

To: CN=Kathleen A Carmody/OU=AM/O=LLY@Lilly; CN=Kevin R Walters/OU=AM/O=LLY@Lilly;
CN=David K Montgomery/OU=AM/O=LLY@Lilly; CN=Terry P Near/OU=AM/O=LLY@Lilly;
CN=Kristine M Poppie/OU=AM/O=LLY@Lilly; CN=Crystal P Vasquez/OU=AM/O=LLY@Lilly;
CN=Jagdish J Shastri/OU=AM/O=LLY@Lilly; CN=Timothy D Hynek/OU=AM/O=LLY@Lilly;
CN=Tracy E Davies/OU=AM/O=LLY@Lilly
CC: CN=Suzanne M Baker/OU=AM/O=LLY@Lilly; CN=Joshua L Smiley/OU=AM/O=LLY@Lilly
Date: 02/04/2003 02:16:27 PM
From: CN=C Joe Busby/OU=AM/O=LLY
Subject: driving TMAP implementation

2003: Focus, Discipline, Implement

NxNW,

Several of us have had customers express interest in implementing the TMAP as an appropriate use tool, yet this requires some entity willing to act as the catalyst. Ms. Poppie has found (or developed that individual into an advocate) that the director of Mental Health at DHS is willing to take this charge.

Have you considered working to get TMAP up in your assignment? Getting these special projects (disease management, mental health medication prescribing efficiencies, Partners in Crisis, TMAP, etc.) are key in helping patients keep access to Zyprexa in our states. What can you do today, this week, this month, with your customers to move these special projects forward?

Thanks, Kris, for sharing!

C. Joe Busby
Regional Manager, Northcentral / Northwest, U.S. Public Health Division
phone 801-597-9266, vmx 8-462-3315
----- Forwarded by C Joe Busby/AM/LLY on 02/04/2003 02:08 PM -----

Kristine M Poppie

01/31/2003 11:02 AM

To: Joanne E Novotny/AM/LLY@Lilly
cc: ZIMA_TIMOTHY_L@LILLY.COM, BENGE_SUZANN_K_W@LILLY.COM,
WILLIAMS_STEVEN_A@LILLY.COM, SHOFE_ALLEN_M@LILLY.COM,
LANDWEHR_SUSAN_M@LILLY.COM, BUSBY_C_JOE@LILLY.COM
Subject: RE: Presentation in Minnesota

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Hi Joanne,

Thought I might "bump" into you yesterday while we were both at St. Peter. I met with Cindy Kern and here are a couple of updates for you and the team:

1) Cindy and all the SOS folks that attended the Dr. Shon TMAP presentation on January 9th were VERY impressed. They agree that **reducing polypharmacy** is the way to save money for the state (both in and out-patient). She wondered if anyone will be driving implementation at the state. The answer is YES. I am working with Sharon Autio, the Director of Mental Health at DHS to drive this. Implementation of Evidence Based Practices, medication management in particular, is a top priority for the Mental Health Division. Sharon is taking the lead on pulling together the stakeholders and has embraced the offer of support and assistance from Lilly. We are on our way!

2) The St. Peter site has an **Algorithm Committee** (Farnsworth, Service!, Kern, Hawkinson, Walbeck) that is basically waiting for Dr. Buscema to visit on May 29th to go to work. As the state hospital system is redesigned under the new administration to become more community-based, I made the point that the St. Peter Algorithm Committee would need to align themselves with the state as they go forward. It will be more important with the system redesign that standard-of-care is consistent across the system. (READ: Don't do anything funky that would contradict the prevailing standard of Open Access to meds!!!!)

3) St. Peter RTC earned a rebate for Open Access of almost \$10,000 for the last period (May-Oct 2002). That rebate will come to them in the form of a wholesaler credit in the next two weeks. The timing is good - they are \$80,000 over budget for July - Dec 2002. Cindy has sent an educational price reference guide out over e-mail to her doctors that includes all psychotropic medications, not just atypicals. She is recommending things like tablet splitting, etc. to save money.

4) I was able to communicate, proactively, the new Zyprexa contract through MMCAP that will go into effect May 1st. I informed her that we are committed to helping our customers during these challenging fiscal times, and as a result, rebates for Open Access are increasing. She was pleased to hear that her rebate percentage will double in May and that we truly value our customers who provide Open Access.

5) A "next step" would be to get Cindy involved in any committee that is formed at the state level. She expressed interest in that and I think that involving her would be good for Lilly. She has expertise in psychopharmacology, is an Open Access advocate, and it will be important to get key SOS people aligned with the community stakeholders.

Let me know if you have any questions or comments!

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Joanne E Novotny

01/30/2003 09:24 PM

To: Kristine M Poppie/AM/LLY@Lilly
cc:
Subject: RE: Presentation in Minnesota [Link](#)

Kris:

Chatted with Denise today while at St. Peter. She automatically booked us for lunch on May 29th (fine with us). She did already have another rep scheduled, but she said she has already called the person and told them THEY will need to re-schedule with her. So, we are set. Thanks again!!

Also, we are getting about one lunch/quarter there (for the Thursday psych staff meeting). Dates we have for this year, if you care to join us:

(Today)

May 29th (NOTE: I had to cancel March 27th which I had due to a national meeting we'll be at. Denise is going to try and find us another spring or summer spot).

October 9th

December 4th

Thankfully, we have pretty good access with them above and beyond these once/quarterly lunches allowed.

fyi-----Joanne

Kristine M Poppie

01/28/2003 12:19 PM

To: NOVOTNY_JOANNE_E@LILLY.COM, ZIMA_TIMOTHY_L@LILLY.COM
cc: OLNEY_DONALD_J@LILLY.COM, BUSBY_C_JOE@LILLY.COM
Subject: RE: Presentation in Minnesota

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Buscema is rescheduled for Thursday, May 29, 2003 to present the FAP, and consult with St. Peter RTC.

