



NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 05/17/2002  
= 68130738  
= Flores  
= Kathryn  
= Soldotna  
= AK

.....R.....  
Also got in a decent ZYP recap, reminded doc that ZYP is a great mood stabilizer, esp for pats whose symptoms were aggravated by an SSRI... Dr. Anderson just stabilized a bipolar pat earlier this week on 15 mg. Went over Lilly Answers Program with Anderson, Sheridan, and Flores and their nurses. Dr. Deede and Lori the PA were off, so no one was over on that side of the clinic. Still need to go over Lilly Answers Program w/ them.  
Excellent, see above! Also visited personally with Sheridan and Flores.  
Review Hirschfeld Scales for ZYP recap.....R..... Dr. Deede and Lori the PA were off, so no one was over on that side of the clinic. Still need to go over Lilly Answers Program w/ them.  
State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
ZYAKAG3 1500

REACTION  
FOLLOWUP

LEGEND  
BATESNUMBER

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 05/17/2002  
= 68130741  
= McIntosh  
= Marguerite  
= Soldotna  
= AK

.....R..... ZYP  
mention only.  
Great with staff, good with doc.  
Really work ZYP via pat whose symptoms are aggravated by an SSRI, emphasize ZYP as a mood stabilizer.  
State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
ZYAKAG3 1501

REACTION  
FOLLOWUP  
LEGEND  
BATESNUMBER

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 06/06/2002  
= 68698813  
= Dahms  
= Laurie  
= Palmer  
= AK

.....R.....  
Actually got in a decent ZYP detail for pats with unresolved symptoms, pats who fail on an SSRI, patients could be suffering from complicated mood disorder, perhaps bipolar. ZYP is an excellent mood stabilizer, very safe, easy to dose. Got in part of this with Moser too, and he was even agreeable, says he does treat bipolar patients... Just quick product mentions with Dr. Werner.  
Good, actually! Gee whiz, perhaps Moser is finally opening up to ZYP...  
Keep working ZYP, but softly...  
State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
ZYAKAG3 1565

REACTION  
FOLLOWUP  
LEGEND  
BATESNUMBER

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
REACTION

= Kristen Clouthier  
= 06/27/2002  
= 69271199  
= Grant  
= Madeleine  
= Anchorage  
= AK

.....R.....  
office luncheon, zyprexa dvd, cathy and donna, .....R.....  
.....R.....

..... Zyprexa dvd was successful - it enerate  
 at Prov) is interested to find out what the injectible zyprexa is used for. Julie Wilson, a new md there (was a resident  
 weight gain for those zyprexa pts but we discussed proper diet and the fact that if pts are feeling better  
 perhaps they will be able to actually excercise. Also discussed the mechanism of zyprexa and that the drug  
 does not cause weight gain, but it does increase the pts appetite. Suggested that when she prescribe  
 zyprexa she discuss with her pts to let her know if they feel they are eating more. Dr. Hunt gave the  
 example of using zyprexa most commonly for pts who have failed 2 ssri's and also for wont spanish ts in  
 need that wont see psychs due to language barriers. He often manages those pts. Very important - anh is  
 hiring two new psych nurse practitioners on staff within the next few months - so zyprexa pts may be  
 handled in house in the future. One nurse on 10th and one on Mtn View.  
 perhaps the two new nurses could pull charts of failing ssri pts and provide zyprexa opportunity. see what  
 hunt thinks.

FOLLOWUP

LEGEND  
 BATESNUMBER

NAME  
 CALLDATE  
 CALLID  
 PRESCRIBERLN  
 PRESCRIBERFN  
 CITY  
 STATE  
 ACTION  
 REACTION

: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
 : ZYAKAG3 1632

= Kristen Clouthier  
 = 06/27/2002  
 = 69271200  
 = Engle  
 = Pam  
 = Anchorage  
 = AK

: office luncheon, zyprexa dvd, cathy and donna, R

..... Zyprexa dvd was successful - it enerate  
 at Prov) is interested to find out what the injectible zyprexa is used for. Julie Wilson, a new md there (was a resident  
 weight gain for those zyprexa pts but we discussed proper diet and the fact that if pts are feeling better  
 perhaps they will be able to actually excercise. Also discussed the mechanism of zyprexa and that the drug  
 does not cause weight gain, but it does increase the pts appetite. Suggested that when she prescribe  
 zyprexa she discuss with her pts to let her know if they feel they are eating more. Dr. Hunt gave the  
 example of using zyprexa most commonly for pts who have failed 2 ssri's and also for wont spanish ts in  
 need that wont see psychs due to language barriers. He often manages those pts. Very important - anh is  
 hiring two new psych nurse practitioners on staff within the next few months - so zyprexa pts may be  
 handled in house in the future. One nurse on 10th and one on Mtn View.  
 perhaps the two new nurses could pull charts of failing ssri pts and provide zyprexa opportunity. see what  
 hunt thinks.

FOLLOWUP

LEGEND  
 BATESNUMBER

NAME  
 CALLDATE  
 CALLID  
 PRESCRIBERLN  
 PRESCRIBERFN  
 CITY  
 STATE  
 ACTION

: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
 : ZYAKAG3 1633

= Kristen Clouthier  
 = 06/27/2002  
 = 69271206  
 = Mackie  
 = Scott  
 = Anchorage  
 = AK

: office call - brought \*\*\*\*R\*\*\*\* zyprexa bag of goodies, chocolates, cherries, dried fruit. showed fishing  
 pictures. Invite to both zyprexa \*\*\*\*R\*\*\*\* programs

REACTION

..... R..... dr. mackie graduated cum laude also and was in the top 10% of his  
 medical class - very impressive - discussed zyprexa and ssri failure as his pt type but also alot of elderly. he  
 is very aware of zyprexa and its uses. sharp man! He said he may attend the zyprexa program , give  
 reminder.

FOLLOWUP

LEGEND  
 BATESNUMBER

NAME  
 CALLDATE  
 CALLID

: dvd. \*\*\*R\*\*\* zyprexa  
 : State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
 : ZYAKAG3 1635

= Kristen Clouthier  
 = 07/10/2002  
 = 69529152

PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
REACTION

= Nolte  
= Miriam  
= Anchorage  
= AK  
: office call - reminders, zyp water bottles, digfast hascale, donna pt, .....R.....  
: busy, quick reminders dosing and pt types .....R..... zyp donna and ssri failure dosing- invites to  
: programs - are attending july 16th

FOLLOWUP  
LEGEND  
BATESNUMBER

: na  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1663

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
REACTION

= Kristen Clouthier  
= 07/11/2002  
= 69495263  
= Flores  
= Kathryn  
= Soldotna  
= AK  
: .....R..... zyp desk reference and digfast - chocolate chip cookies of course for dr.  
anderson,  
: he was leaving for a surgery in a minute so only reminders, but had some good time with kathy - discussed  
elderly and ssri failure pts, digfast tool and she was interested in the h questionnaire - said it was good to  
have on hand for coding work and determining proper pt - reminded her about the program marvin.

