

### **Highlights**

- ❖ A national teleconference was scheduled for 125 dementia residences that Alterra services. Each residence will participate in the program and at each location there will be about 5 healthcare professionals. Potential to reach 600 healthcare professionals with a Risperdal message. Marc Agronin, MD will be the presenter.
- ❖ PBI signed the LifeScan amendment to the contract.
- ❖ PharMerica - Developed a national mailing to skilled nursing facilities and physicians outlining the benefits of Ultram over Propoxyphene.
- ❖ NCS HealthCare, Beachwood, OH mails Risperdal "preferred" letter to 4,000 attending physicians.
- ❖ In-services were held in NE to educate Nurses, MD's and Pharmacists on Reminyl. There were over 250 health care professionals at these in-services. Great discussion was held around the expectations of ACI's. Reminyl was shown to have a proven one- year success in maintaining baseline scores.
- ❖ Levaquin featured at NCS, Phoenix formulary management workshop.
- ❖ Coordinated Ultracet in-services for dispensing and consulting pharmacists at the following accounts:
  - ❖ PharMerica Minneapolis
  - ❖ NCS Decatur
  - ❖ Enloe Drug Decatur
- ❖ Forging partnership with Marriott Senior Living Services. Determined 14 pilot sites for Reminyl/Risperdal programs and implemented process with LTC managers.

## **JANSSEN**

### **RISPERDAL®**

- Developed a CD-ROM and newsletter with PharMerica around PPS issues and the benefits of Risperdal for skilled nursing facilities.
- ALPHA National Meeting – Weston, FL – Introduced Risperdal teletopics for their AL facilities to combat Zyprexa.
- Florida EC/LTC - Partnering on business plan to target top independent LTCPPs in the State of Florida for Risperdal preferred status. Currently 4 independent pharmacies have approximately \$4.0 million in total potential with average of 36% Risperdal MS.
- In-services completed at independent CAM, Skilled Care Pharmacy. Skilled Care has three top 30 pharmacies in Southern California.
- Business review at NCS Van Nuys identified three key facilities for Risperdal focus in first quarter.
- Omnicare is very supportive of the Chicagoland MI initiative on a local and national level. They will partner with us to first determine how to influence this market and second drive Risperdal utilization in this market segment. Jacobs HealthCare, Chicago, IL (Services approx. 3,000 MI patients) is in the planning process to grow their business with the mental illness market segment that are cared for in the LTC environment.
- Met with Lisa Welford (OmniCare Director, Clinical Operations). She stressed that Risperdal is their primary intervention. They are targeting all new and existing classical APS prescriptions for conversion to Risperdal. She is helping coordinate a business planning meeting, which will take place in February, between LTC Group and Omnicare Regional Clinical Directors to discuss and develop action plans on how to maximize this intervention within each of their regions.
- PharMerica Conference Call with Texas Lead Consultants to discuss strategies for getting to the key Zyprexa writers. Each Lead had a 15 minute slot to discuss needs.
- NCS HealthCare, Beachwood, OH reports 59.4 Risperdal market share for 3Q01. This is their highest quarterly share recorded to date.

### **REMINYL®**

- Reminyl pilot program for Marriott Senior Living has been scheduled for March 9th in Voorhees, NJ. Will be working with ElderCare and other JPI FSFs to draw top decile ALZ prescribers. The meeting will be co-sponsored by the Virtua Health System of Southern NJ.
- Submitted AD information/background information to Marriott Senior Living Services marketing, as second article will be included in their e-newsletter.

- Atria assisted living centers based in Louisville, KY reviewed a Reminyl initiative.
- CA Medi-Cal team met in January to continue preparation for Medi-Cal launch. Currently developing Medi-Cal prescriber list for dissemination to ElderCare teams.
- Omnicare Minnesota requested educational programs to educate and influence physicians prescribing and not prescribing ACI's.
- Met with Fred Wendt, IHS Clinical Director to continue our discussion of a proposed venture to educate his Medical Directors, Don's, and nursing staff on AD.

## **DURAGESIC®**

- Set up "Substance Abuse" Teletopics for pharmacists at the NeighborCare in Moorestown, NJ for February 14th. Doing the lunch in-service with Joann Price, ElderCare rep.
- Worked with AMDA to development and support "train the trainer" tools for AMDAs Pain CPGs.
- Shore/Omnicare-Cost comparison literature and educational prompt distributed to key sites.
- ElderCare/LTCBM identified Professional Pharmacy, in Phoenix as top Duragesic potential account in region. Set up in-service and identified top customer for sales in-service activity.
- Duragesic pain assessment program held in conjunction with NeighborCare at Skyline Home/ Glendale Community Hospital.
- Roeschens Omnicare – Milwaukee - Developing educational programs that would target this site's NH customers and educate them on recognizing, assessing, and treating chronic pain in the elderly. All programs will position Duragesic appropriately and motivate them to recommend Duragesic to attending physicians.

