

To: CN=Vicki Poole Hoffmann/OU=AM/O=LLY@Lilly
CC: CN=Bryan Johnstone/OU=AM/O=LLY@Lilly; CN=Komathi Stem/OU=AM/O=LLY@Lilly; CN=Karen Tohen/OU=AM/O=LLY@Lilly
Date: 08/11/2003 11:38:31 AM
From: CN=Virginia Stauffer/OU=AM/O=LLY
Subject: Re: Request for medical personnel to speak with Dr. Arbuck

Thanks Vicki for funneling this request through the system appropriately. I would agree that there needs to be a discussion with Dr Arbuck as he has requested and the appropriate channel is to go through the ML which is Karen. Karen, once you get the request, lets discuss the best way to handle this in a timely fashion.

Thanks,

Ginny

Vicki Poole Hoffmann

08/11/2003 08:46 AM
To: Veronica K Alotta/AM/LLY@Lilly
cc: Elisabeth L Degenhardt/AM/LLY@Lilly, Thomas A Hardy/AM/LLY@Lilly, Terrence L McWilliams/AM/LLY@Lilly, Virginia Stauffer/AM/LLY@Lilly, Karen Tohen/AM/LLY@Lilly
Subject: Request for medical personnel to speak with Dr. Arbuck

Veronica,

The best way to handle this is to make a request to Karen Tohen. The MLs have a process for handling these requests. They have a SWAT team equipped with the ability to answer questions around diabetes and can probably send someone out to talk to him soon.

I do not understand his theory, but Tom should be able to enlighten us so that the MLs can speak intelligently about the metabolic effects of GABA receptor modulation.

Vicki

Vicki Poole Hoffmann, Pharm.D.

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**Elisabeth L
Degenhardt**

08/11/2003 07:59 AM

To: Veronica K Alotta/AM/LLY@Lilly
cc: Karen Tohen/AM/LLY@Lilly, Terrence L McWilliams/AM/LLY@Lilly, Thomas A Hardy/AM/LLY@Lilly, Vicki Poole Hoffmann/AM/LLY@Lilly
Subject: Re: misc

Is that Dimetri Arbuck? He was a resident when I was with IPA. I don't know if he'd listen to me-- or remember me, but I could remind him we worked with Dr Wernert. His personality is such that people will listen to him because he gets very passionate and sounds very knowledgable. He might be a good one for Tom Hardy to work with, if he has these endocrine theories.

Also, Mauricio Tohen is replacing Alan Brier and I don't know if he'd be willing to do this or if he is as knowledgable about diabetes. I'd try Tom first or contact Vicki Hoffmann. They would be best. Then, if they can't, I'll give Dimetri a try.....

Elisabeth K. Degenhardt, RN, MSN, CS
Sr. Therapeutic Associate, Zyprexa
317-433-3755 office
317-276-7100 fax

Veronica K Alotta

08/09/2003 12:52 PM

To: Elisabeth L Degenhardt/AM/LLY@Lilly
cc: Thomas A Hardy/AM/LLY@Lilly, Karen Tohen/AM/LLY@Lilly, Vicki Poole Hoffmann/AM/LLY@Lilly, Terrence L

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McWilliams/AM/LLY@Lilly
Subject: Re: misc

Elisabeth,

Thank you for all your continued support. I do have a question regarding a very difficult physician who is requesting to speak with someone from Lilly regarding zyprexa and diabetes. I had scheduled Dr. Breier to meet with this practitioner, but due to Dr. Breier's recent job change, we had to cancel that appointment.

Dr Arbuck is a psychiatrist who has an out patient practice but he is also a big player at one of our largest hospitals systems which includes a CMHC as well, Community Hospitals, Gallahue Mental Health and inpatient services for Adult and Child Mental Health Services. He FIRMLY believes, and has a theory, that zyprexa effects gaba and the pancreas in such a manner that metabolically, zyprexa causes diabetes. He says he has seen it in his practice. We have given the company verbatims and brand messages, we have sent medical letters, had speakers into his office and even T. Corya from the zyprexa brand went out with us to "hear" his experience and his theory.

This physician is an influencer and he is on a mission to let everyone know how zyprexa does directy cause diabetes. He has requested that someone from Lilly to come see him, and to "write up his theory", since he has been doing "a study." My concern is how he is impacting the business here locally.

Our market share has dropped in the zip codes where he is an influencer, which is several areas. Since the closure of several local psychiatric outpatient offices of st. vincent and st francis, along with the inpatient psychiatric bed reduction at st vincent and the inpatient closures at st. francis, many of the patients are going to Community Hospital, the Gallahue Systems and Adult and Child, where Dr. Arbuck practices and is picking up more patients. Everywhere I go, I hear about how Dr. Arbuck is starting patients on anything but zyprexa in the hospital or taking them off zyprexa, starting them on something else and then discharging them to stay on the other meds. I hear so many practitioners telling me that along with the media, Dr. Arbuck's theory concerns them. One of his friends who is national speaker for us, is now starting to wonder if maybe his theory is true.

Anyway, I am not sure who would be best to go see him but we could really use help with this one MD. Maybe I should do a formal request to Karen but wanted to get your input on what you would do at this point in terms of resources and also in light of his agenda.....which is to be heard, as he is fully convinced of his theory and feels that Lilly must listen to him.

Thank you for your advice and any assistance in the matter. The other issues are minor and under control in comparison to this ongoing challenge with Dr. Arbuck. I have dealt with this for about a year and hoped to change his mind or that his experiences would prove different but.....this has not been the case.

I am very grateful for all your voicemails, emails and ongoing assistance as I realize you are already very busy.

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Sincerely and with warmest regards,

Veronica

**Elisabeth L
Degenhardt** To: Veronica K Alotta/AM/LLY@Lilly
08/05/2003 10:02 AM cc:
Subject: misc

Thanks for your very nice message. Go ahead and send me the schedule for your roundtables and I'll see if I can attend every now and then. You definitely have not maxed me out-- just had a meeting tomorrow that I cannot reschedule.

Tom Hardy is another person to contact re: diabetes but is on vacation, now. He is an endocrinologist working on our Zyprexa Brand Team here at the affiliate. He is excellent. He can't be used all the time but for some tough cases he might be someone to ask-- I think an endocrinologist would carry a lot of credibility with this issue. He has looked through all the data and is currently planning additional studies to answer questions we have on this.

His number is 655-1980. We are trying to spare him lots of calls, due to time limitations, but he is so helpful and you might consider him for a few very really tough cases. Vicki Hoffman works daily with him on all this, so she is also excellent.

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