

Unknown

From: Russell, Dale [OMP]
Sent: Friday, June 21, 2002 12:07 PM
To: Forsthoefel, Tim [OMP]
Subject: RE: Omnicare Levaquin initiative

Tim,

Incredible: good for us but scary on the power to do this.

Thanks,

-----Original Message-----

From: Forsthoefel, Tim [OMP]
Sent: Friday, June 21, 2002 12:47 PM
To: Gamgort, James [OMP]; Russell, Dale [OMP]; Kennedy, Sara [OMP]; Grewcock, David [OMP]; Cummins, Bruce [JAN]; Thurmond, Tracey [OMP]
Cc: Butler, Dave [JANUS]; Graham, Roger [OMP]; Farley, Brett [JAN]; Ball, Gary [OMP]
Subject: FW: Omnicare Levaquin initiative

Dale- Sara - David:

19% share gain in 5 months due to Omnicare pharmacist's physician calling.

Bruce/Tracey --- have all regions of Omnicare implemented? Any other National Accounts that have "gaps" in similar behavior modeling?

Outstanding! Tim

-----Original Message-----

From: Schwans, Roxanne [JAN]
Sent: Wednesday, June 19, 2002 12:04 AM
To: Farley, Brett [JAN]
Cc: Butler, Dave [JANUS]
Subject: Omnicare Levaquin initiative

Hi Brett,

I wanted to share some great news. In January of this year I worked with Cedar Rapids, IA to do Therapeutic interchange letters for Levaquin. They implemented them in Jan while they had a share of 70%. Then in March of '02 they started calling the physicians back. They would fill one script of Cipro and then call the doctor and if they would not return the call after 2 days then they would stay on Cipro but the majority of the physicians would call back and let Omnicare know it was ok to switch to Levaquin. So in May of 02 they have a share of 89% while Cipro is down to 11%.

Great news.

Roxie

Roxanne Schwans
J and J Long Term Care Business Manager
REDACTED

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