

April 3, 1992

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cc: Lynn Diebold
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FROM: Bridget Snow

REMOVAL ASSISTANCE PROGRAM

Per Keith's instruction, the following is an update on removal activity and feedback on what patients and callers are saying about the Program.

Concerning activity, we have completed 7 days of operation. I estimate that we have handled close to 600-700 Call Reports. As of 5PM yesterday, our current backlog of Call Reports Holding (either waiting for a return call/letter from the patient or unsuccessful attempts to reach the patient/caller is 271. Our backlog log of Call Reports where no follow-up has yet been made is 118. Thus total backlog is 389 Call Reports. The oldest dated outstanding Call Report is 2/12/92. To put the foregoing in perspective, after three days of operation, we had 32 Call Reports holding and 426 requiring follow-up where no contact had been attempted for a total outstanding backlog of 458 calls. Additionally, the oldest dated outstanding call report at that time was 12/16/91. Currently we have 125 letters backlogged for wordprocessing.

Generally, patient/caller acceptance of the Program is very favorable. Numerous callers have expressed dire financial and medical circumstances which appears to confirm and valid the Program's purpose.

Some of the comments expressed by patients and callers is as follows:

- Happy that DC is willing to talk to them and provide much needed financial assistance. The large majority of callers openly stated \$1200 doesn't come close to paying for costs. Patients quote fees ranging between \$2400-6000. Program Reps estimate less than 20% of the callers are irate. This small group is substantially augmentation patients and they state DC should pay for ALL medical costs.
- Many callers were happy with their implants but are now scared and thus considering removal.
- Frequent comments that patients are willing to return their implants.

- A large number of callers are surprised to learn DC is not the only breast implant manufacturer.
- Often patients report their implanting physician kept inadequate records, or in some instances, already destroyed records when they tried to obtain product information from their records.
- Frequent interest, enthusiasm and support given by physician's offices calling to get information on Program details.
- Three or four reported instances of implanting surgeries occurring after January 6, 1992.
- One patient report of a Jacksonville, FL physician raising his fee when he learned DC was offering financial assistance.
- Recent patient concerns expressed over toll-free number are two fold. One area concerns the long VMX message. Patients ask if they can call direct or touch-tone menu select a direct transfer into Removal Assistance. Others ask Program Reps to either give them a direct non-toll-free number or have the Program Rep call them back at a time certain so as to avoid having their call answered by a recorder.

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