

Charles R Feehan
08/06/2002 11:46 AM

To: Katherine A Armington/AM/LLY@Lilly, Jack E Jordan/AM/LLY@Lilly
cc: Richard W Chinouth/AM/LLY@Lilly, Steven W Cox/AM/LLY@Lilly,
Barbara R Gilley/AM/LLY@Lilly, Joseph P Gozdieski/AM/LLY@Lilly
Subject: Prescriber Concerns about Zyprexa

This note ultimately comes from one of the largest prescribers of Zyprexa in the Southeast Area and a member of one of the Zyprexa Advisory Boards. As I read this, I interpret that Dr. Tennison is concerned over our apparent lack of empathy as a corporation. I think this is related to the discussion that Jack and I had during the APA in Philadelphia. Can we add this to our agenda for discussion tomorrow?
Please contact me with any questions.

Thank You,
Chuck

----- Forwarded by Charles R Feehan/AM/LLY on 08/06/2002 12:41 PM -----

Barbara R Gilley
08/05/2002 09:27 PM

To: Charles R Feehan/AM/LLY@Lilly
cc:
Subject: Prescriber Concerns about Zyprexa

----- Forwarded by Barbara R Gilley/AM/LLY on 08/05/2002 08:27 PM -----

Barbara R Gilley
08/04/2002 09:22 PM

To: Steven W Cox/AM/LLY@Lilly
cc: Richard W Chinouth/AM/LLY@Lilly, Joseph P
Gozdieski/AM/LLY@Lilly
Subject: Prescriber Concerns about Zyprexa

Steve,

Below is a response from Dr. Tennison. He has asked that this get forwarded to the appropriate people in Indy. I had lunch there last Friday, August 2, 2002, and the frustration is **extremely** high. Dr. Tennison and the nurse practitioners are wanting answers, a response from Lilly and prefer that it not be by a "paid Lilly speaker". I did my best at offering the approved materials that I am allowed to use as well as third party referencing...however, Dr. Tennison and all the prescribers aren't interested in what the data says across all other agents. It's not what they are seeing clinically.

Cheryl has made it very clear that all communication must go through her. So, when there is a response back to you or whomever, please make sure that it goes directly to Cheryl or to myself and I will forward it on to Cheryl. They have a very strict protocol stating that all communications to all/or any prescriber must be sent to her first. Cheryl's email address is listed beneath her name..

Let me know how I may be of assistance.

Thanks,
Barbara Gilley
Knoxville Neuroscience
v/m 8.462.1535
cell 865.803.9867

----- Forwarded by Barbara R Gilley/AM/LLY on 08/04/2002 08:14 PM -----



Cheryl Williams
<cwill@mcnabb.org>
08/02/2002 04:16 PM

To: GILLEY_BARBARA_R@LILLY.COM
cc:
Subject: Prescriber Concerns about Zyprexa

ZY 8136 404

Barb,

Thanks for the luncheon today and for listening to some of the frustrations and concerns among the HRMC prescribers. Please see Dr. Tennison's note below. I will try to arrange a luncheon for you to meet with Dr. Manning and me to address his concerns. You represent Lilly well, and I want to do everything I can to help our relationship with you/Lilly continue to be mutually productive. Thank you for following our Pharmaceutical Representative Protocol-this helps to ensure our relationship with Eli Lilly. Please direct any questions/concerns to me and I will have them addressed by the appropriate person.

Thanks,
Cheryl

Cheryl Williams
Physician Services Coordinator
Helen Ross McNabb Center
1520 Cherokee Trail
Knoxville, Tennessee 37920
Phone: {865} 541-6676 Ex. 3027
Fax: {865} 637-1278

From Dr. Tennison:

Let me follow-up on some of the concerns that were expressed in today's and Monday's meetings. I believe that prescribers (psychiatrists and nurse practitioners) are frustrated and increasingly uncomfortable with the stance that Eli Lilly appears to have taken with regard to weight gain and the risk of diabetes.

1. We are convinced of Zyprexa's efficacy. It is frequently prescribed and is almost universally effective. There is little or no doubt about its usefulness in psychotic and bipolar disorders, and as you know we have been quite liberal over the years in using it for multiple off-label purposes.
2. It is troublesome, frustrating, and occasionally irritating to repeatedly hear the official line that a relationship between Zyprexa and diabetes is unclear, that diabetes is known to occur more frequently in mentally ill people with or without meds, etc. We know that. But we also know that our Zyprexa patients gain weight and that they do develop diabetes. It feels as if our concerns are being dismissed, and that if we would just listen to the experts, we wouldn't worry about this anymore. I believe that those who are training you and giving you the information you are expected to impart to us are actually impairing your ability to help us help our patients, and are also causing you to lose ground with regard to Zyprexa's marketability. As physicians and practitioners, we are ready and able to step up to the plate and do whatever is necessary to manage the adverse effects of valuable agents at our disposal. The frustration is no longer that Zyprexa has side effects (which was the original disappointment after experiencing the great efficacy of the drug), but that there is not a concerted effort to establish and communicate a strategy to screen and monitor for diabetes, hyperlipidemia, or other complications of weight gain.
3. What we and other prescribers hope for is not only a cessation of the persistent denial that there is a problem (this is not done by every speaker, but by enough so that it becomes expected and then the eyes start rolling), but also an effort to disseminate to loyal prescribers any guidelines for screening and monitoring that are being studied, or are already in use, by reputable academic centers, treatment agencies, and opinion leaders. We are more likely to continue using this medication if we have in hand a method to manage the adverse effects. Although it may be argued that it is not the obligation of the pharmaceutical company to teach doctors how to manage side

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effects, I believe that a balanced, ethical, realistic, and practical approach that enthusiastically and unapologetically trains doctors in adverse effects and how to manage them, will result in better support not only for the product, but also for the physicians and their patients.

4. We are personally disturbed by this because we trust and appreciate you, your support, and your work on behalf of our agency and our patients, and we feel that the company's approach to the problem impairs your ability to help us keep prescribing Zyprexa.

Clif Tennison

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