

Regional Advisory Board Meeting

August 11th - 13th, 2000
Bermuda

<u>Attendees:</u>	<u>Antidepressant \$</u>	<u>Well SR %</u>
<p>1. Dr. Philip Reimherr 30 Boston Street Lynn, Mass. 01970 Phone: (781) 593-5110 ext. 215 Fax: (781) 593- Guest: Kathy Reimherr (Wife) Competition: <i>Prozac</i> @ 20.3%; <i>Effexor</i> @ 13.3% Objective: Dr. Reimherr is very pleased with the use of Wellbutrin SR especially with its effectiveness in ADHD. Please utilize his positive experience and enthusiasm of Wellbutrin SR to influence other clinicians.</p>	\$542,498	Total Rx-35%
<p>2. Dr. Richard Netsky 210 Whiting Place, Suite 4 Hingham, Mass. 02043 Phone: (617) 876-4099 Fax: (617) 497-7776 Guest: Unknown Competition: <i>Prozac</i> @ 35.6%; <i>Zoloft</i> @ 17.9%; <i>Effexor</i> @ 17.6% Objective: Dr. Netsky is comfortable with using Wellbutrin SR, however it is not considered first line in his treatment algorithm. Dr. Netsky is a Child Psychiatrist and I would like the safety and efficacy of a first line antidepressant and treatment option for ADHD to be relayed to him.</p>	\$433,031	Total Rx-8.3%
<p>3. Dr. Alexander Accardi 1261 Furnace Brook Parkway Quincy, Mass. 02169 Phone: (617) 479-4545 Fax: (617) 479-4555 Guest: Husband, Dr. Kenney Competition: <i>Prozac</i> @ 44.8%; <i>Zoloft</i> @ 12.3%; <i>Paxil</i> @ 12.1% Objective: Dr. Accardi is an incredibly busy Psychiatrist in both private practice as well as her role in Nursing Homes. She does not think of Wellbutrin SR as a first line agent but more of an adjunctive option. The features and benefits of Wellbutrin SR for the treatment of depression first line in both adult and geriatric populations would be my wish to be relayed to her. This information will be hopefully relayed to her husband as well for he is a Primary Care Physician.</p>	\$496,985	Total Rx-7%

Glaxo Wellcome Representative: Cathy Hanwell/D1CJ01
Glaxo Wellcome Manager: Gary Bean

Nichols, Thomas A

From: Kamieneski, Brian (US Sales)
Sent: Thursday, July 27, 2000 8:44 PM
To: Nichols, Thomas A
Cc: Huston, Pete W (US Sales)
Subject: Market Share info on RAB Attendees
Tom,

Here is the information you requested on the physicians attending the RAB Programs in Bermuda.

Wellbutrin RAB

1. Stephen C. Effen, MD Wellbutrin market share 5.5%
Chief competitor Prozac 30.5% and Effexor 25.3%
Uses Wellbutrin SR mainly in bipolar disease since it does not cause mania.
Does not feel Wellbutrin SR is an effective first line agent as an antidepressant.
2. Maria C. Gaticales, MD Wellbutrin SR market share 6.9%
Chief competitors Prozac 19.8% and Zoloft 17.1%
Number 1 PI physician in my assigned territory. Wrote \$157,387 worth of antidepressants in the past four months. Still concerned about seizures with Wellbutrin.

Imitrex RAB

1. Richard L. Levy, MD Imitrex Injection 13.2%. Imitrex nasal spray 9.9%.
Imitrex Tablets 29.2%. Amerge 8.7%. Maxalt 19.4%. Zomig 16.5%.
Number 4 PI physician in territory. Need to emphasize Imitrex advantages over Maxalt and Zomig. He feels they work faster than Imitrex.
2. M. Cecilia Pinto-Lord, MD Imitrex injection 0%. Imitrex nasal spray 22.4%
Imitrex Tablets 22.7%. Amerge 7.7%. Maxalt 14.6%. Zomig 31.2%
Dr. Pinto-Lord has been prescribing more and more Maxalt and Zomig lately.
Need to emphasize differences between triptans.

Lotronex RAB

1. Stuart Brogadir, MD Lotronex market share 13.7%
Chief competitor Dicyclomine 41.4%
Still concerned about about safety profile on Lotronex. Very conservative.
Needs more info on appropriate patient candidates and usage in males.
2. Dennis Shea, MD Lotronex market share 0%
Chief competitor Hycscyamine 66.5%
Cost is a concern. Writes 98% generic. Needs more data on efficacy and
and safety. Attended program in Cape Cod.

Nichols, Thomas A

From: Mastrianni, Serene (US Sales)
Sent: Friday, July 21, 2000 11:35 AM
To: Nichols, Thomas A
Subject: WSR RAB Attendee

Tom,

Here are the details you requested. The spreadsheet contains the WSR Market Share and competitive shares. (All final attendees are indicated by the yellow highlight). In addition, I have red flagged the competitive trends for each attendee.

Attendee Needs:

None of the attendees are using WSR as first-line. My goal is to have them all leave the RAB thinking of WSR as a first-line antidepressant alone or in combination with SSRI's. In addition, I would like them to switch/add WSR to existing SSRI patients.



WSR Targets.xls

Thanks,
Serene