

# Hyperglycemia/Diabetes Project



Answers That Matter.

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## **"On the Forefront of Managing the Issue" Project Goals**

- Stop H/D from becoming a Top 10 Attribute
- Increase Customer Awareness of H/D in Patients with Mental Illness
- Provide Data and Solutions to Customers for Effective Management

## **Core Team**

Paul Berg, Chris Bomba, Suni Keeling, Jeff Ramsey,  
Drs. Baker, Holcombe, Jones, Kinon and Vignati

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9/1/2004

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## Deliverables

### Strategy

Project Scope & Goals	Bomba/Keeling	Q3/00
Short Term Deliverables	Core Team	Q3/00
Positioning Guidelines	Core Team	Q4/00
Blunting Techniques	Core Team	Q4/00

### Market Research

Current Market Condition	Dale Lindsay	Q4/00
Impact of Short Term Divbls	Dale Lindsay	Q1/01
Impact of Med Term Divbls	Dale Lindsay	Q2/01
Current Market Condition	Dale Lindsay	Q2/01 & Q4/01

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## Deliverables (cont'd)

### Slide Sets

Beasley's Manuscript	K, B, J, R, B*	Q3/00
Diabetes Disease State Education	K, B, J, R, B	Q1/01
Data Combined with Disease State	K, B, J, R, B	Q1/01
Mental Illness Disease State Education	K, B, J, R, B	Q1/01
Enhanced Speaker Slides	K, B, J, R, B	Q1/01
Enhanced Speaker Slides with Interventions	K, B, J, R, B	Q3/01

\*Kinon, Baker, Jones, Ramsey, Berg

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## Deliverables (cont'd)

### Studies/Publications/CME/PR

Topics:

- |   |                |       |
|---|----------------|-------|
| • H/D in the General Public<br>and Patients w/ Mental Illness | Medical/<br>PR | Q3/01 |
| • Comorbid Illnesses in Patients<br>w/Mental Illness          | Medical/<br>PR | Q3/01 |
| • Comparison of Incidences of<br>H/D w/Psychotropics          | Medical/<br>PR | Q3/01 |
| • Zyprexa and H/D   | Med/PR         | Q3/01 |
| • Management Techniques                                       | Med/PR         | Q4/01 |
| • Mechanism   | Med/PR         | Q4/01 |

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## Deliverables (cont'd)

### PEP's

Topics:

- |  |            |       |
|--|------------|-------|
| • Diet's Effect on Drug Induced H/D              | Affiliates | Q3/01 |
| • Exercise's Effect on Drug Induced H/D          | Affiliates | Q3/01 |
| • Diet and Exercise's Effect on Drug Induced H/D | Affiliates | Q3/01 |
| • Pharmacologic Intervention                     | Affiliates | Q4/01 |
| • Drug Removal's Effect on Drug Induced H/D      | Affiliates | Q3/01 |

9/17/2004

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## Deliverables (cont'd)

### Communications

Salesforce Training	Bomba/Keeling	Q1/01
NTTP Training	Bomba/Keeling	Q1/01
Diabetes Educator's Training	Bomba/Keeling	Q2/01
NAMI Rollout of Pt Materials	Bomba Keeling	Q3/01
Medical Letters	Medical	Q4/00

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