

FEB. 2014

930 - 1015 Sales

1115 - 1130 S. Frank

1015 - 1045 EDD 1

1130 - 12:00 Myosacine

1045 - 1115 EDD 2

Science + Tech

Pharm: RS, MOAS, TES

Room: CP, RSS, SOB, PM, AM, HK, Tom Lam, PB, TK,  
 Lanan, Karan, Pakik, Han Keller, Georg,  
 Peter Mc Garra, KAS, MOAS, TES

# Redacted as Non-Purdue Material

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**Attorney-Client Privilege**

# Attorney-Client Privilege

## Myoscience Presentation

CP accused himself

Brian Meltzer presented

VDS wants a side-by-side comparison with Botox

Does the S&T remain of proceeding?

- VDS - should meet with physicians, - BAI - they are starting next week

RS - primarily in favor but wants to see how KOLs think and other experts concerned about ana larynx and targeting (would say go ahead and keep studying)

VDS - need to visit sites and see how this is being used in the field

RS - we need a KOL to review and come back to us (we need more than are b/c of their bias)

MT - maybe some of the com. the numbers visit sites?

VDS - where are the sites?

RS - pay enough other than that we have oversight or commercialization - want control of commercialization

MT - right now we are a very conservative  
organization; we do not want to be all over  
this country right now b/c we need them  
to continue to innovate

Sum of Committee is negative & go ahead

February 26, 2014

RES, BS, TOS, PC, RS, JTS, LSS, PB  
TES, MOPS, CP, KAS  
The Wickham

### MT Report

Key areas of focus: commercial is the number one issue;  
roles, variety and managed markets

- marketing lacks analytics, but there is a significant opportunity

- roles - evolve to position; absolute basics as need for a plan; copy of RR size (again lacks analytics - a lack of talent); lack of talent on the leadership side - strong culture, very compliant conservative - we are very, very, very conservative

- managed care - very concerned about this, both on relationships but at a very low level (zero analytics in managed care; no understanding on a client's side or understanding of what our clients are doing - knowledge of emerging customers are at zero

Connection between commercial and R+D doesn't work - you are supposed to connect them



people and have the label

- Pre-launch planning - is not done;  
we're behind on Targanig<sup>®</sup> - need to  
be starting this 18 months before launch
- Pricing and Payor component doesn't  
exist

Organization called "Monitor" - built  
process for pharma companies - have asked  
for a Monitor "light" process and doing  
launch process for Targanig<sup>®</sup> - how we  
bring this product to market, want to understand  
what segments we can win in and he needs  
a payor strategy to get access (which will  
be incredibly challenging)

• what is the value in as hard as in selling  
the asset

- H4's launch team is learning from Monitor as  
the launch plan for Targanig<sup>®</sup>
- accelerated sales  $\approx$  25 program with 6  
excellence - the sales program with McKinsey
- managed care - involves two people who  
just tried to come in and do a gap  
analysis but say none of the launch  
rebates or any b/c of its strength, but as  
behaves how to get your access - must  
be able to join faster
- talent search or hiring for commercial leaders

Wants to bring in talent that is a potential  
successor to him; after Judy he will  
have his first two or three - and he  
determines the right commercial candidate to be  
was to be more fast and he wants  
the right person to integrate - displacement  
of Russ - not right person to lead any of  
the functions underneath commercial - as  
Wendell - they have very low analytical  
ability (also Tim Eckhardt in merged case and  
some of the talent as here in marketing)

BD - **Attorney-Client Privilege** left a piece  
under them to bring in new opportunities and  
maximize what we have - lacks analytics to  
analyze opportunities - some hidden talent  
in BD that are not getting exposure -  
connection with marketing is not there  
- sources and scouting is sporadic - we don't  
have an external connection  
→ may want to use connections in R&D to do  
scouting; down to the find two candidates  
that BD ad strategy

needs to bring in accountability to leadership team so  
the targets are processed quickly

R&D -

Tangari© - team brings in McKinsey team for  
Atom - we need to bring this capability in  
to the organization

OIC - gentleman in the information is coming to the  
BoD;

## Attorney-Client Privilege

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CP - Gary Shlesinger has been approached so he's  
surprised.

MT - Transparency in R&D is lacking; he gets  
different stories from members of the team; doesn't  
understand why bad news doesn't get up to the claim;  
he has trust issues w/ the group.

- structure - want to option to change structure  
moving from Test unit to healthy portfolio of  
products; when structure options are unclear  
at he will decide as a bio in appropriate  
for that role.

- want CP at R&D to review strategy; doesn't  
think it is working.

Strategy is undergoing a broad-based review so  
when he comes forward w/ the strategy he  
can cut costs and redirect resources;  
may want a "war chest" for changes.

Strengths - will want to figure out how to  
build and win on on strengths

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- build for resilience
- MT would not put another penny into

Interim 1270 ©

Conf. in tool the search; David can do a functional role  
but it is not working - he is considered poorly,  
on an enforcer

Strengths

OK

David London

Bert Weinstein

Phil Shashberger

Ed Matney - a hell of a man  
him; passionate about the  
business but may not be  
treated by some of the other  
executives -

Raul Darnas

Jay Shles (undecided)

Requests:

1. Speed in terms of selecting talent he wants to  
bring in; want thought partners who will  
push him
2. Strategy - we be held and by David played  
how the right way forward; if he can take  
assets at and monetize, does he get to  
keep funds - he will pressure ~~that~~ all  
assets to see if we are getting all value



→ interview find candidate with a good  
recommendation to the 3rd for its decision  
(we will have telephone meeting to decide)  
DAS would limit to two people -

Paula volunteers

KAS volunteers

RSS volunteers

important is we get it  
done quickly - must  
be able to select on the  
note the candidate is  
available

Approved by  
had vote



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Source and Technology Report

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*Myosmine (Cent stepped out) RS reports*

*RSS doesn't think the team is doing a good  
enough job*

*TDS will let it, try to see if the  
commercial terms will be*

*MT - we will answer the science questions first and  
then come back to work on the commercial  
terms*

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February 27, 2014

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Feb 27, 2014

10:45 a.m.

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## Redacted as Non-Purdue Material

US Salary Increases and Bonuses

60% of last year bonus target

MT putting together a new record for PRC, which will come back to

New Retention Policy US

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- MT wants to see preferred candidate
- speed is critical
- two weeks will be added to all (should come direct reports)

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Approved



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2014 Funding Requests

ok Done / Approved

US Salary increases at 2013 Bonuses

2.5% salary increase under b.d.f by about  
\$50,000

bonus remain salaries are also under budget  
- the new salaries were made by DHS before  
a left and MT will use the opportunity



to tell each one what he expects for  
the previous and year

- 2.52% average increase; ranging from 0 to 4.7%
- bonuses are below budget; bonuses portion was 60% and increasing again

✓ Approver had vote

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