FOLLOWUP  
LEGEND  
BATESNUMBER

: na  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1666

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
REACTION

= Kristen Clouthier  
= 07/11/2002  
= 69495268  
= Davidhizar  
= Lavern  
= Soldotna  
= AK  
: intro of self and products again - left idc chart, .....R..... zyp desk ref and digfast  
: was very nice, discussed marvin program - said he would be in town for it - would call if can make it -  
probably needs a reminder that morning so he will come, discussed zyp pt type - elderly and ssri pt, also  
angered or agitated, cant keep a job, marriage pt and dosing, - he said he has seen many people come  
through the door like that.

FOLLOWUP  
LEGEND  
BATESNUMBER

: reminder for program  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1667

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
REACTION

= Kristen Clouthier  
= 07/11/2002  
= 69495269  
= Sanders  
= Jim  
= Soldotna  
= AK  
: .....R..... pens, pads, zyp desk reference, digfast, bag of goodies  
: .....R.....  
: .....R..... quickly zyp digfast and  
proper dosing for elderly, ssri pt, donna t and the extreme mood disorder. invite to program.

FOLLOWUP  
LEGEND  
BATESNUMBER

: more on zyp  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1668

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY

= Kristen Clouthier  
= 07/12/2002  
= 69529146  
= White, Jr.  
= Roy Matison  
= Anchorage

STATE  
ACTION

= AK

lunch w/michele -

R

zyprexa h scale, digfast cards, preper pt focus - invites to

REACTION

programs

complaints from lanza, jones, taylor, schultes, coalwell if cant bring wife wont come to programs anymore.

R

elderly, multiple ssri, dosing digfast cheat sheet and key and h scale information - all found scale useful and discussed safety of zyp. vs other agents - scheultes asked about zyp and diabetes - was able to respond according and discuss moa of zyprexa- increase in appetite which may lead to obesity but no causal relationship established between zyp and diabetes - also compared to other agents there is no increased incidence with zyp - high risk rate in this population anyway - he would like medical letter- but was satisfied with answer.

zyprexa pt type -

R

FOLLOWUP  
LEGEND  
BATESNUMBER

State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
ZYAKAG3 1678

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Kristen Clouthier  
= 07/12/2002  
= 69529148  
= Coalwell  
= Timothy  
= Anchorage  
= AK

lunch w/michele -

R

zyprexa h scale, digfast cards, preper pt focus - invites to

REACTION

programs

complaints from lanza, jones, taylor, schultes, coalwell if cant bring wife wont come to programs anymore.

R

elderly, multiple ssri, dosing digfast cheat sheet and key and h scale information - all found scale useful and discussed safety of zyp. vs other agents - scheultes asked about zyp and diabetes - was able to respond according and discuss moa of zyprexa- increase in appetite which may lead to obesity but no causal relationship established between zyp and diabetes - also compared to other agents there is no increased incidence with zyp - high risk rate in this population anyway - he would like medical letter- but was satisfied with answer.

zyprexa pt type -

R

FOLLOWUP  
LEGEND  
BATESNUMBER

State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
ZYAKAG3 1679

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Kristen Clouthier  
= 07/15/2002  
= 69571711  
= Hagen  
= Derek  
= Anchorage  
= AK

office luncheon -

R

zyprexa reminder of ssri pt, elderly pt and thick chart donna pt, indications, dosing appropriate starting dose, digfast cards - h scale questionnaire.

REACTION

maples just started here, oberstad and maples covering out of town docs pts - alot of elderly from smith

006933

whenever he is out - perfect zyp pt - they all took the digfast - found it useful and will use - especially foland -

FOLLOWUP

LEGEND  
BATESNUMBER

NAME  
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ACTION

REACTION

R  
R  
R  
R  
zyp dvd again for different pt population

: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1687

= Kristen Clouthier  
= 09/11/2002  
= 71297363  
= Bosveld  
= Robert  
= Anchorage  
= AK

: office call - R  
: dr little will be golfing this next weekend - in ak with steer - hasnt diagnose anyone for zyp yet but looking  
bosveld said he looked up zyp in tthe drug manual and it was classified as a psychotic - i discussed the  
indication of zyp and that the original studies were done for schizo pts - and that fda changed our pi to be a  
novel psychotropic - which encompasses modd stabilization, he asked if can use it as an ssri - said no it is  
not indicated as an antidepressant or for mood depressant but it does have stabilization for both negative  
and positive symptoms - he was satisfied with that. \*\*\*\*\*R\*\*\*\*\*

FOLLOWUP  
LEGEND  
BATESNUMBER

NAME  
CALLDATE  
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PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

: reminders reminders reminders - dr farr - cme?applebaum  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1950

= Williams, Margaret  
= 09/13/2002  
= 71335378  
= Bartling  
= Victor  
= Fairbanks  
= AK

: Took in my usual muffins, got brief but decent detail time with each key doc, focused on Maguire recap,  
focused on bipolar patients and how ZYP is an efficacious, safe, and easy to dose mood stabilizer... The  
mood stabilizer light bulb seemed to finally "turn on" for Dr. Steiner, he did not remember that ZYP is a mood  
stabilizer, agreed that 1 of 3 pats depressed are bipolar depressed, has had patients get manic on an SSRI,  
so was all of a sudden rather interested in ZYP and was surprised ZYP is indicated for bipolar mania, his  
issue with ZYP is wt gain, send med letter on ZYP being used for bipolar disorder in general and strategies  
to manage potential weight gain. Dr. Judkins stated that he thinks primary care physicians will start to treat  
more and more bipolar pats since the medication (ZYP) is easy to dose, very safe, and actually works! Dr.  
Bartling declined being trained as a speaker (did really consider this and was complimented) as he has a  
very busy schedule at TVC, he's also the director of the Denali Nursing Home at the FBKS Memorial  
Hospital, and has several children. He and I discussed ZYP use in the elderly in more detail, but bipolar as  
well. Bartling wants more info on using ZYP in the elderly... All 4 docs just loved my Girdwood Forest Fair  
parade baby float photos, I knew they would!

