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**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  
**Attachments:** Competitive Info Feb 20, 2004.doc; Competitive Info Mar 05, 2004.doc

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 Miner/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

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Competitive Info Mar 05, 2004.dCompetitive Info Feb 20, 2004.doc

Mark Enerson  
Zyprexa Global Marketing  
317-276-8923

Note: Intended for use in business planning purposes only.