



Robert W Baker

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To: Katherine A Armington/AM/LLY@Lilly, Cassandra
Mehlman/AM/LLY@Lilly

cc: Mark J Bernauer/AM/LLY@Lilly, John H Holcombe/AM/LLY@Lilly,
Matthew R Pike/AM/LLY@Lilly

Subject: General diabetes review for psychiatrists

Dear Kathy and Cassie:

This is a heads up that I have asked Mark Bernauer to forward a draft medical letter that includes a general review of diabetes, intended for psychiatrists and other clinicians who may benefit from a refresher. He will forward it to the others copied on this as well. I'd appreciate sales/marketing advice on how to proceed, eg alerting sales force to its availability.

We worked on this late last year because of a strong feeling from message management and others that it would be helpful; however, I understand that when last mentioned to message management they reversed field - ie, worried that it might be perceived as a concession that olanzapine 'has a diabetes problem'.

Cassie suggested exploring whether this could come out as a Lilly endocrine rather than Lilly neuroscience letter. We are exploring the technical aspects, but I believe it is possible to have it labelled as a "lilly US medical" rather than Lilly Neuroscience or Zyprexa letter. John Holcombe already contributed substantially and is willing to explore having it issued over his signature rather than mine.

Please review the letter and let me know your thoughts,

thanks,

R

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