## ***OMP***

## **LEVAQUIN®**

- Omnicare - New England - Levaquin inservice programs for skilled nursing facilities
- PharMerica, Longwood, Florida – Coordinating with OMP for two Levaquin educational programs for 1Q 2002, in Ocala and Longwood, Florida
- LTCBM AI/AN RBD Meeting - Business review demonstrated high tab shares in Tier 1 accounts, but low shares at independent CAM's. PrimeCare, the largest account in the LA area as a pilot account for special focus.

- NCS, Van Nuys continues to drive share over 70%
- Maude Babbington will present on Maximizing Internal Interventions with Levaquin to 20 pharmacy managers and directors from the Western and Mid Western regions on Feb 7th.
- Lisa Welford (Omnicare – Director, Clinical Operations) stressed that Levaquin is one of their primary interventions. They are targeting all prescriptions for Cipro for conversion to Levaquin.
- NCS HealthCare, Beachwood, OH reports 60.4 Levaquin market share for 3Q01. This account has remained above 60% for the last four quarters.
- NCS HealthCare, Beachwood, OH targets attending physicians with a Levaquin “PAL” letter mailing. This letter is designed to secure blanket authorization to switch Cipro prescriptions to Levaquin.

## **ULTRACET®**

- PharMerica (Texas) consultants requested Ultracet be added to the SNF E-Box. They maintain their commitment to convert Darvocet patients.
- Good Samaritans of SD has scheduled a two part pain program. It will be broadcast to all of their sites via satellite. This will be provided to approximately 500 participants.

## **DITROPAN XL®**

- Considerable interest concerning contract opportunities with Ditropan XL. Many providers and NH requesting in-services on incontinence.
- Met with Lisa Welford (Omnicare National Clinical Director). She stressed that identification of potential incontinence therapy patients and converting patients from generic oxybutinin to Ditropan XL is one of their current interventions.
- Coordinated Ditropan XL in-services for dispensing and consulting pharmacists at the following accounts:
  - PharMerica Minneapolis
  - NCS Decatur
  - Enloe Drug Decatur
- Presentations conducted at the OMP SeniorCare RBD/DM and regional meetings on LTC/OMP Senior Partnerships and business plans.

# ***OBP***

## **PROCRIT®**

- Beverly Nursing Home Corporation, Arkansas – Partnering with OBI in the ERI population to improve patient QOL issues.



# ***LTC Group Monthly Report***



- Chem Rx – Working with OBP account team on Chem Rx-Procrit service contract agreement
- J&J LTC Group coordinating with OBP Strategic accounts group for Home Health Care (HHC) programs that can be initiated at HHC sites by LTC Managers.

## **LifeScan®**

- Meeting was held at LifeScan to finalize the training session for the Long Term Care Group on February 20. LifeScan has added several folks to their team including a Marketing Person with sole responsibility to LTC
- LifeScan Contract for Kindred Healthcare - Meeting was held with all principles at LifeScan to develop a new Health Care Compliant contract for Kindred Health Care. This business represents \$3.8 Million in annual sales and is one of the largest individual contracts for LifeScan products.
- LifeScan GPO CAM Program - A meeting was held in January with GeriMed (LTC GPO) to investigate opportunities to build on business opportunities through the LifeScan LTC GPO Cam agreement.



# LTC Group Monthly Report



## Programs

<b>RISPERDAL</b>	<b>Alliance Speaker Programs</b>	
	<b>Arista Programs</b>	
	<b>Professional Services Program</b>	
	<b>HOV Programs (2)</b>	
	<b>Regional Ad Boards (4)</b>	
	<b>Multi-disciplinary Summits</b>	
	<b>Teletopics</b>	
	<b>Video Lunch/Learn</b>	
	<b>Inservices</b>	
<b>REMINYL</b>	<b>Speaker Programs</b>	
	<b>Teleconferences</b>	
	<b>HOV Programs (10)</b>	
	<b>Regional Ad Boards (8)</b>	
	<b>Professional Services</b>	
	<b>Inservices</b>	
<b>DURAGESIC</b>	<b>Speaker Programs</b>	
	<b>Professional Services</b>	
	<b>Teletopics</b>	
	<b>Inservices</b>	
<b>ULTRACET</b>	<b>Speaker Programs</b>	
	<b>Professional Services</b>	
	<b>Teletopics</b>	
	<b>Inservices</b>	
<b>LEVAQUIN</b>	<b>Speaker Programs</b>	
	<b>Professional Services</b>	
	<b>Teletopics</b>	
	<b>Inservices</b>	
<b>DITROPAN XL</b>	<b>Speaker Programs</b>	
	<b>Professional Services</b>	
	<b>Teletopics</b>	
	<b>Inservices</b>	
<b>PROCRIT</b>	<b>Speaker Programs</b>	
	<b>Professional Services</b>	
	<b>Teletopics</b>	
	<b>Inservices</b>	



# *LTC Group Monthly Report*

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