REACTION

FOLLOWUP  
LEGEND  
BATESNUMBER

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CALLDATE  
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PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

: Really friendly, actually. Even Dr. Steiner thanked me for kind of "interrupting" him and impressing upon him  
that ZYP IS indicated for bipolar mania and is a mood stabilizer...  
: ZYP via handheld DVD...  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1960

= Kristen Clouthier  
= 09/13/2002  
= 71468519  
= Brock  
= Heather  
= Anchorage  
= AK

: office call - samples, \*\*\*\*\*R\*\*\*\*\* pt education, goody bags, zyp pt education, cme opportunities- follow up with

REACTION

hunt and heather for speaking times  
Heather - got the message about need ing dates- she is taking boards monday so very proccupied at the moment - will discuss wiht hunt mid next week and call. hunt - still interested yes - chld is sick so going home to work - will call me fter he and heather talk. grant - thank yous for the samples -

FOLLOWUP

LEGEND  
BATESNUMBER

.....R..... sharon smith - having great success with zyp on her most difiult pts too - realizes weight can be managed but has a cuople pts ballooned up - she says she cant get these pts here to fill out any forms - discussed 5 minute sit down for behavioral and weight watchers.. Jill johnson - always nice as can be - asked about using zyp as add on therapy to ssri - said not indicated there but third partied marvan and mcguire - it has been used in that instance - discusses quick efect. - .....R.....  
: follow up with spanish zyp pt education, spanish weight mgmt guides, water bottles for office and heather hunt talks.  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1963

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Kristen Clouthier  
= 09/13/2002  
= 71468521  
= Johnson  
= Jill  
= Anchorage  
= AK

REACTION

: office call - samples, .....R..... pt education, goody bags, zyp pt education, cme opportunities- follow up with hunt and heather for speaking times  
: Heather - got the message about need ing dates- she is taking boards monday so very proccupied at the moment - will discuss wiht hunt mid next week and call. hunt - still interested yes - chld is sick so going home to work - will call me fter he and heather talk. grant - thank yous for the samples -

FOLLOWUP

LEGEND  
BATESNUMBER

.....R..... is interested in the cme - sharon smith - having great success with zyp on her most difiult pts too - realizes weight can be managed but has a cuople pts ballooned up - she says she cant get these pts here to fill out any forms - discussed 5 minute sit down for behavioral and weight watchers.. Jill johnson - always nice as can be - asked about using zyp as add on tnerapy to ssri - said not indicated there but third partied marvan and mcguire - it has been used in that instance - discusses quick efect. - .....R.....  
: follow up with spanish zyp pt education, spanish weight mgmt guides, water bottles for office and heather hunt talks.  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1964

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
REACTION

= Kristen Clouthier  
= 10/22/2002  
= 72417917  
= Judkins  
= Hunter  
= Fairbanks  
= AK

FOLLOWUP

LEGEND  
BATESNUMBER

: office call - zyp slim jim, cme, digfast card  
: he has tried zyp sucessfully- reminded him of the apa - he said he has used it for a couple of pts that have been previously treated with ssri and they became agitated or irritable. - no concerns at the moment - provided cme op to him - .....R.....  
: .....R..... also elaborate on how to diagnose more pts - broader pt profile - compared vs nsperdol and indications  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 2106

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
REACTION

= Warren, John K  
= 08/18/2003  
= 80158589  
= Steer  
= Paul  
= Anchorage  
= AK

: met Dr. S. but he was in a rush so only had a minute to talk. asked him what he uses seroquel for? for patients not responding to ssri. rep sold him on it.

006935

FOLLOWUP  
LEGEND  
BATESNUMBER

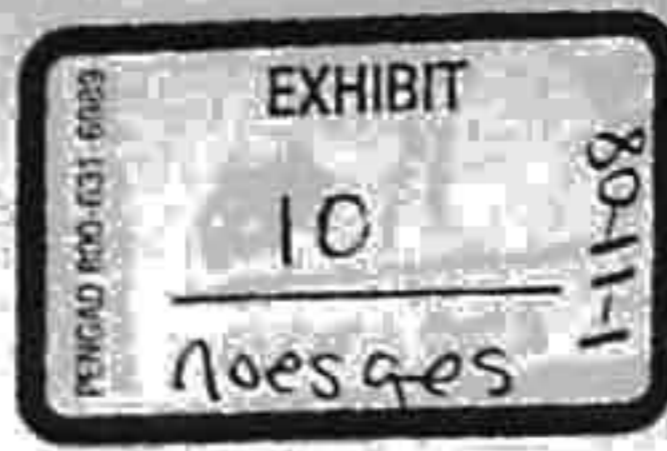
NAME  
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PRESCRIBERFN  
CITY  
STATE  
ACTION

LEGEND  
BATESNUMBER

: follow up and spend time of quality of Zyp. vs. Seroquel.  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 2939

= Warren, John K  
= 10/14/2003  
= 81807470  
= Farr  
= Ilona  
= Anchorage  
= AK

: quick visit to see Dr. Farr - also saw Dr Trujillo, briefly asked about depression pts. and success with SSRI  
treatment. set up a lunch with office and also may need to take Dr. Farr out for lunch to avoid interruptions.  
Need to remember to hammer Zyp. safety versus Risperdal.  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 3133



NAME = Williams, Margaret  
 CALDATE = 04/08/2002  
 CALLID = 67188583  
 PRESCRIBERLN = Jones  
 PRESCRIBERFN = Leland  
 CITY = Anchorage  
 STATE = AK  
 ACTION :

It was definitely MONDAY at this clinic today!! Took in Reeses Peanut Butter Cups, so I got back okay... Gave Dr. Child a cupcake sized peanut butter cup, he was kind of tickled. Product mentions only with all docs EXCEPT I got some good ZYP detail time with Dr. Laufer - he asked about ZYP's use in the elderly, dosing, EPS. Covered all of this and overall safety profile, dose at night due to beneficial somnolence, addressed potential for weight gain. Then went over Donna patient and pat's with complicated mood symptoms, gave doc the Donna pat type leave-behind. Left this with all the docs with a personal note. Good, especially with Laufer, and in spite of the crazy day!

REACTION  
 FOLLOWUP  
 LEGEND  
 BATESNUMBER

.....R.....  
 State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
 ZYAKAG3 1377

NAME = Williams, Margaret  
 CALDATE = 05/08/2002  
 CALLID = 67869189  
 PRESCRIBERLN = Case  
 PRESCRIBERFN = Kathleen  
 CITY = Anchorage  
 STATE = AK  
 ACTION :

Got good ZYP detail time with Case and Cates, discussed Donna pat and her symptoms of complicated mood disorder, how she's often initially diagnosed as depressed, doesn't do well on AD's... Product mentions with Gerster. Reviewed Lilly Answers program with all 3 docs, their nurses, and front desk staff. Really good, actually.

REACTION  
 FOLLOWUP  
 LEGEND  
 BATESNUMBER

Have a lunch in June or July (the earliest I could get one!), so keep working the ZYP here, \*\*\*R\*\*\*  
 State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
 ZYAKAG3 1472

NAME = Williams, Margaret  
 CALDATE = 05/08/2002  
 CALLID = 67869191  
 PRESCRIBERLN = Cates  
 PRESCRIBERFN = John  
 CITY = Anchorage  
 STATE = AK  
 ACTION :

Got good ZYP detail time with Case and Cates. discussed Donna pat and her symptoms of complicated mood disorder, how she's often initially diagnosed as depressed, doesn't do well on AD's... Product mentions with Gerster. Reviewed Lilly Answers program with all 3 docs, their nurses, and front desk staff. Very, very good!

