

Suni Keeling
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To: PM_ONLY
CC:
Subject: Affiliate Weight Gain and Hyperglycemia/Diabetes

Greetings everyone!

Managing Weight Gain and Hyperglycemia/Diabetes continue to be two of the top three priorities for Zyprexa in 2001. The Zyprexa Product Team is continually developing materials to be used as part of a comprehensive management program for weight gain and hyperglycemia/diabetes.

Attached is a reference chart listing materials that have already been produced and timelines for upcoming materials. Updates are indicated in red italics. This chart will continue to be provided to you in the future by Tony Fiola, new marketing associate on ZPT responsible for the Weight Gain and Hyperglycemia/Diabetes Projects.



Monthly News Update.doc

Items that will be available in the month of March are:

WEIGHT GAIN

1. Nizatidine Speaker Slides
2. Nizatidine abstract - College of Psychiatric and Neurologic Pharmacists (US)
3. Updated Weight Gain GRD (Medical Letter)

DIABETES

1. Diabetes Speaker Slide Set
2. Updated Diabetes GRD (Medical Letter)
3. **FOR REFERENCE ONLY** - Electronic copy of the US Diabetes Sell Sheet

We hope these materials are helpful.

Kind regards,

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