



LTC Group Monthly Report July 2001



Issue and Solutions

1. Omnicare makes the decision to give Zyprexa co-preferred status with Risperdal in its geriatric guidelines.
Solution Reevaluate and negotiate a new agreement
2. The Assisted Living Initiative is growing rapidly and may require additional resources. *Solution:* Allocate funds in 2001-2002 fiscal year budget.
3. A promotional letter sponsored by Lilly been sent out to physicians nationally concerning drugs that prolong the QT interval. There are several drugs listed from all companies except Lilly. The letter does include Risperdal.
Solution: LTCBM's are trying to secure a copy of this letter to deliver to the Risperdal brand team.
4. Develop broader relationships at the Nursing Home Corporate level. *Solution:* Develop programs specifically targeted for each individual chain account. Beverly and HIS have named Risperdal as their "Preferred Antipsychotic".
5. Consultant Pharmacists are requesting CME material on audiotape so they can participate in these educational programs when they are driving to their accounts. *Solution:* Work with brand teams to develop audiocassette tapes to pilot with consultant pharmacist.

Highlights

Janssen

RISPERDAL®

- NCS HealthCare, Beachwood, Ohio mails out letter to all of their NCS HealthCare pharmacy sites restating Risperdal as their "preferred" antipsychotic and introduced an accelerated initiative for 11 of their "high dollar potential" antipsychotic sites.
- Risperdal "Pilot Round Table" discussions have now been secured for the following Omnicare sites. Roeschens, Jacobs, Home, and Interlock. The first program has been successfully completed in Chicago with Home following on August 13th and Roeschens on September 6th. Interlock will be re-scheduled and additional six programs will be targeted for Specialized Livonia, Value HealthCare, Evergreen, Shore, Westhaven, and Lo-Med Pharmacies.
- American Pharmaceutical Services/Risperdal Initiative - This month APS will send out a letter to identified HV prescribing antipsychotic physicians stating the Risperdal is their preferred antipsychotic. Additionally, APS ran a list of High Volume prescribing antipsychotic physicians for each of their branches. List was forwarded to Janssen EC for call plan targeting. Feedback from EC is that this list has been very helpful and feel will help them increase Risperdal use with APS branches.
- Jacobs Healthcare (16,000 beds) and Lawrence Weber (12,000 beds) started a PAL initiative with Risperdal in the month of May. The authorization letter requests a substitution to Risperdal from any new prescription of Zyprexa or Seroquel.
- Neighborcare has asked to have 900 copies of FADAMA (Katz) article distributed to consultant pharmacists and bench pharmacists throughout the country.

REMINYL®

- Working with Assisted Living Federation of America (ALFA) on implementing a DSM partnership program with 7,000 AL providers.
- Reminyl Clinical Update to Beverly Enterprises (Tony Hughes, Clinical Director of Pharmacy Operations and John Ferguson, Director of Training) with Steve Stansilav. Looking at opportunities to partner with Training for CSO representatives and Beverly AD sites.
- Alterra Corporation requested 50,000 branded pieces for the Sharing Care Program. They plan to drive this program in the following ways:
 - Sales representatives will distribute to potential customers/
 - Alterra will distribute during trade shows and family night programs.
 - Alterra captured a list of 750,000 individuals that are potential candidates for assisted living. We are negotiating budget for them to include Sharing Care program in mailing to these individuals.
 - Greater NY Healthcare Facilities Association learn message on Reminyl. Approximately 125 nurses attended.

ACIPHEX®

- Met with NCS to discuss possible Aciphex coexist strategy. Customer currently at 85% share with Prevacid®. This may make potential agreement difficult due to “cliff” and the inability for JPI to make up lost rebate revenue. Customer agreed to further discussion and investigation.

DURAGESIC®

- A successful speaker program was conducted by Hob Osterlund, RN to over 90 Pharmerica customers. She is a great speaker and great advocate for Duragesic.
- ChemRx put out a conversion message to nursing homes to switch from Oxycontin to Duragesic
- Two Auburn Pharmacy School programs are scheduled for August 3 and August 10, 2001. Programs will reach about 300 key pharmacists.
- NeighborCare will conduct programs on "Pain in the Elderly beginning in the 1st Quarter of 2002. These "Plan for the Future" educational programs, held nationwide, should be a great opportunity to help promote Duragesic.

OMP

LEVAQUIN®

- ChemRx E-Box campaign has achieved 60-70% E-Box conversion from CIPRO to LEVAQUIN.
- AAPI CME program at national convention was well attended and impactful.
- Omnicare agrees to send PAL letters as well as a universal mailing in August/September to promote Levaquin for the upcoming respiratory season.

- American Pharmaceutical services provides physician prescribing information for each of their branches that identifies high volume antibiotic physicians and prescribing patterns. This information disseminated to OMP for rep targeting. LTCBM will follow-up with OMP on a District Manager level to discuss lists and targeting.

ULTRAM®

- Dr. Michael Slick Pharm D, FASCP spoke on the Myths and Realities of Pain Management to Medilife in Colorado.
- New CE tape series on Joint Commission Guidelines on Chronic Pain are being rolled out to LTCPP customers. Response has been excellent and LTC pharmacists have confirmed that they must offer Pain management education in each facility at least once per year.
- American Pharmaceutical Services will launch an Ultram intervention beginning in July. They will target propoxyphene. On June 15th we conducted the first of six regional consultant pharmacy educational programs.

OBI

PROCRIT®

- PharMerica identifying oncology patients within Skilled Nursing Facilities (SNF's) setting for Procrit intervention.

LifeScan®

- LifeScan contract was signed by Gerimed. Program will start in the 4th quarter.
- MHA signed LifeScan contract worth up to \$1.7MM annually
- Innovatix signed tiered pricing program contract for CAM members. Innovatix has innovative systems to provide market share data continuously.