REACTION  
 FOLLOWUP  
 LEGEND  
 BATESNUMBER

Have a lunch scheduled in June or July, couldn't get an earlier date, so keep working ZYP!  
 State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
 ZYAKAG3 1473

NAME = Jung, Thea S  
 CALDATE = 07/15/2002  
 CALLID = 69576152  
 PRESCRIBERLN = Trombley li  
 PRESCRIBERFN = Dale  
 CITY = Anchorage  
 STATE = AK  
 ACTION  
 REACTION

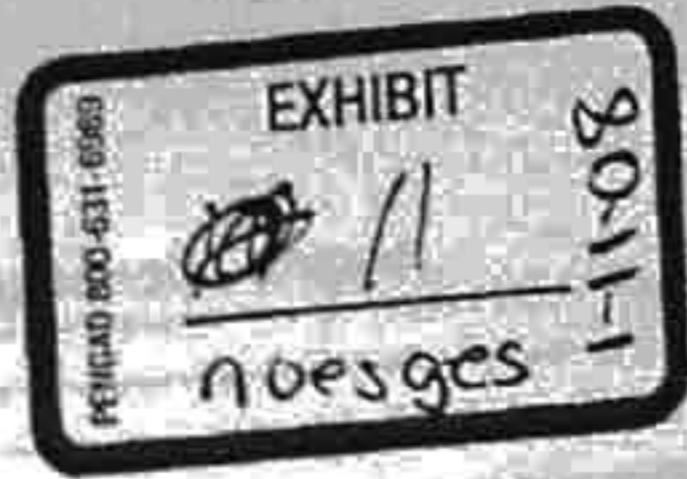
.....R.....  
 .....R..... Did full Z detail w/both.  
 Dr. T said to just keep reminding him about Z because it's not "stuck in" his head yet. Dr. B said she misunderstood and thought Z was just for bipolar or schizophrenia and was really excited to hear that it was applicable to her practice for "complicated mood". Said she's looking forward to trying it.  
 Dr. T doesn't quite seem clear on the pt. type. Wants to know if he should lump Z in with the anti-anxiety drugs (he used Buspar as his example) or if he should lump Z in with the anti-depressants (he used Paxil as his example). I gave him the Donna pt. type and tried to explain that it's not in either.

FOLLOWUP

LEGEND  
 BATESNUMBER

.....R..... Ask Dr. B if she's tried Z now.  
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 ZYAKAG3 1688





NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 02/01/2001  
= 58278674  
= Blais  
= Kendrick  
= FAIRBANKS  
= AK

.....R..... ZYP detail.....R..... Doc initially said any pat's who needed ZYP were referred to a psych, but after detail realized he had pats who could benefit from ZYP and that ZYP wasn't just for schizophrenics. Was impressed with how safe ZYP is and how much ZYP has been used for elderly pats and how ZYP reduces hostility, agitation, improves cognition. Then went over ZYP and bipolar mania.

REACTION

: Very good - doc was warm, friendly, receptive, actually engaged me in detail conversation, got interested in ZYP. Best interaction doc and I have ever had.

FOLLOWUP  
LEGEND  
BATESNUMBER

: Cover new info from Nat Meeting.  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 607

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 02/14/2001  
= 58507860  
= Brown  
= Edward  
= Anchorage  
= AK

.....R.....PZ/ZYP comparative detail, full ZYP recap with special emphasis on pat types.  
.....R..... Left doc a box of Valentine candy (staff too).....R.....

REACTION

: Very good, doc humored me and let me detail him, doc told me he has used ZYP quite a bit, esp for elderly pats...

FOLLOWUP  
LEGEND  
BATESNUMBER

.....R..... follow up on any ZYP pats.....R.....  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 635

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 02/20/2001  
= 58661137  
= Hevering  
= Susan  
= Anchorage  
= AK

.....R..... ZYP full detail, emphasized the various pat types. ....R..... Took in giant goodie box, see below, left doc Tran reprint - introduced it, but didn't get to go over it as doc had several pats, assured me she would read, put it on her desk..

REACTION

: Very good, actually. Doc and staff loved the Goodie Box I brought in, filled with useful items for their new clinic - .....R.....  
ZYP.....R.....pens and pads  
.....R.....

FOLLOWUP  
LEGEND  
BATESNUMBER

Doc told me she has used ZYP for the elderly who are starting to suffer from dementia/alzheimers, hadn't thought of using for bipolar... Doc up for an outing w/me and Dr. Glasgow, will call when I have arrangements made...  
.....R..... follow up on ZYP pats and Tran reprint.....R.....  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 649

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 08/28/2001  
= 62516694  
= Dunckel  
= Phyllis  
= Anchorage  
= AK

: Great ZYP recap via different pat types, doc told me she's seeing lots of angry, hostile, irritated young adults this summer... Doc liked reclassification of ZYP as psychotropic instead of AP... Has used in elderly and

006938

younger pat types, was interested in having some 10 mg samples around...

REACTION

: Most excellent! Doc and I not only had a great professional visit, but also a really good personal visit about upcoming trip to Australia, my continuing blondness, hitting middle age, yoga (doc takes a yoga class during lunch on Tues & Thurs, over in Spenard).

FOLLOWUP  
LEGEND  
BATESNUMBER

: ZYP Shelton reprint review  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1018

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 09/14/2001  
= 62841690  
= Forman  
= Paul  
= Anchorage  
= AK

: Got brief detail time with Dr. Schwartz, just a quick wave from Dr. Forman as he was all dressed up in a suit and giving some visiting administrator a tour of the Family Practice Residency Clinic... With Dr. Schwartz, got in a quickie ZYP recap via elderly pat, Took in candy, pens, and pads for entire clinic.

REACTION  
FOLLOWUP  
LEGEND  
BATESNUMBER

: Fantastic from staff, decent from docs.  
: New info from qtrly mtg.  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1054

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 09/21/2001  
= 63003489  
= Craft  
= Dirk  
= Wasilla  
= AK

: ZYP for Martha pat via "mother in law" attn getter, Took in candy for doc and staff.

REACTION

: Excellent, doc is using ZYP for pats he thought had resistant major dep, is finding out they have some psychotic symptoms and ZYP is doing wonders for them!!! Isn't seeing as marked a response in elderly, but don't think he has much experience here...

