

Unknown

From: Cummins, Bruce [JAN]
Sent: Friday, June 28, 2002 8:50 AM
To: Forsthoefel, Tim [OMP]
Cc: Farley, Brett [JAN]; Thurmond, Tracey [OMP]
Subject: RE: Omnicare Levaquin initiative

Tim,

This is an ideal situation where all of the pieces of the puzzle come together. Certain states allow for interchange letters to be sent to physicians which authorizes a substitution based on clinical data, formulary, etc..... to take place at the pharmacy level when a pharmacist receives a prescription for a competitive medication. If the physician signs the authorization, the pharmacist will switch the medication at the pharmacy. The state of Missouri had the same program available, however a little over a year ago the "State Board of Pharmacy" intervened and lobbied for removing the authorization and it is no longer available to use in Missouri

Where we have the opportunity, we are doing in partnership with our external customer - Omnicare.

Regards,

Bruce

-----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

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