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 Subject: REDACTED Depakote ER Mailing to Prescribers
 Date: Sun Mar 21 2004 17:23:59 EST
 Attachments: Top 5000 PrescribersAtypicals&BenzosQ4-03.xls

Managers,

This past week REDACTED sent out a targeted Depakote ER mailing to the top 4,000 prescribers of atypicals and top 1000 prescribers of benzodiazepines within REDACTED facilities. This was based on Q4 2003 data and was measured in days of therapy for the two drug categories for the time period. They did not break out the physicians by drug class, but I think it is probably safe to assume that the higher days of therapy is more likely related to atypical use. I would expect that many of the higher ranking physicians are probably already LTC targets, but the rankings may give some additional insight as to their prescribing prowess in a particular area.

The purpose of the mailing is to help increase the overall use of Depakote ER vs the atypicals and benzodiazepines for patients with dementia related behaviors as well as boost the percentage of patients being converted from DR to ER.

The mailing included 3 items:

A cover letter from REDACTED (National Director of Clinical Programs)

REDACTED Depakote ER monograph (includes conversion guidelines)

The Consultant Pharmacist Article by Tom Snader (Sept 2003) : Divalproex Sodium Use in the Elderly: A New Formulation Offers New Opportunities

The cover letter strongly positions Depakote ER vs the atypicals, emphasizes the excellent side effect profile of Depakote ER, and also references the advantages to the facilities in terms of reduced med passes. It also discusses how the use of Depakote ER instead of the atypicals and the benzodiazepines can positively impact the nursing facilities' Quality Indicator Report. I am working to provide this letter to the consultant pharmacists for them to be able to give to prescribers and other caregivers in situations where it would be helpful.

Please feel free to share this information with your respective teams to make them aware of physicians in their territories who have received the mailing. I have sorted it by state to make it more useful to you. Again, this is data only from REDACTED facilities. A physician may have Rx's going to additional LTCPPs. Any feedback from the field on how physicians are responding to the mailing would be greatly

appreciated. Please let me know if you have any questions on the mailing.

Thanks (as always) for your strong support of the REDACTED Depakote Initiative!

REDACTED

REDACTED

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