

Document	Topic	Notes	Names
ZY 4076 362.pdf	Glucose-related AE's	Seem to be a lot of deaths	
ZY 4076 362(2).pdf	FOCUS: A pub for Lilly sales reps 1994	Lots of pos statements re: Zyprexa, lots of redacted sections	
834.00	Same as ZY 4076 362(2)		
8758.00	ZY and Diabetes: Talking Points	SCZ causes diabetes; treatment does not. ZY no worse than RISP, better than CLZ in not causing DM	
8867.00	ZY and Marketing regarding weight	Notes scientific team (Steering Committee) of..."addressing mechanism of OWC and effective treatments"	Paul, DiM:
8867.00	ZY and Marketing regarding weight	Mentions two pubs under review at American Journal of Psychiatry	
8872.00	ZY Physician Consulting Conference	Seems to acknowledge weight gain, but blames DM on SCZ, not ZY	
9526.00	Study showing no inc. risk for DM on Z	Looks good at first glance, authors and journal not listed	
9606.00	Weight gain and glycemic regulation during tx w/ olz	Detailed outline of journal article, describes rat stuides, weight gain in humans w/ ZY journal listed as "Biological Psychiatry(?)"	Breier, He
10068.00	Epidemiological study addressing DM incidence among AP's	Concludes all AP's (inc. typicals) associated with DM -- seems no difference between compounds. Risk of developing Diabetes Mellitus from Antipsychotic Exposure in the US is title.	Not listed
14182.00	Memo/presentation re: updated on ZY sales	Nothing here of importance	
22917.00	FDA Approval of ZY estimated timeine	Some handwritten notes, including name of FDA official	Temple
23162.00	ZY labeling update + CT MD who wants to present on ZY	CT MD works for state and asks for slides from Lilly to make her presentation -- seems a bit too willing to just make their talking points. Name unclear	Kathleen I
24854.00	Spontaneous reports from 9/96-9/98	Lilly interprets positively, did not read data	
25517.00	Labeling change info from 2000	Did not read	Beasley

26321.00 ZY Diabetes update

27106.00 ZY and PCP's

35541.00 LifePlan for ZY

40198.00 Weight gain--Europe

**NOTE -- ONLY
LOOKING FOR
OFF-LABEL
PROMO
AND ACADEMICS
AFTER 40198**

Denies ZY causes DM, blames DM on SCZ, mentions hire of PR firm Keck mentioned as "leading a small but influential group to publish a white paper on diabetes later this summer"

"Global Mktg initiated and allocated funding to insure the development of consensus guidelines"

"There have been a number of positive messages with third-party validation" (Fumento, Koller, Citrome, Bellnier) three journal articles and a Fumento pub

"Working with our colleagues in U.S. Diabetes Care, we will soon have 25-35 endocrinologist consultants who will become intimate with the psychiatric literature and Zyprexa data in particular, deepening our bench strength of suitable advisors, spokespersons and customer program speakers. Many of these consultants will be introduced to our data while attending a Lilly program in Toronto July 25-26

"By providing NAMI a multimillion dollar grant to stage a national screening, we help educate physicians and patients on the inherent risk of diabetes -- regardless of the antipsychotic"

NAMI, Kec

Seems to clearly advise to get PCP's to prescribe for "less extreme" and "hypomanic" patients. This is def. off-label

1993 -- old -- did not read

PPT type doc, did not read

Pimps study comparing ZY and RISP. Focuses on superior outcomes with depression

"Viva Zyprexa!" is used. It also mentions that Zyprexa has been reclassified as a

40517.00 Script for Selling ZY

40582.00 ZY for BP -- PCP's

psychotropic, not an antipsychotic, because it works on so many symptoms Dated 2000 -- this seems an early push to get PCPs to prescribe

"Psychotropic" proven to be effective in treating symptoms found in behavior, mood and thought disorders. No other single agent offers this broad spectrum of efficacy. More stuff that seems off-label, including "Martha"

