To: CN=Patrizia Cavazzoni/OU=AM/O=LLY@Lilly; CN=Sara A Corya/OU=AM/O=LLY@Lilly; CN=James A Harper/OU=AM/O=LLY@Lilly; CN=Daniel J Hasler/OU=AM/O=LLY@Lilly; CN=David T Noesges/OU=AM/O=LLY@Lilly; CN=Jo A Taylor/OU=AM/O=LLY@Lilly; CN=Mauricio F Tohen/OU=AM/O=LLY@Lilly; CN=Paula T Trzepacz/OU=AM/O=LLY@Lilly; CN=Albertus vandenBergh/OU=AM/O=LLY@Lilly; CN=Alfonso G Zulueta/OU=AM/O=LLY@Lilly
CC: CN=Michael E Bandick/OU=AM/O=LLY@Lilly; CN=Mark Enerson/OU=AM/O=LLY@Lilly; CN=Michael R Sale/OU=AM/O=LLY@Lilly
Date: 03/06/2004 06:40:17 PM
From: CN=Denice M Torres/OU=AM/O=LLY
Subject: Competitive Intelligence Update (3.5.04) - an additional interview with Newcomer on the ADA process

Group,
Following is an informative update on Newcomer and the APA sub-committee process. Thanks to Mark Enerson for passing on this information -- his efforts and focus have resulted in a continuous source of important marketplace information for Zyprexa.

denice

Mark Enerson
03/05/2004 05:59 PM
To: Robert W Baker/AM/LLY@Lilly, Michael E Bandick/AM/LLY@Lilly, Timothy J Barnett/AM/LLY@Lilly, Russell L Barton/AM/LLY@Lilly, Michael W Magdycz/AM/LLY@Lilly, Cherri Mineri/AM/LLY@Lilly, Michael Overdorf/AM/LLY@Lilly, Michael R Sale/AM/LLY@Lilly, Mauricio F Tohen/AM/LLY@Lilly, Denice M Torres/AM/LLY@Lilly
cc: Mark Enerson/AM/LLY@Lilly
Subject: Competitive Intelligence Update (3.5.04) - an additional interview with Newcomer on the ADA process

A vendor we work with went back and spoke with John Newcomer again regarding the sub-committee process. The report also contains some information on Pfizer reps using the ADA paper and distributing information on Lilly's Dear Doctor Letter. I am also attaching the previous report which included the initial interview with John Newcomer for your reference. - Mark
Mark Enerson
Zyprexa Global Marketing
317-276-8923

Note: Intended for use in business planning purposes only.