

Tony Fiala 69417

(314) 4061024 →

Ted Theobald

197-1-B

Chuck Fechar

a newsletter to consultants?

Jack Jordan -

Concerns where we are headed with diabetes

- ① Be more open with our customers - (TONE)
- ② Help customers solve their problem

① - While we have the best data available today, regarding ~~diabetes~~ diabetes, if we were impartial - we'd say they are not very good.

Proposed - Communication to thought leaders - what do we know about hyp. & diabetes - and how has it changed over time - hx. of what we know up to this point & shortcomings - and what are doing to better understand this in the future. Best of data - even though it's not good.

Do - clamp study with pts. with Schiz. (\* Make something up like this & show it to them)

Mid - June - <sup>Dr.</sup> Nemoroff  
21st

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\* more suggesting vs. telling

(our customers think we are arrogant about our data)

875-7333  
hit 0 for operator

Sat - 12-5  
8 stops / church  
10.00 arrival  
12.00 depart  
4.40 pm - pharmacy

4621 N. Meridian St.

2009-1-5

19 mm

How do we frame things for our sales force -

- Confidence vs. arrogance
- some things we don't know
- regardless of whether we cause -

psychs are

~~psychs are~~

② How Do we Help Psychiatrists Handle this Problem

- is it a bad thing that they think we have higher rates - will it impact prescribing.
- how was it framed for them? DMT

pilot it

(Has not sold this through my director colleagues)

DRA verbatim →

liked  
better

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**Product Team Partnership Agreement**

**weight gain:**

Floris reprint - Brief resisting use of it.  
Amantadine study - almost ready

Review Article on w.g. being submitted (already written).  
- Internal Review

~~Product Team~~

Info - net - Product Team Slides - July 1

Large CVD risk trial - proposed  
- behavioral intervention arm

Phiers doing experience trial - 20,000 pts  
- looking at mortality (efficacy measures)  
- market share movement for them

Diabetes - ✓ TX guidelines - product team drives decision - if yes - partner w/ us.

✓ Care reports - agreed upon at Brand Council

✓ educational / services

✓ class labeling

✓ Advocacy - ADA - Schiz & diabetes proposal - consensus paper

thought leaders / psych & endo - Guild (product team)

✓ Publications

APA

Send P.I.O.K. wellness proposal

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\* messages being tracked

DKA - position June 12 issues, & 7th competitive

\* Avoid exacerbation of diabetes - default to diabetes strategy

Publication Timeline

- PCS accepted

TED - presented at ADA meeting  
and accepted

GPRD - Protocare - accepted

Hyperglycemic clamp - trying to get published

Euglycemic - study not done yet

IMS - ?

IMS geriatric -

slides - pretty close to finished

Trial - ~~PKA~~ DKA rechallenge study - people with DKA -  
Mass Gen.

(dose as a proxy for severity)

put them back on  
Zyp. and watch  
them.

(have interventions in  
place at same  
time)

- restrict  
sugar, caloric - intake  
etc.

Lipids / CVD strategy - position paper

key messages - results June 12

proposed for 2003 - CVD risk study

long-term - measures of lipids etc

- intervention arm

4 arms

① Zyp

② Comparator

③ with interventions

measure glucose levels etc.

June 17<sup>th</sup>

Ugliest

- Faxblast \* FDA has reported 5 deaths w/ Risp.
- Direct Mailer - MEN like
- MANNI - leak to media
- Published abstract - reprint
- Web-site (media/rep)
- Advertorial like Janssen's
- DTP slides (speakers)

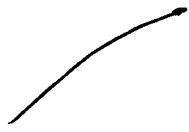
Hiddest

- According to recent publication shows that Risp is also linked to diabetes (new info on comparable risks)

Drug Utilization Review

June 14<sup>th</sup> -

SAS - 3rd party competitive intelligence team



Broad Spectrum Analogy - Functional  
Life-changing

\* Senses → olfactory, sight, hearing, taste, tactile  
color vs black & white

Computer  
internet

Automobile  
electricity  
plane  
telephone

Admanorg. L  
Hist.  
~~Olives~~  
Jer  
Pop  
Miscarriage

Guldi/locks

too hard / too soft  
too hot / too cold  
too big / too small

\* ~~edit~~  
Even your pts. know  
The 3 bears (or Guldi/locks)  
is just a fantasy.

Amip - o.k. - but not good enough

Atypical - may affect bonding but  
not to full level we do -  
may need glasses  
seeing eye dog  
hearing aid

comparitor slide - Japan Labels

- Zyp
- Risperidone
- Seroquel
- Geodon - not approved

options -

- DTP
- detail piece
- Medical letter

- Zyp label is general
- worst statement about each product

Geodon - not approved

(Other psych drugs - differences in labels)

\* Richard Petty - black box warning in U.S.

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6 month study

HCAB

Serquel  
stable pts. - real world  
- outcome scores - moving lines forward -  
neg. SXS etc.

- ① didn't separate w/ primary - SANS negative
  - ② separated on lots of other measures - D/C rates - 55% Olun  
- 35% Serquel
  - ③ separated on Global Functioning
  - ④ Positive ~~only~~ SXS etc.
- Construction rates -  
stat. sig.

- w.g. fairly comparable
- EPS comparable
- prolactin comparable

Time to response - will prob. look good.



120  
80  
-----  
000  
960.00

2000  
2385  
2015  
960  
-----  
60

4385  
2015  
960  
-----  
7360

80  
800  
12  
-----  
1800

800  
12  
-----  
400  
8000  
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9600

1400

1600

~~2000~~

2400  
9600  
-----

9600  
2015  
4385  
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14000  
2800  
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16800

2800  
5 14000  
101  
90  
40  
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00

240  
5 12,000  
10  
20  
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200

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$$2 \overline{) 6300.00}$$

6,300

annual 11% inv. rate

1800

$$2 \overline{) 6,300}$$

1330

$$2.00 \overline{) 6300}$$

$$\begin{array}{r} 1800 \\ 2 \overline{) 3600} \\ \underline{12} \\ 16 \\ \underline{16} \\ 0 \end{array}$$

$$2.00 \overline{) 3600}$$

$$2.00 \overline{) 6,300}$$

$$\begin{array}{r} 240 \\ 5 \overline{) 1200} \\ \underline{24} \\ 0 \end{array}$$

2

$$\begin{array}{r} 40 \\ 6 \overline{) 240} \\ \underline{24} \\ 00 \end{array}$$