

Unknown

From: Viscount, Thomas E
Sent: Wednesday, February 15, 2006 11:10 AM
To: Byers, Cindy; Murray, Michael F (Seroquel)
Cc: Barton, Laura; Jackson, Marianne
Subject: RE: diabetes information

great idea. the diabetes, weight gain and sedation objections continue to haunt us.

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

From: Byers, Cindy
Sent: Wednesday, February 15, 2006 12:52 AM
To: Murray, Michael F (Seroquel)
Cc: Viscount, Thomas E; Barton, Laura; Jackson, Marianne
Subject: FW: diabetes information

Mike,

Can we get some traction around a resource such as the following? As we have discussed, our selling teams need our help to "neutralize" the legal ads.

Thanks!

Cindy

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

From: Holland, Lisa
Sent: Tuesday, February 14, 2006 1:19 PM
To: Kunz, Pamela (CAM); Byers, Cindy; Repp, Edward
Cc: Phaup, Michael A
Subject: FW: diabetes information
Importance: High

Lisa Holland
Regional Sales Director
CNS Specialty Care, Hospital and Long Term Care
Central North Region

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

From: Phaup, Michael A
Sent: Tuesday, February 14, 2006 10:57 AM
To: Repp, Edward
Cc: Holland, Lisa; Pitlyk, Denise P
Subject: FW: diabetes information
Importance: High

Ed,

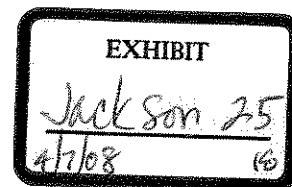
Per my voicemail, attached is the [REDACTED] safety document we discussed last week. Our customers could hand a document like this to their patients and to walk them through the benefits of starting/staying on Seroquel.

We need an item like this ASAP. Our customers are begging for a hand out piece the patients could walk out the door with.

This is very similar to what we need to help neutralize the legal adds and Abilify's attacks and get back to selling. Please let me know if you need more information.

Thanks,

Mike



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

From: Huber, Michael
Sent: Monday, February 13, 2006 3:59 PM
To: Ritchie, George; Mannecke, Michael; Stubbs, Dennis; Barnard, Douglas P; Pitlyk, Denise P; Wingbermuehle, Patricia; Phaup, Michael A
Cc: Huber, Michael
Subject: FW: diabetes information

Here is some follow up information from the Seroquel discussion this morning.

This is **REDACTED** piece Mike P. asked about. I have also attached the algorithm that Dennis motioned.
<< File: 228225 - CC - 6-2-05 (0900a9ae801d5a7a).pdf >> << File: algo1.ppt >>