

**Smith, Jane**

**From:** Maloney, Dan  
**Sent:** Wednesday, January 17, 2001 2:08 PM  
**To:** Cummins, Bruce [JAN]  
**Cc:** Bien, Tim; Lehman, Mark  
**Subject:** RE: Meeting Agenda - Thursday January 18th

Bruce,  
I told you and Dave I have nothing further to discuss with you concerning Lilly. I don't know what you mean by things continue to manifest. If you have further issues discuss with Tim.

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

**From:** Cummins, Bruce [JAN] [SMTP:BCummins@IBIUS.JNJ.com]  
**Sent:** Wednesday, January 17, 2001 12:54 PM  
**To:** dmaloney@omnicare.com; jasmith@omnicare.com; ocrdoc@Frontiernet.net  
**Cc:** Butler, Dave [JAN]; Kim, Paul [HCS]  
**Subject:** Meeting Agenda - Thursday January 18th

Dan,

Here is the agenda items that I would like to address during our meeting tomorrow. Joining me for this meeting will be Dave Butler and Paul Kim of JJHCS.

- ✓ Signing of Aciphex Transition Period Agreement
- ✓ Service Agreement and Monthly and Quarterly Reports
- ✓ Updates on Risperdal and Levaquin. (December Reports?)
- ✓ Updates on Propoxyphene Initiatives
- ✓ ERI Initiative (Tim)
- ✓ Reminyl Opportunities (Tim)
- ✓ Web-Technology - GMR
- ✓ PPI Program (Aciphex)

- DR. HALZA - IFNS  
- GERMANY  
OCC CLINICAL RESERVE  
WE WANT OUR \$ BACK
- PACKAGING OF SAMPLES
- BULK PURCHASING
- MAIL SERVICE

The issue of the contract that Omnicare recently signed with Lilly continues to manifest itself in a number of specific areas. It is essential that we speak with you and Mark, but Tim needs to know and to understand our concerns as well. I have asked Tim to join us for this meeting for that purpose. It has become a delicate problem to address internally.

I apologize ahead of time if we are a few minutes late. We will be on a conference call at 10:00 A.M, but we should be there if not by 11:00, a few minutes thereafter.

Regards,

Bruce Cummins

**REDACTED**

- LOBBYING HELP
- DEVELOP MESSAGE - "NEED TO SPEND MORE ON MEDS"
- REBATE CLEAN UP

Annual  
#  
New

RETURN TO TB'S DESK  
11/15/00

720K Duragesic

~~180000~~  
~~50K~~  
~~120000~~ 1350 Marketing Agreement

189K Sporanox 125K  
Nizoral 64K

2,709

1,600

RISPERDAL

227  
300  
400

~~4,309~~

#927

3,709  
150

#3,859

3,809

# Risperdal Rx's

	<u>Total</u> <u>Antipsychotics</u>	<u>%</u> <u>Risperdal</u>	<u>#</u> <u>Risperdal</u>
Aug. '99	125,332	45.3	56,775
July '00	148,370	52.6	78,042
Variance	23,038	7.3	21,267

If Risperdal Market Share Grew to 52.5%

And # of Rx's Did Not Grow, Then

Risperdal Rx's in July '00

Would Be 65,924

Therefore, OCR Efforts To Grow Market Is Worth

12,118 Rx/Mo.

## J & J STRATEGIC PRODUCTS

	<u>U.S.</u>	%	<u>2 Q 00</u>	%	<u>Annualized</u>	<u>ANNUALIZED</u> OER <u>INCREMENTAL</u>
<b><u>Atypicals</u></b>						
Risperdal	319,961	(36.74)	\$19,647,000	47.34	\$78,588,000	# 18,429,020
Zyprexa	465,910	(52.77)	\$17,397,800	41.91	\$69,591,200	( 18,019,464)
Seroquel	96,960	(10.98)	\$4,455,600	10.75	\$17,822,400	
<b><u>Total</u></b>	882,831		\$41,500,400		\$166,001,600	# 36,448,484 POSITIVE VARIANCE VS LILLY
 <b><u>Fluoroquinolones</u></b>						
Levaquin	228,733	40.67	\$3,441,800	60.36	\$13,767,200	4,490,373
Cipro	276,863	49.22	\$2,056,300	36.06	\$8,225,200	( 3,001,882)
Floxin	24,659		\$77,700		\$310,800	
Tequin	20,560		\$84,400		\$337,600	
Avelox	11,644		\$42,300		\$169,200	
<b><u>Total</u></b>	562,459		\$5,702,500		\$22,810,000	# 7,492,255 POSITIVE VARIANCE VS BAYER
 <b><u>Pain</u></b>						
Ultram			\$1,231,900		\$4,927,600	
Propoxyphene (Rx's = 60)			40,000 Rx's		160,000 Rx's	
 <b><u>PPI's</u></b>						
Aciphex	80,303	3.92	\$297,300	1.56	\$1,189,200	
Prevacid	779,671	38.07	\$15,089,400	78.97	\$60,357,600	
Prilosec	1,188,074	58.01	\$3,720,300	19.47	\$14,881,200	
Protonix			\$13,000		\$52,000	
<b><u>Total</u></b>	2,048,048		\$19,120,000 19,107,000		\$76,480,000	

## PROBLEMS:

- 1) OCR is not being rewarded for obtaining new Rx's.

(Growing the Pie -- ReView)

- 2) Much smaller providers are approaching same discounts as OCR.

## SOLUTIONS:

- Growth component to all contracted products
- We need to find other new ways to differentiate OCR

# SCRIPT VARIANCE OCT '99 - JUNE '00

	CLINICAL PROGRAM	Oct-99 Rx's	Jun-00 Rx's	<u>VARIANCE</u>	<u>% VARIANCE</u>
(1)	ACE	89,089	97,452	8,363	9.5
(2)	PPI	57,132	69,892	12,760	22.3
(3)	DEPAKOTE	22,947	25,585	2,638	11.5
(4)	ANTIDEPRESSANTS	135,980	165,344	29,364	21.6
(5)	ANTIPSYCHOTICS	134,789	152,150	17,361	12.9
(6)	COX II	40,072	47,871	7,799	19.5
(7)	H2	50,993	52,322	1,329	2.6
(8)	HMG	19,414	24,870	5,456	28.1
(9)	OSTEOPOROSIS	32,800	42,397	9,597	29.3
(10)	SPIRONOLACTONE	<u>12,266</u>	<u>17,673</u>	<u>5,407</u>	<u>44.1</u>
	TOTAL	595,482	695,556	100,074	16.8