
From: [Redacted] (CD PM M) BIG-DE-I
Sent: Friday, June 22, 2012 10:40 AM
To: Fonteyne,Paul (AD) BI-US-R
Subject: FW: Potential Pradaxa Mid to Long Term Strategy

Hi Paul, (Please do not forward) – personal note.

If you have some time, I wanted to gain your thoughts on this important piece of discussion which may have significant implications for the brand long term.

The specific reason I am sending this to you is I recall you discussed this concept with [Redacted] when you were here in corporate and you were opposed to it. Depending on how this discussion goes next week at the IDC, I also have to manage the US expectations on submitting the 110 as quickly as possible given the various open questions we have on their proposed path forward with the FDA.

Am I missing anything in how I am thinking about this issue – please see my comments in the one page pre-read document. I am ok with it going forward as described in ‘next steps’ – i.e. pros / cons, advisory board and market research, etc.

However, I am not sure if I am totally comfortable in what I am hearing from Medicine – with the high level of intra patient variability (30 to 45%), this may not be a onetime test and could result in a more complex message (regular monitoring) and a weaker value proposition (not being able to compare the results here directly with apixaban, etc.) vs. new competitors.

Thanks in advance for your thoughts / comments here.

Mit freundlichen Grüßen / Kind regards,

[Redacted]

From: [Redacted] (CD PM M) BIG-DE-I
Sent: Friday, June 22, 2012 10:05 AM
To: [Redacted] (CD PM M) BIG-DE-I
Subject: FW: Potential Pradaxa Mid to Long Term Strategy

Hi [Redacted]

I have made edits and comments for your consideration on the slide presentation (did not review the back-up slides or deep dive for now). Please pass this along to [Redacted] as you deem appropriate.

I would also like to align with Jeff and [Redacted] on this topic as this came up at this week’s OC. As you may know, this was also discussed at the recent CEG (early June) and is also an active topic at the core team level where some of the market research idea has already been discussed and is being finalized.

Thanks for keeping me in the loop on this high level discussion led by [Redacted] and [Redacted].

Mit freundlichen Grüßen / Kind regards,

[Redacted]

From: [Redacted] (CD PM M) BIG-DE-I
Sent: Thursday, June 21, 2012 6:26 PM
To: [Redacted] (CD PM M) BIG-DE-I
Subject: FW: Potential Pradaxa Mid to Long Term Strategy

Hi [Redacted]

I have rewritten the introduction paragraph of the pre-read document for a couple of reasons – 1) the bullets (before the competition) are not ‘experiences’ or things we did not expect – we knew this all along and have documented this in various market research findings pre-launch and 2) more importantly, these do not strongly support why we are discussing this concept today in terms of revisiting the basic product value proposition (it is aligned with a need expressed by our customers in helping them with minimizing the bleed rates with anticoagulation).

I only had time to review the pre-read document quickly this evening so I am sending you back my comments – please feel free to pass this along to [Redacted] as you deem appropriate. I will review the slides tomorrow in the am and get back to you with my comments.

Mit freundlichen Grüßen / Kind regards,

[Redacted]

From: [Redacted] (CD MED) BIG-DE-I
Sent: Tuesday, June 19, 2012 7:38 PM
To: Luik,Dr.,Sabine (CD QRPE) BIG-DE-I; [Redacted] (CD IPM) BIG-DE-I; [Redacted] (CD PM M) BIG-DE-I; Friedman,Dr.,Jeffrey (CR) BIP-US-R; [Redacted] (CD PM BDLS) BIG-DE-I
Subject: Potential Pradaxa Mid to Long Term Strategy

Dear Colleagues,
this is the pre-read that I would like to send to [Redacted] and [Redacted] by the end of the week. Any comments welcome.

Kind regards, [Redacted]

One page summary of proposal



Potential Mid to
Long Term Str...

Summary Presentation for the Meeting



Proposal for
Dabigatran Long T...

More detailed slides for data “deep dive”



Proposal for
Dabigatran Long T...