
From: Sackler, Dr Richard
Sent: Wednesday, April 11, 2012 12:07 PM
To: Rosen, David (Marketing); Gasdia, Russell
Cc: Stewart, John H. (US); Innaurato, Mike; Fisher, Windell
Subject: Re: Copy of Butrans Weekly Report 3-30-12b.xlsm

Good news.

Russ, keep it up. Are you committed to breaking 10K/wk Rx's this month?

From: "Rosen, David (Marketing)" [REDACTED]@pharma.com>
Date: Wed, 11 Apr 2012 11:27:02 -0400
To: "Richard S. Sackler" [REDACTED]@pharma.com>
Cc: John Stewart [REDACTED]@pharma.com>, "Gasdia, Russell" [REDACTED]@pharma.com>, "Innaurato, Mike" [REDACTED]@pharma.com>, "Fisher, Windell" [REDACTED]@pharma.com>
Subject: Copy of Butrans Weekly Report 3-30-12b.xlsm

Hi, Dr. Richard. Good week to report with Rx's up to 9,021 and share up to 1.83%. I am going to add another trend line in next week's that will show growth since late January.

Best,
David