

Knox, Tom [OMP]

From: Bradley, Howard [JAN]
Sent: Tuesday, October 26, 1999 11:45 AM
To: Anwar Feroz Siddiq; Blaine Morris; Bruce Cummins; Colleen Jones; Dave Butler; Haresh Kaneriya; James Malloy; Joe Shelem; John Latta; Keith Allen; Kristin Merritt; Philip Bender; Susan Cooper; Thomas Zavesky; Tom Lerman; Tom Mackey
Cc: Hale, Mike [OMP]; Knox, Tom [OMP]
Subject: LEVAQUIN target physicians list #1

Dear Managers and Directors

It is very exciting to see our LEVAQUIN® share grow at Omnicare and Vencare. We have a window of opportunity before new quinolones are introduced so it is helpful to ensure that we help our OMP counterparts learn more about the LTC prescribing of CIPRO and ROCEPHIN. (two messages are required since files are so large and lists are sorted by city and zip since State may be missing or be in incorrect field) Many of you have been collecting names of physicians from OMNICARE pharmacies and I would like to share with you a national list of VENCARE Pharmacy Services physicians as well. There is probably a great deal of overlap among LTC Pharmacy providers as physicians tend to go to more than one facility.

I have given this information to Mike Hale, Strategic Account Director, but you may also wish to share it with your local OMP partners.

We are not asking OMP reps to go out of their area or to call on non targeted physicians!!

We do feel they should have access to this information as a business planning tool because it may reflect part of a physician practice that is not well understood or not recognized. It may also help the rep prepare to deliver a geriatric focused message that will influence retail, hospital, assisted living, home health, and LTC sales. **The name of the Pharmacy provider must not be mentioned to the Physician.**

Please let me know if you have any questions.



Best regards,

Howard Bradley,

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