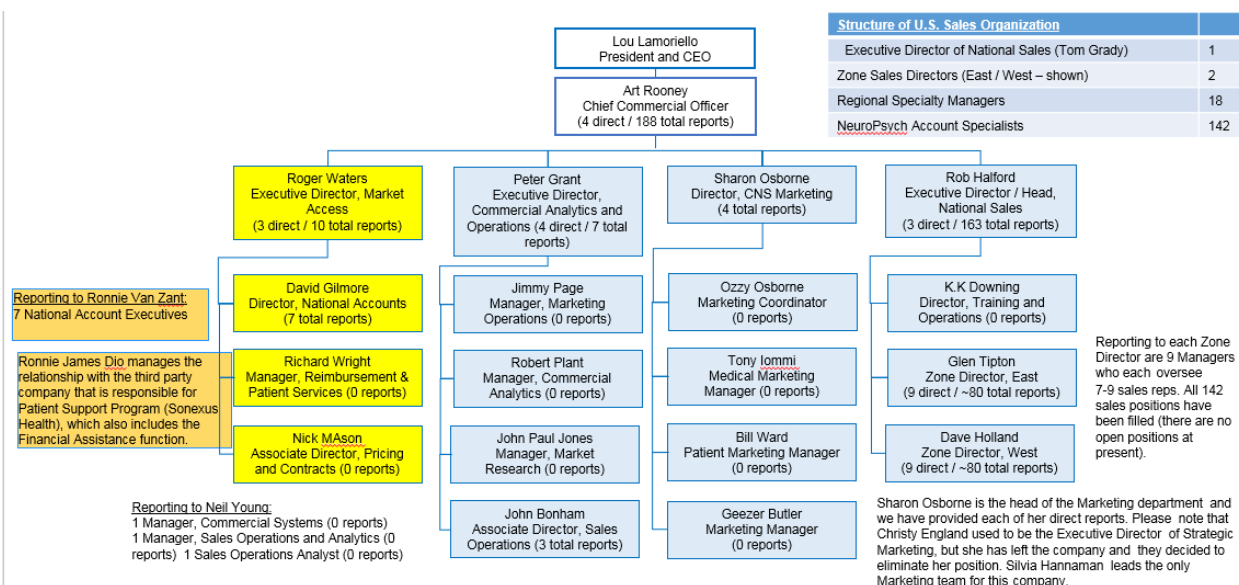


Competitive Sales Force Assessment

A real understanding of the competition beyond the audits. How many of them, how their counter messaging you, sampling, targeting, are they motivated?



Detailed Organizational Structure



Marketing Direction



How many



Initial intelligence gathering show that Omega Pharma is utilizing 2 separate sales forces for the promotion of Intecotta for type 2 diabetes

- Metabolism Sales Specialist- 110 Representatives
 - Bonus Weighting 70%
- Cardiovascular Sales Specialist- 120 Representatives
 - Bonus Weighting 30%

Sources mention that Intecotta will move to 50% of bonus weighting for Cardiovascular sales force

Targeting: Who is the sales team prioritizing



Each of the 2 sales teams (Metabolism & Cardiovascular) are responsible for approximately 120-125 Incotta targets within their territories

- The derivation and prioritization according to sales reps interviewed is the amount of prescriptions generated by the physician
 - Endocrinology and diabetes specialist are responsibility of metabolism team.
 - High decile 6-10 HCP's are targeted by Cardiovascular sales force with overlap on targeted Imari writers

Primary & Competitive Messaging



Competitor sales force is delivering consistent message which anchors on

- Efficacy: Fast reduction in HbA1c reduction 1.5
- Safe profile with no hypoglycemia
- Easy once daily dosing that can be added in combination anywhere in treatment algorithm

Competitive sell versus our brand

- Cleaner label (no hypoglycemia)
- Easier dosing, once daily versus twice daily
- If patient is on insulin our product cannot be used, referencing Davis study
- Diffuse high cost by leaving co-pay cards and patient assistance plan information

Sampling Levels



Since the restructuring, the samples that we leave at the physician offices are packages that are made up of 8 bottles that each have 7 pills in them.. Both sales force's (metabolism & Cardiovascular) are encouraged to separate the package and leave 4 bottles (instead of the full 8 bottles). However, both types of sales representatives have the freedom to leave the amount that they think is best based on the number of prescriptions that particular physician writes

- Reps are also leaving the following with office staff for patient starts and retention
 - Free starter voucher (first month)
- Co-pay cards for patient

Motivation:



Sales force interviews reveal that since the restructuring they feel much better about the organization. Sales management has been clear with new direction. The increased bonus on Intecotta demonstrate management commitment to brand and sales team.