FOLLOWUP  
LEGEND  
BATESNUMBER

: New info from qtrly mtg.  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1062

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
REACTION

= Eski, Joey L  
= 10/02/2001  
= 63312692  
= Felton  
= Nancy  
= Anchorage  
= AK

: Showed the elderly psychlink video from sept 2000 - maguire  
: still no restrictions on meds - they claim. They enjoyed the video but Schultz thought it was a bit biased towards ZY although he agreed with the main points in the video - basically,  
: discussed setting up one more video for this year - possibly in December

FOLLOWUP  
LEGEND  
BATESNUMBER

: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1068

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 10/16/2001  
= 63528130  
= Heverling  
= Susan  
= Anchorage  
= AK

: got in a fairly full ZYP recap, doc told me she just put an

REACTION  
FOLLOWUP  
LEGEND  
BATESNUMBER

elderly pat on ZYP, had another bipolar pat psychs had up to 40 mg, now back to 10 mg, discussed how  
EPS same as placebo... Took in candy for doc and staff, .....R..... Scheduled a lunch for  
February 2002.  
: Actually, pretty good. Doc likes her info to be short and sweet, and I'm fairly good at getting the most  
important points across in less than a minute or two.....R.....  
: Get in details however you can, remember - quick, informative blurbs, hands-on tips good. ....R.....  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1092

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 10/17/2001  
= 63553395  
= Ikahihifo  
= Talita  
= Anchorage  
= AK

: Lunch and learn with Eric, Dr. I and Dr. B spent lots of time on ZYP. Did a full recap  
presentation.....R..... Both docs want info (Med Ltr) on ZYP use in elderly pats, particularly  
those suffering from dementia and/or Alzheimers, ZYP - is it used to treat patients with OCD? Pats with  
ADD? Also send data on co-medicating pats on ZYP with AX, to reduce potential weight gain. Last but not  
least, does ZYP interfere with pheochromocytoma workup? Went over and then gave doc ZYP diet &  
exercise pat ed tear sheets and booklets.  
.....R.....

REACTION  
FOLLOWUP  
LEGEND  
BATESNUMBER

: Very, very good. Docs were relaxed, had lots of questions, great discussion. Lots of dialogue and interaction.  
: Follow up on all the requested ZYP Med ltrs.....R.....  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1093

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
REACTION

= Eski, Joey L  
= 11/28/2001  
= 64492946  
= Hunter-Joems  
= Susan  
= Juneau  
= AK

: .....R..... discussed the zy zydis  
.....R.....

brought up the zydis and said she has been using it quite a bit - in kids and elderly patients - I told he about  
higher dose forms and she asked about 2.5 - gave her instructions on how to dissolve - she would like a  
follow-up medical letter - if we have it.

FOLLOWUP  
LEGEND  
BATESNUMBER

: sc - Lynn is gone as of Nov 30 - new receptionist name is Stephanie  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1179

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
LEGEND  
BATESNUMBER

= Cramer, Schelly D  
= 11/28/2001  
= 64508117  
= Nelles  
= Jean  
= Anchorage  
= AK

: waffle wed. Psychlink "Behavioral disturbances in the Elderly"  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1181

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY

= Williams, Margaret  
= 12/10/2001  
= 64706425  
= Hulman  
= Peter  
= Anchorage

STATE = AK  
ACTION : ZYP quickie recap regarding elderly pats per docs request, reviewed dosing, time of day to take med, etc.  
: \*\*\*\*\*R\*\*\*\*\* Took in Christmas candy for doc and staff.  
REACTION : Doc was friendly, time was just brief.  
FOLLOWUP : Won't be back til FEB 2002.  
LEGEND : State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
BATESNUMBER : ZYAKAG3 1203

NAME = Williams, Margaret  
CALLDATE = 12/18/2001  
CALLID = 64907392  
PRESCRIBERLN = Jones  
PRESCRIBERFN = Leland  
CITY = Anchorage  
STATE = AK  
ACTION : Lunch started off so slow (Dr. Child was the first person to show at 12:20 pm) that I thought I should have cancelled as I originally intended to do, ended up getting some of the best detail time I've ever gotten with most of the docs at the clinic!! Got \*\*\*\*\*R\*\*\*\*\* ZYP 3 pat type recap detail time and Shelton reprint review with Child, Jones, Laufer, Coalwell, and Taylor, even passed on a few pointers they liked!!! Laufer also passed along some of his elderly pat success stories with ZYP... Didn't make any headway with Lanza regarding ZYP (he will only renew ZYP scripts, not initiate, wants these pats under psych supervision),  
: \*\*\*\*\*R\*\*\*\*\*

REACTION : Really good, actually, from docs and staff. Really glad I kept this lunch!!!  
FOLLOWUP : Won't be back til FEB 2002...  
LEGEND : State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
BATESNUMBER : ZYAKAG3 1226

NAME = Williams, Margaret  
CALLDATE = 03/26/2002  
CALLID = 66864704  
PRESCRIBERLN = Dunckel  
PRESCRIBERFN = Phyllis  
CITY = Anchorage  
STATE = AK  
ACTION : Product mentions only with Dunckel, she was heading to the hospital to deliver a baby, I told her to "party down", the remark struck her funny bone, she liked. Got good ZYP \*\*\*R\*\*\*detail time with Corrine, readressed elderly agitated pat,  
: \*\*\*\*\*R\*\*\*\*\*

REACTION : Okay from doc, she was preoccupied. Great from Corrine.  
FOLLOWUP : Have a McGuire program scheduled here 4/12/02.  
LEGEND : State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
BATESNUMBER : ZYAKAG3 1356

NAME = Williams, Margaret  
CALLDATE = 03/28/2002  
CALLID = 66931223  
PRESCRIBERLN = Werner  
PRESCRIBERFN = David  
CITY = Palmer  
STATE = AK  
ACTION : This clinic just isn't going to Rx \*\*R\*\*\*ZYP...  
: \*\*\*\*\*R\*\*\*\*\*  
: \*\*\*\*\* ZYP review, elderly pat and more complicated mood symptoms. Doc says she has used ZYP for younger, agitated pats. Just a moment with Werner, reminded him to dose ZYP at night, 1.5 hrs before bedtime.

REACTION : Okay.  
FOLLOWUP : Just don't know, will detail tidbits about \*\*\*R\*\*\*ZYP...  
LEGEND : State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
BATESNUMBER : ZYAKAG3 1362

NAME = Williams, Margaret  
CALLDATE = 04/08/2002  
CALLID = 67188583  
PRESCRIBERLN = Jones

006941

PRESCRIBERFN  
CITY  
STATE  
ACTION

= Leland  
= Anchorage  
= AK  
: It was definitely MONDAY at this clinic today!!! Took in Reeses Peanut Butter Cups, so I got back okay...  
Gave Dr. Child a cupcake sized peanut butter cup, he was kind of tickled. Product mentions only with all  
docs EXCEPT I got some good ZYP detail time with Dr. Laufer - he asked about ZYP's use in the elderly,  
dosing, EPS. Covered all of this and overall safety profile, dose at night due to beneficial somnolence,  
addressed potential for weight gain. Then went over Donna patient and pat's with complicated mood  
symptoms, gave doc the Donna pat type leave-behind. Left this with all the docs with a personal note.  
: Good, especially with Laufer, and in spite of the crazy day!  
: \*\*\*\*\*R\*\*\*\*\*  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1377

REACTION  
FOLLOWUP  
LEGEND  
BATESNUMBER

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 04/17/2002  
= 67399296  
= Brown  
= Edward  
= Anchorage  
= AK  
: Had a breakfast meeting with doc, he was 35 minutes late and stressed from the get-go (was up until  
midnight studying for his board exams) so time was short. Got right to the point on ZYP, recapped Maguire -  
what pats has he used ZYP for? Elderly and younger pats who are unstable. Reviewed indications and the 3  
pat types. Then pulled out the Hirschfeld Scale and got into complicated mood symptoms detail. Doc  
seemed interested in scale, marked the "key" page. Briefly discussed dosing strengths, dosing at night,  
potential for wt gain, strategies for dealing with wt gain. \*\*\*\*\*R\*\*\*\*\*  
: Good, but doc is quite stresseed...  
: Review dosing per pat type via pat leave-behinds. \*\*\*\*\*R\*\*\*\*\*  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1433

