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Date: 03/21/2003 05:15:18 PM
From: CN=Bill Robinson/OU=AM/O=LLY
Subject: Notes from Day in Field with Neuroscience Reps

For info on Zyprexa
No need to respond unless you feel need
Bill

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----- Forwarded by Bill Robinson/AM/LLY on 03/21/2003 05:14 PM -----

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03/17/2003 05:36 PM

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cc: Scott A Allgyer/AM/LLY@Lilly, John C Lechleiter/AM/LLY@Lilly
Subject: Notes from Day in Field with Neuroscience Reps

Attached are my notes form a recent visit to Cincinnati in late February, where I met with a group of our Neuroscience sales representatives and spent part of the next day in the field calling on psychiatrists. **I have highlighted in bold the inputs that I consider to be most significant or that came up most often, and would appreciate if the global and U.S. teams would follow up as appropriate.**

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Zyprexa/OFC

Physician comments:

- * Having data available upon request concerning the use of Zyprexa in bipolar depression would be helpful
- * Small doses of Risperdal are being used to replace Xanax and benzos....This individual would like to be able to try small doses of Zyprexa

Comment made that we are losing scripts to Risperdal for treatment of disruptive kids because J&J has the data, and we don't....

- * **"With child psychs, Zyprexa is a distant third across a range of disorders...."**

*** Editorial note: it appears to me that the fact we are now talking to child psychs and peds and others about redacted means that we must seize the opportunity to expand our work with Zyprexa in this same child-adolescent population.**

- * Weight gain was the issue I heard about most consistently. One comment, "It is a very good drug, but the majority of my patients gain weight." Comment made that this seems to be worse in females...."Men gain, but then stop."

From conversation with Lilly reps:

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- * Most of the negative noise in the market is around weight gain, not diabetes, but Pfizer, in particular, is trying to put together a story suggesting that Zyprexa has a particular problem with respect to weight, triglycerides, and hyperglycemia, or that it causes insulin resistance
- * Would like to have data on Zyprexa effect on anxiety
- * Need direct comparisons vs. Seroquel and Risperdal in core symptoms of mania
- * Availability of ZYDIS formulation could not come soon enough redacted
- * Will OFC result in weight gain for some patients?
- * Zyprexa is getting traction with some neurologists for treatment of pain
- * **Need to consider the case for lower dose strengths of Zyprexa**
- * Not enough samples available -- don't have samples for two weeks of the month

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