I have already responded to Denise. Joanne, can you follow through with Denise on the lunch part? I will handle any paperwork, if it is required by the LLB.

----- Forwarded by Kristine M Poppie/AM/LLY on 01/28/2003 10:32 AM -----

"Roggow, Denise G" <Denise.G.Roggow@state.mn.us>

01/27/2003 04:03 PM

To: 'Charles Buscema' <cbuscema@twcny.rr.com>, "Roggow, Denise G" <Denise.G.Roggow@state.mn.us>
cc: POPPIE_KRISTINE_M@Lilly.com, "Farnsworth, Michael" <Michael.Farnsworth@state.mn.us>
Subject: RE: Presentation in Minnesota

Dr. Buscema:

May 29 looks good for us here. Let's reserve that date. Kris, do we need to do additional paperwork now that the date is changed? Can you (or should I) contact Joanne Novotny (assuming she will still be here and provide lunch). Give me a call if any questions or problems!

Denise R.

507-931-7101

-----Original Message-----

From: Charles Buscema [mailto:cbuscema@twcny.rr.com]

Sent: Friday, January 24, 2003 1:17 PM

To: Roggow, Denise G

Cc: POPPIE_KRISTINE_M@lilly.com; Farnsworth, Michael

Subject: Re: Presentation in Minnesota

Denise: May 29th would be my first choice due to the APA annual meeting in San Francisco that month. Thank you...Charles A. Buscema, M.D.

----- Original Message -----

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From: Roggow, Denise G
To: 'Farnsworth, Michael'; 'Charles Buscema'
Cc: POPPIE_KRISTINE_M@lilly.com ; Roggow, Denise G
Sent: Friday, January 24, 2003 12:00 PM
Subject: RE: Presentation in Minnesota

Dr. Buscema, we would prefer to stay with a Thursday if possible, and even the same timeframes we had established for your Jan. 30 visit (12:00-1:00 formal presentation; 1:00-3:00 informal discussion with our medical staff). Would you be available May 1, 8, 15, 22 or 29?

Denise Roggow

-----Original Message-----

From: Farnsworth, Michael [mailto:Michael.Farnsworth@state.mn.us]
Sent: Friday, January 24, 2003 8:43 AM
To: 'Charles Buscema'
Cc: POPPIE_KRISTINE_M@lilly.com; Roggow, Denise G
Subject: RE: Presentation in Minnesota

Lets shoot for a date in May. Denise, can you coordinate that?

-----Original Message-----

From: Charles Buscema [mailto:cbuscema@twcny.rr.com]
Sent: Tuesday, January 21, 2003 7:57 PM
To: Farnsworth, Michael
Cc: POPPIE_KRISTINE_M@Lilly.com; Roggow, Denise G
Subject: Re: Presentation in Minnesota

Dr. Farnsworth: I am deeply considerate of your sensitivity in this matter. Let's plan a date in advance for April or May, & I'll be fully recuperated and eager to go. Thanks again....Charles A. Buscema, M.D.

----- Original Message -----

From: Farnsworth, Michael
To: 'Charles Buscema'
Cc: POPPIE_KRISTINE_M@Lilly.com ; Roggow, Denise G
Sent: Tuesday, January 21, 2003 3:57 PM
Subject: RE: Presentation in Minnesota

Dr. Buscema,

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I have asked our team here about the phone conference. The preference is to let you recover, and reschedule you here in person. Phone group discussion is too hard to sustain. So speedy recovery and let us know when you can come and visit us!
Spring is much more pleasant here in Minnesota.

Michael Farnsworth,MD

-----Original Message-----

From: Charles Buscema [mailto:cbuscema@twcny.rr.com]

Sent: Tuesday, January 14, 2003 11:53 PM

To: Farnsworth, Michael

Cc: POPPIE_KRISTINE_M@Lilly.Com

Subject: Re: Presentation in Minnesota

Dr. Farnsworth: We do not have ITV capability that would permit such a videoconference at this time...our present options are an audioconference with corresponding PowerPoint presentations at each end (an idea that has been successfully utilized in other states), or postponement of the conference until I am able to travel to Minnesota. Please advise.....

Charles A. Buscema, M.D.

----- Original Message -----

From: "Farnsworth, Michael" <Michael.Farnsworth@state.mn.us>

To: "Charles Buscema" <cbuscema@twcny.rr.com>

Sent: Friday, January 10, 2003 9:28 AM

Subject: RE: Presentation in Minnesota

> I believe it could be done--do you have access to an ITV? We are fully
> wired here and do alot of training that way as well as conferences. Mn is a
> big state and we are scattered all over. If you do have ITV then we can
> proceed that way and your virtual presence will be grat. redacted

redacted

> -----Original Message-----

> From: Charles Buscema [mailto:cbuscema@twcny.rr.com]

> Sent: Thursday, January 09, 2003 1:40 PM

> To: Farnsworth, Michael

> Cc: POPPIE_KRISTINE_M@Lilly.com

> Subject: Presentation in Minnesota

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>
>
> Dear Dr. Farnsworth: **redacted**
> **redacted**
> **redacted** do not want to reschedule the 1/30/03 presentation, unless it is
> absolutely necessary to do so, but a last minute cancellation would be
> unfair to your facility. Is there any option available for an
> audioconference with corresponding PowerPoint presentations, followed by a
> workshop conducted in the same manner ? I thought it prudent to explore this
> option, as it has been utilized with success in a recent presentation to the
> Michigan DOCS. Please notify me re: your thoughts in this matter...once
> **redacted**
>