40668.00 ZY for Everything -- PCP

40886.00	ZY for PCPs	"Message based on patient's symptoms and behaviors (rather than diagnosis), case of David seems off-label (psychotic depression)	
		Date seems to be 1999 -- emphasis on PCP's prescribing for dementia, though more	
41080.00	ZY for Dementia -- PCPs	an outline than anything detailed	
41262.00	ZY for PCPs	Seems way off-label but an outline and a prelim draft is all it is	
		Lots of focus on Martha dementia case	
		"We've just completed the second of two speaker training programs and have unleashed more than 130 psychs and PCP's who are chomping at the bit to help you sell Zyprexa	
41630.00	ZY National Sales Meeting -- PCPs	Very similar to 41630. Good Viva Zyprexa docs	Bandick, S
41870.00	Viva ZY PPT	Coordinated PR activity: ..."3rd party educators (endocrinologist & psychiatrist), PR agencies, ...	Bandick, S
		Should read this one more carefully	
71784.00	ZY Image Mgmt	Mentions potentially going for BPD, child/adolescent, and PTSD indications	
		Mentions that ZY reduces suicide	
		Read closer -- it's long	
72220.00	ZY Marketing Strategy	Marketing violations. Read closer	
74131.00	Memo from FDA re: Violations	Refs a couple articles -- probably corp-written?	Mukherjee
90009.00	Defending ZY on DM	Drafting a letter to J Biol Psych re: criticising other studies	Jeff Ramse
94522.00	re: articles critical of ZY/DM	Similar to 94522	Jeff Ramse
95495.00	re: articles critical of ZY/DM	Putting together MS on DM, weight, glycemia, and ZY -- should see in final version	
97465.00	re: articles critical of ZY/DM	matched this version or the data in these emails	Basson, Gi

		<p>"Additionally, we have targeted our CME to enduring materials creation to support the sales force"</p> <p>"\$1m journal spend from 0</p> <p>\$800k for CME to diagnose bipolar disorder (all above on page 9?)</p> <p>"Advocacy organizations can play a role in disseminating information, as well as lending support with their "seal of approval" to initiatives</p> <p>Do's: Provide non-branded disease state information, potentially in partnership with NMDA or similar organization for more credibility (p. 27)</p> <p>Some loose discussion of science and publications</p> <p>"If resource constraints do place limits on investigator initiated trials, another way we can use Medical Liaisons to support the development of relationships it through increased efforts to cultivate external authors to either develop publications from our existing data, or collaborate with Lilly authors on existing projects (p. 44)"</p> <p>p. 44-46 discuss developing speakers -- seems fairly above board</p> <p>Will provide symposia at a LOT of specific-named conferences (p. 48)</p> <p>"The closed symposia materials result in CME publications and enduring material. This is an excellent opportunity to get our thought leaders together to produce a publication based on a specific topic (issue or competitive</p> <p>Long, probably some good stuff -- need to read later</p>	
174816.00			
175096.00	Zyprexa Launch		
175630.00	Wight gain/hypglic steering comm 200	All Lilly(?) scientists on docket discuss scientific cover on DM issue	
359341.00	Comp between Haldol/ZY study	Beasley gives main presentation followed by Q & A, probably all from AD board	Beasley
		<p>Consulting Endo's seem to link ZY to probs more than Lilly expected or wanted</p> <p>Beasley and Baker go back and forth about what to do in 2000 -- they apparently decided to bury it.</p> <p>Also discussion of recruiting Dr. Dagogojack as a consultant -- seems a little shady</p> <p>Last page also discusses whom to recruit -- mentions should recruit a particular endo who is said to be friendly toward Lilly</p>	
37870.00	Endocrinologists and ZY		Dagogojac
382455.00	Canned document response to info request on DM, hyperglycemia, and ZY		
386523.00	Timeline of all FDA-Approval related e	Long list	
389945.00	Hyperglycemia and cholesterol w/ aty	Claims not funded by Lilly. Results not friendly toward ZY	Lindenma
396818.00	ZY vs Haldol: Study Results Report	Compare results to later version. Looks like selective reporting (LY170053 internal #)	
402354.00	ZY and DM Emails	Somewhat panicked email re ZY and DM from 2000	Brodie
426128.00	SCZ Advisory Panel 1995	Of note that advisors noticed weight gain a long time ago (1995)	
428710.00	SCZ Advisory Panel 1995	Lists names and positions of SCZ advisory team	
443176.00	Research that ZY causes DM	Done apparently by non-company folks, see last page	