REACTION  
FOLLOWUP  
LEGEND  
BATESNUMBER

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 05/10/2002  
= 67937086  
= Cooney  
= Lisa  
= Wasilla  
= AK  
: Got great time with Cooney, just product mentions with Beyeler. ZYP recap, then covered diabetes sheet  
and Japanese diabetes info. Cooney has used ZYP for elderly pats, am working on younger pats with  
complicated mood symptoms. \*\*\*\*\*R\*\*\*\*\* Went over Lilly Answers Program with Cooney.  
Rick the PA, nurses.  
: Really good!! Cooney had no problem with ZYP & diabetes, everyone impressed with Lilly Answers...  
: \*\*\*\*\*R\*\*\*\*\*  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1477

REACTION  
FOLLOWUP  
LEGEND  
BATESNUMBER

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Kristen Clouthier  
= 06/11/2002  
= 69010827  
= Miknich  
= Eric  
= Anchorage  
= AK  
: luncheon with entire office \*\*\*\*\*R\*\*\*\*\* and pt profile for zyprexa, elderly pt and  
younger anxious pt having trouble sleeping  
: foland uses zyprexa quite a bit in her elderly population for depression and dementia, and in her younger age  
35 and up for anxious and trouble sleeping pts but- mood swings are usually brought to thier attention by  
family members.  
: \*\*\*\*\*R\*\*\*\*\*

REACTION

FOLLOWUP  
LEGEND  
BATESNUMBER

: na  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1583

006942

NAME = Kristen Clouthier  
CALLDATE = 06/11/2002  
CALLID = 69010830  
PRESCRIBERLN = Hagen  
PRESCRIBERFN = Derek  
CITY = Anchorage  
STATE = AK  
ACTION : luncheon with entire office \*\*\*\*\*R\*\*\*\*\* and pt profile for zyprexa, elderly pt and younger anxious pt having trouble sleeping  
REACTION : foland uses zyprexa quite a bit in her elderly population for depression and dementia, and in her younger age 35 and up for anxious and trouble sleeping pts but- mood swings are usually brought to thier attention by family members.

FOLLOWUP : na  
LEGEND : State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
BATESNUMBER : ZYAKAG3 1584

NAME = Kristen Clouthier  
CALLDATE = 06/11/2002  
CALLID = 69010831  
PRESCRIBERLN = Simono  
PRESCRIBERFN = Jane  
CITY = Anchorage  
STATE = AK  
ACTION : luncheon with entire office \*\*\*\*\*R\*\*\*\*\* and pt profile for zyprexa, elderly pt and younger anxious pt having trouble sleeping  
REACTION : foland uses zyprexa quite a bit in her elderly population for depression and dementia, and in her younger age 35 and up for anxious and trouble sleeping pts but- mood swings are usually brought to thier attention by family members.

FOLLOWUP : na  
LEGEND : State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
BATESNUMBER : ZYAKAG3 1585

NAME = Kristen Clouthier  
CALLDATE = 06/27/2002  
CALLID = 69271206  
PRESCRIBERLN = Mackie  
PRESCRIBERFN = Scott  
CITY = Anchorage  
STATE = AK  
ACTION : office call - brought \*\*\*\*\*R\*\*\*\*\* zyprexa bag of goodies, chocolates, cherries, dried fruit. showed fishing pictures. Invite to both zyprexa \*\*\*\*\*R\*\*\*\*\* programs  
REACTION : \*\*\*\*\*R\*\*\*\*\* dr, mackie graduated cum laude also and was in the top 10% of his medical class - very impressive - discussed zyprexa and ssri failure as his pt type but also alot of elderly he is very aware of zyprexa and its uses. sharp man! He said he may attend the zyprexa program , give reminder.

FOLLOWUP : dvd, \*\*\*\*\*R\*\*\*\*\* zyprexa  
LEGEND : State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
BATESNUMBER : ZYAKAG3 1635

NAME = Williams, Margaret  
CALLDATE = 07/09/2002  
CALLID = 69430005  
PRESCRIBERLN = Perkins  
PRESCRIBERFN = Byron  
CITY = Anchorage  
STATE = AK  
ACTION : Hosted a good lunch here, full ZYP recap via the 3 pat types, got doc to detail the other HCP's and doc told them he's used ZYP with great success in bipolar pats, extremely anxious "Donna" type pats, and elderly pats. Trying to treat doc as a ZYP specialist, hope this becomes a self-fulfilling prophecy!!! \*\*\*\*\*R\*\*\*\*\*

006943

Also reviewed the Hirschfeld Scale, went over really well. Clinic is now stocked with these... \*\*\*\*\*R\*\*\*\*\*  
Great! .....R.....

REACTION

FOLLOWUP  
LEGEND  
BATESNUMBER

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Kristen Clouthier  
= 07/11/2002  
= 69495263  
= Flores  
= Kathryn  
= Soldotna  
= AK  
: \*\*\*\*\*R\*\*\*\*\* zyp desk reference and digfast - chocolate chip cookies of course for dr.  
: anderson.  
: he was leaving for a surgery in a minute so only reminders, but had some good time with kathy - discussed  
: elderly and ssri failure pts, digfast tool and she was interested in the h questionnaire - said it was good to  
: have on hand for coding work and determining proper pt - reminded her about the program marvin.

REACTION

FOLLOWUP  
LEGEND  
BATESNUMBER

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
REACTION

= Kristen Clouthier  
= 07/11/2002  
= 69495268  
= Davidhizar  
= Lavern  
= Soldotna  
= AK  
: na  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1666  
: intro of self and products again - left ldc chart, \*\*\*\*\*R\*\*\*\*\* zyp desk ref and digfast  
: was very nice, discussed marvin program - said he would be in town for it - would callif can make it -  
: probably needs a reminder that morning so he will come, discussed zyp pt type - elderly and ssri pt, also  
: angered or agitated, cant keep a job, marriage pt and dosing. - he said he has seen many people come  
: through the door like that.  
: reminder for program  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1667

FOLLOWUP  
LEGEND  
BATESNUMBER

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
REACTION

= Kristen Clouthier  
= 07/11/2002  
= 69495269  
= Sanders  
= Jim  
= Soldotna  
= AK  
: \*\*\*\*\*R\*\*\*\*\* pens, pads, zyp desk reference, digfast, bag of goodies  
: .....R.....  
: .....R.....  
: .....R\*\*\*\*\* quickly zyp digfast and  
: proper dosing for elderly, ssri pt, donna t and the extreme mood disorder. invite to program.  
: more on zyp  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1668

FOLLOWUP  
LEGEND  
BATESNUMBER

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Kristen Clouthier  
= 07/12/2002  
= 69529146  
= White, Jr.  
= Roy Matison  
= Anchorage  
= AK  
: lunch w/michele -

006944

REACTION

.....R.....  
zyprexa h scale, digfast cards, preper pt focus - invites to  
programs  
complaints from lanza, jones, taylor, schultes, coalwell if cant bring wife wont come to programs anymore.

