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Adolor Corporation Q4 2008 Earnings Call Transcript

Question-and-Answer Session

Operator

(Operator Instructions). Your first question comes from line of Ling Wang at Brean Murray.

Ling Wang – Brean Murray, Carret & Co.

Hi. This is Ling on behalf of Jonathan. Thank you for taking my question. So, can you help us to get a sense of what sales for ENTEREG I mean what you expect the sales range to be and also I mean given are you are going to increase your sales people to be more aggressive on the marketing?

Michael R. Dougherty

Yes. Good afternoon. Thanks for the question. Maybe I will take the first question. This is Mike. And I will ask John to make some comments on the second question. And it's just too early to have a good fix on the near term up tick in ENTEREG. So, we are not today offering formal projections for 2009 what I can say is to repeat that by way of expectations for ENTEREG and that is that we and GSK continue to believe that this will become a significant hospital product and we are investing in the product accordingly with a national hospital sales force effort, a healthy marketing investment, further clinical and medical investments. So, that remains our expectation, but we are not going to be more precise than that for 2009 quite yet. So, with regard to the additional investment on the detailing side, I will ask John Wilson, our Head of Marketing and Sales to make a comment.

John P. Wilson

Thank you. The rationale for expanding our own representatives in double covered accounts with GSK representatives is really very straight forward, it works, we know that it works because the dual effort is more efficient in navigating what has become a complex formulary approval process, and it helps us navigate the establishment of the REMS program as well. We are confident that the two groups have worked very well together in the small number of institutions that we currently do and want to increase that model moving forward to extend that reach and double coverage and again some larger accounts.

Ling Wang – Brean Murray, Carret & Co.

Okay. Can you remind us how many sales people does GSK have for ENTEREG?

Michael R. Dougherty

They have a national hospital sales force and we think it numbers in the, up to a couple of hundred.

Ling Wang – Brean Murray, Carret & Co.

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