446106.00	Marketing Scripts at APA convention	Entertaining but not incriminating	
504288.00	Sell sheet recommendations	Said Melvin bipolar piece having an impact -- should see what that is	Melvin
505194.00	Research summary on ZY and DM and	Company critiques literature, draft	
508680.00	No title	Could be some academic stuff here, mostly jumbled notes	Nemeroff
518225.00	Research summary on ZY and DM and	Seems more in depth than 505194	
520636.00	ZY PCP Implementation Guide	Similar to other PCP stuff	
520662.00	ZY PCP Briefing Docs	Talks a lot about off-label stuff, but not clear what who given to or if reps are supposed to use it	
575713.00	Complaint from Frontier Health		
585894.00	CME re: ZY in Elderly Psychosis	Clearly devotes most space to ZY compared to others; rating scales at end Supported by an unrestricted ed grant from Lilly	Suzanne C
588858.00	Cardiac Safety in Schizophrenia Group	Consensus statement; likely funded by Lilly should follow up with more research	
589868.00	ZY Primary Care Strategy and Impleme	"Zyprexa: The safe, proven solution in mood, thought, and behavior disorders"	
590620.00	Promotion for off-label policy	Seems way off label if this is their slogan	
		Seems fairly complicated will need to read in more detail	
		Effective 1-15-04	
617295.00	ZY Issues Pre-Read Sep 2002	Strengthening relationships with thought leaders, PR re: "population at risk", Partnerships with 3rd party organizations such as ADA and the Joslin Center to establish consensus guidelines and publications, Mobilization of Certified Diabetes Educators to offer treatment and wellness advice,	
		Offers suggested resources for reps to give to MD's as:	
		11/00 Psychlink, January 2001 Provision	
		NTTP educational resources related to healthy lifestyles	
		Local partners trained in the delivery of NTTP	
		www.diabetes.org (official ADA website), page 31	
625559.00	ZY Hyperglycemia/DM Data on Demar	List of refs on page 32 (how many Lilly sponsored)	
629260.00	PCP Email to Lilly about marketing str	PCP on speakers bureau offers advice on Lilly's PCP program early on -- his ideas were relatively close to what Lilly chose to do in some ways	Noel Gard
629545.00	Off-label detailing complaint from PCF	PCP expresses outrage at off-label detailing of ZY in email	Lerning
631445.00	Issues management planning	Bunch of refs on DM -- ZY	
728255.00	ZY Action plan	Mentions to be completed studies	
810986.00	Depakote vs ZY abstract	Depakote vs ZY abstract included that seems to show no diff in eff, better safety for Depakote	Zajecka, V
200017576.00	ZY Label change	Cites 3 studies, 2 of which are from Lilly authors, on SCZ and DM	Allison, Ca

200263406.00 ZY Promotion

Mentions dementia case explicitly

p.18 mentions all kinds of potential off-label uses

200270343.00

p. 34: "Zy will be the world's number one neuroscience pharmaceutical in history"

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iman, Cavazzoni, Sowell, Taylor

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e, Allison, Beasley, AJP 1997, 154, 457-465
ay, Beasley, Kevin Ferguson
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Pages 49-51 have a lot more

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