.....R.....  
zyprexa pt type -  
elderly, multiple ssri, dosing digfast cheat sheet and key and h scale information - all found scale useful and  
discussed safety of zyp. vs other agents - scheultes asked about zyp and diabetes - was able to respond  
according and discuss moa of zyprexa- increase in appetite which may lead to obesity but no causal  
relationship established between zyp and diabetes - also compared to other agents there is no increased  
incidence with zyp - high risk rate in this population anyway - he would like medical letter- but was satisfied  
with answer.

FOLLOWUP  
LEGEND  
BATESNUMBER

.....R.....  
State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
ZYAKAG3 1678

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Kristen Clouthier  
= 07/12/2002  
= 69529148  
= Coalwell  
= Timothy  
= Anchorage  
= AK  
: lunch w/michele -

REACTION

.....R.....  
zyprexa h scale, digfast cards, preper pt focus - invites to  
programs  
complaints from lanza, jones, taylor, schultes, coalwell if cant bring wife wont come to programs anymore.

.....R.....  
zyprexa pt type -  
elderly, multiple ssri, dosing digfast cheat sheet and key and h scale information - all found scale useful and  
discussed safety of zyp. vs other agents - scheultes asked about zyp and diabetes - was able to respond  
according and discuss moa of zyprexa- increase in appetite which may lead to obesity but no causal  
relationship established between zyp and diabetes - also compared to other agents there is no increased  
incidence with zyp - high risk rate in this population anyway - he would like medical letter- but was satisfied  
with answer.

FOLLOWUP  
LEGEND  
BATESNUMBER

.....R.....  
State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
ZYAKAG3 1679

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Kristen Clouthier  
= 07/15/2002  
= 69571711  
= Hagen  
= Derek  
= Anchorage  
= AK  
: office luncheon -

REACTION

.....R.....  
zyprexa reminder of ssri pt, elderly pt and thick chart donna pt,  
indications, dosing appropriate starting dose, digfast cards - h scale questionnaire.  
maples just started here, oberstad and maples covering out of town docs pts - alot of elderly from smith  
whenever he is out - perfect zyp pt - they all took the digfast - found it useful and will use - especially foland -

006945



FOLLOWUP

LEGEND  
BATESNUMBER

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
REACTION

R  
R  
R  
R  
State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
ZYAKAG3 1687

= Kristen Clouthier  
= 08/20/2002  
= 70702812  
= Hunter  
= John  
= Wasilla  
= AK

office call - R zyp cme, zyp weight management guide  
said he is having success with his elderly on zyp - suggest 30% of depressed may be bipolar, food for  
though he said - likes new office - good for new insurance laws. mary lou very happy there - said they were  
kicked out of hospital because they refused to pay increase in rent. R

FOLLOWUP  
LEGEND  
BATESNUMBER

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

R  
State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
ZYAKAG3 1850

= Williams, Margaret  
= 08/26/2002  
= 70810411  
= Thrail  
= Anne  
= Anchorage  
= AK

Forgot to order Anne's med letter - can one mix 5 mg of Zyprexa Zydis in applesauce or some food or drink  
to dispense the medication to an elderly patient?  
State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
ZYAKAG3 1872

LEGEND  
BATESNUMBER

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION

= Williams, Margaret  
= 09/13/2002  
= 71335378  
= Bartling  
= Victor  
= Fairbanks  
= AK

Took in my usual muffins, got brief but decent detail time with each key doc, focused on Maguire recap.  
focused on bipolar patients and how ZYP is an efficacious, safe, and easy to dose mood stabilizer... The  
mood stabilizer light bulb seemed to finally "turn on" for Dr. Steiner, he did not remember that ZYP is a mood  
stabilizer, agreed that 1 of 3 pats depressed are bipolar depressed, has had patients get manic on an SSRI,  
so was all of a sudden rather interested in ZYP and was surprised ZYP is indicated for bipolar mania, his  
issue with ZYP is wt gain, send med letter on ZYP being used for bipolar disorder in general and strategies  
to manage potential weight gain Dr. Judkins stated that he thinks primary care physicians will start to treat  
more and more bipolar pats since the medication (ZYP) is easy to dose, very safe, and actually works! Dr.  
Bartling declined being trained as a speaker (did really consider this and was complimented) as he has a  
very busy schedule at TVC, he's also the director of the Denali Nursing Home at the FBKS Memorial  
Hospital, and has several children. He and I discussed ZYP use in the elderly in more detail, but bipolar as  
well. Bartling wants more info on using ZYP in the elderly... All 4 docs just loved my Girdwood Forest Fair  
parade baby float photos, I knew they would!

REACTION

FOLLOWUP  
LEGEND  
BATESNUMBER

R  
Really friendly, actually. Even Dr. Steiner thanked me for kind of "interrupting" him and impressing upon him  
that ZYP IS indicated for bipolar mania and is a mood stabilizer...  
ZYP via handheld DVD...  
State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
ZYAKAG3 1960

NAME  
CALLDATE  
CALLID  
PRESCRIBERLN  
PRESCRIBERFN  
CITY  
STATE  
ACTION  
REACTION  
FOLLOWUP  
LEGEND  
BATESNUMBER

= Williams, Margaret  
= 09/13/2002  
= 71335382  
= Thomas  
= Robert  
= Sitka  
= AK  
: Met doc in FBKS, he approached me when he noticed my ZYP bags, wanted ZYP info and samples, wants me to come to his clinic in Sitka. Mostly went over use of ZYP in elderly pats w/dementia, send med letter.  
: Really good.  
: See about going to Sitka.  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1961

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= Kristen Clouthier  
= 09/18/2002  
= 71468546  
= Hunter  
= John  
= Wasilla  
= AK  
: office call - very busy today  
: provided cme, \*\*\*\*\*R\*\*\*\*\* new nurse for office - very helpful and appreciates the pt education - put the zyp education in each pt room. dosng by samples -  
: next time remind of donna - has he seen any donna lately? or just elderly ts in need of zyp?  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1978

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= Kristen Clouthier  
= 09/23/2002  
= 71583198  
= Schwartz  
= John  
= Anchorage  
= AK  
: office call - zyp and lilly caes pt assistance programs - zyp digfast, \*\*\*\*\*R\*\*\*\*\*pt educationa dn disgnostic criteria chart.  
: he thought the pt assistatnce ery useful - asked who he was using zyp for successfully and he said he still hasnt branched beyond the elderly pts in his nursing home - briefly explained a donna pt symptoms and how successful zyp can be in those pts as well.  
: try to get him to try n donna - doesnt he see these pts?  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1997

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= Williams, Margaret  
= 09/23/2002  
= 71604819  
= Schwartz  
= John  
= Anchorage  
= AK  
: Rode with Kristen, had her take the lead as I just returned from Mexico and feel a bit ill intestinally... Dr. Forman has just recently put a pat on ZYP, not sure if she's bipolar, but she wasn't doing any better on any AD's... Kristen worked diagnosing bipolar pats. Dr. Schwartz is still only using ZYP for elderly pats in the nursing home, but really likes the Lilly Cares and Lilly Answers program info... \*\*\*\*\*R\*\*\*\*\*  
: Good, Kristen has better relationships with these two docs than I do...  
: Try to get another lunch here, to do an MDQ "workshop"....  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 1999

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= Kristen Clouthier  
= 12/02/2002  
= 73603025  
= Mayer

006947

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= Louis  
= Anchorage  
= AK  
: office call- zyp -----R----- - lilly \*\*R\*\* answers and indigent forms, cost zyp, mdq scale and digfast  
: he had a pt put o zyp by some other physicians and now he is maintaining the pt - pt is doing well - went over  
: entre detail, dosing for different pt types, safety, efficacy and cost - he has many elderly pts that have  
: dimentia - he asked about using in combination with other agents - in the elderly, discussed eps rates  
: comparable to placebo, somnolence and how to manage appetitie increase. -----R-----  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 2199

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= Kristen Clouthier  
= 01/16/2003  
= 74456696  
= Cates  
= John  
= Anchorage  
= AK  
: office call  
: he was very open today - he said he had tried 3 patients on zyp - elderly pts all for sleep and to stop  
: sundowners syndrom - he said all pts got extremely aggitated and agressive and he had to load them with  
: haldol to calm them down - then he took them off the zyp - i asked dr gilete aout it he said this would be a  
: normal occurance and instead of loading haldol just up the dose until sleep of zyp - it works and aggitation is  
: common for possibly up to a week - get back to cates with this info. - also send medical letter.  
: -----R-----

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: ZYAKAG3 2272

= Kristen Clouthier  
= 01/31/2003  
= 74821225  
= Thomas  
= Joan  
= Fairbanks  
= AK  
: office call-

-----R-----  
: zyp reminders - still using successfully and interested to hear about comedication for  
: weight gain - had already sent med letter bt he never read it - cost effective ones are the key - office also  
: needs more 2.5mg when you get it. ticman has not seen the weight gain on zyp but he uses mostly for  
: elderly pts and it had been working very very well for him - serrano also working well but interested in weight  
: management - both are happy with the medication - love the purple pens for zyp - keep them coming.  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 2324

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= Kristen Clouthier  
= 01/31/2003  
= 74821228  
= Ticman  
= Patrick  
= Fairbanks  
= AK  
: office call-

-----R-----  
: zyp reminders - still using successfully and interested to hear about comedication for  
: weight gain - had already sent med letter bt he never read it - cost effective ones are the key - office also  
: needs more 2.5mg when you get it. ticman has not seen the weight gain on zyp but he uses mostly for

elderly pts and it had been working very very well for him - serrano also working well but interested in weight management - both are happy with the medication - love the purple pens for zyp - keep them coming.  
State of Alaska v. Eli Lilly and Company; Confidential - Subject to Protective Order  
ZYAKAG3 2325

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= Kristen Clouthier  
= 01/31/2003  
= 74821230  
= Schag  
= Steven  
= Fairbanks  
= AK  
: office call-

.....R.....  
.....

zyp reminders - still using successfully and interested to hear about comedication for weight gain - had already sent med letter bt he never read it - cost effective ones are the key - office also needs more 2.5mg when you get it. licman has not seen the weight gain on zyp but he uses mostly for elderly pts and it had been working very very well for him - serrano also working well but interested in weight management - both are happy with the medication - love the purple pens for zyp - keep them coming.  
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ZYAKAG3 2326

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= Cramer, Schelly D  
= 03/04/2003  
= 75689997  
= Schramm  
= Colleen  
= Fairbanks  
= AK

: Asked colleen if she has taken her psych boards yet; had appropriate dose discussion. Colleen requested med letter on higher doses (Volovka)  
: The state screwed up her licence app & payment, so she doesn't know if she is technically a psych and yet...but she did finish her boards. She isn't writing cns drugs yet, but does at Samaritan Hospital-elderly care facility she is only psych specialist on staff there. Only about 5 low dose zy scripts per mo. She talked about one pat doing okay on zy-but could be doing better, no significant ses. Took opportunity to discuss appropriate dose; if no ses at 5 mg. data suggested it may make sense to try for better efficacy with a little higher dose-if no benefit seen, she can always back down again. differentiated from Risp on this point.  
: Check on higher dose idea for the Samaritan patient she talked about/did she get med letter on volovka?  
: Colleen is only one day a wk at CMHC. so she won't be huge for us, but incremental dose increases for better efficacy at both locations won't hurt.  
State of Alaska v. Eli Lilly and Company; Confidential - Subject to Protective Order  
ZYAKAG3 2413

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= Kristen Clouthier  
= 03/07/2003  
= 75798711  
= Cullen  
= John  
= Valdez  
= AK  
: AAFP conference

: dr hunt speaker program on bipolar mania and diagnosing mood disorders. use of zyp - common questions were how to diagnose. weight gain and how to handle it, if you have to keep pts on meds for life, use of depakote and or zyp and use of zyp with other agents - polypharm, differentiating serotonin syndrome and inducing mania. and using zyp in elderly - trd, other pts. -

.....R.....  
.....  
doty took mdq and agreed she misses seeing and diagnosing a number of bipolar pts. foland very - schwartz i think it reassured his depakote use - ask him if him made him more comfortable with zyp.  
.....R.....

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..... dr mike - concerened about weight and curious  
about depakote - need to thwart depakote use vs zyp next week at apt.  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 2422

= Kristen Clouthier  
= 08/14/2003  
= 80110825  
= Bosveld  
= Robert  
= Anchorage  
= AK

: office call  
: he is now in his new office and likes it - gersters old office - discussed type of pt that zyp can be used in and dosing for each type - he said he would probably see the elderly pts who need more cognition - he would like more data on that - did show him the zyp sales on efficacy of symptoms including thought content - he does not want ed letter but does want more info on this subject.

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..... R .....  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 2913

= Kristen Clouthier  
= 09/10/2003  
= 80884353  
= Laufer  
= Kenneth  
= Anchorage  
= AK

: office call - lunch  
: hadnt discussed with him in a while about zyp - is it still something he uses and is happy with - yes but he has backed off a bit - because he was concerened about td with zyp - discussed safety profile and safety compared to other agents - and apa recommendation of zyp as first line for b mania - he sees pts in an elderly home as well- talked about zydis - he was really happy about that -

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..... R .....  
: State of Alaska v. Eli Lilly and Company: Confidential - Subject to Protective Order  
: ZYAKAG3 3012