

PROD_NO : FORCN0106694
TREATMENT : CONFIDENTIAL
EVENT_ID : 89915884
REGION : 32
TERRITORY : 3202109
REP_NBR : 1013
DOCTOR_FIRST : NELSON
DOCTOR_LAST : CEBALLOS
PROD_DETAIL : Celexa
CALL_DATE = 12/29/1999
NOTE : went over mendels. stressed safety for his children w/ forced titration and little adverse effects

PROD_NO : FORCN2370338
TREATMENT : CONFIDENTIAL
EVENT_ID : B1C1A656A8820378
REGION : 31
TERRITORY : 3101203
REP_NBR : 1043
DOCTOR_FIRST : Michael
DOCTOR_M : E
DOCTOR_LAST : Ende
PROD_DETAIL : Celexa
CALL_DATE = 02/04/1999
NOTE : Using some. pushed ocd use in child. answered obj. about cardio. will use more to get good feel.

PROD_NO : FORCN0107878
TREATMENT : CONFIDENTIAL
EVENT_ID : B2447266196832FC
REGION : 11
TERRITORY : 1101101
REP_NBR : 1043
DOCTOR_FIRST : Philip
DOCTOR_M : D
DOCTOR_LAST : Cutter
PROD_DETAIL : Celexa
CALL_DATE = 05/19/1999
NOTE : Det. cx. mkt. growth. also pushed child-ocd study as well as panic and ocd in adults. pushed anxiolytic effect.

PROD_NO : FORCN0127185
TREATMENT : CONFIDENTIAL
EVENT_ID : B215FD9E40316513
REGION : 32
TERRITORY : 3201209
REP_NBR : 1903
DOCTOR_FIRST : Manjula
DOCTOR_M : S
DOCTOR_LAST : Swamy
PROD_DETAIL : Celexa
CALL_DATE = 04/12/1999
NOTE : Needed inhaler also talked abt cx eff and safety in children got info and liked

PROD_NO : FORCN0128019
TREATMENT : CONFIDENTIAL
EVENT_ID : 54657158
REGION : 11
TERRITORY : 1102103
REP_NBR : 1904
DOCTOR_FIRST : evie
DOCTOR_LAST : stacey
PROD_DETAIL : Celexa
CALL_DATE = 11/09/1999
NOTE : (Child NRP) MVA: Doesn't have a lot of experience with celexa-the one child she put on it had mania-Went

over the five key selling points-Hot Button-Weight and Anxiety. Stahl, Mackle, Flicker,Patris. will gain experience in children because best chance for tolerability. NEXT CALL:Find out about the children she treats. What the dominant profile-which SSRI does she go to first-Other than efficacy,what is the most important quality an SSRI must have in order for you to RX it?

PROD_NO : FORCN0135336
TREATMENT : CONFIDENTIAL
EVENT_ID : B25692F690C5013F
REGION : 24
TERRITORY : 2401104
REP_NBR : 2174
DOCTOR_FIRST : Steven
DOCTOR_M : O
DOCTOR_LAST : Riggall
PROD_DETAIL : Celexa
CALL_DATE = 06/02/1999
NOTE : Ditto Dr Goodpastors lunch. Seeing primarily children but has found CX very efficacious and tolerable in adols. I asked him to consider it more often

PROD_NO : FORCN0142184
TREATMENT : CONFIDENTIAL
EVENT_ID : 33030463
REGION : 23
TERRITORY : 2301107
REP_NBR : 2461
DOCTOR_FIRST : Elaine
DOCTOR_M : Mary
DOCTOR_LAST : Carroll
PROD_DETAIL : Celexa
CALL_DATE = 12/06/1999
NOTE : needed samples and continues to use first line for new patients. likes clean side effect profile. sees children but does not choose it first line for those patients yet. next call-find out what makes her think of celexa when using ssris.

PROD_NO : FORCN0153972
TREATMENT : CONFIDENTIAL
EVENT_ID : B26FD14C79C8DAFD
REGION : 53
TERRITORY : 5306110
REP_NBR : 2719
DOCTOR_FIRST : Rita
DOCTOR_M : K
DOCTOR_LAST : Lum
PROD_DETAIL : Celexa
CALL_DATE = 06/22/1999
NOTE : Went over cx mva & stahl data... patris for eff...sees mostly children - lots of anxiety...flicker study...show more eff next.

PROD_NO : FORCN0175006
TREATMENT : CONFIDENTIAL
EVENT_ID : 89260362
REGION : 32
TERRITORY : 3202104
REP_NBR : 3715
DOCTOR_FIRST : Mario
DOCTOR_M : A
DOCTOR_LAST : Quintanilla
PROD_DETAIL : Celexa
CALL_DATE = 12/15/1999
NOTE : mainly child psy's.hit on low side effects of celexa.easy on the kids

PROD_NO : FORCN0179134
TREATMENT : CONFIDENTIAL
EVENT_ID : 24903955
REGION : 21

TERRITORY : 2101105
REP_NBR : 403
DOCTOR_FIRST : Marian
DOCTOR_M : Ann
DOCTOR_LAST : Swope
PROD_DETAIL : Celexa
CALL_DATE = 11/24/1999
NOTE : Child Psych uses Prozac, Paxil, Zoloft. Little experience with Celexa - encouraged to use more Celexa.
Discussed tolerability and efficacy.

PROD_NO : FORCN0184397
TREATMENT : CONFIDENTIAL
EVENT_ID : 90308719
REGION : 32
TERRITORY : 3202201
REP_NBR : 4316
DOCTOR_FIRST : Dorothy
DOCTOR_M : Victoria
DOCTOR_LAST : Martin
PROD_DETAIL : Celexa
CALL_DATE = 11/23/1999
NOTE : SHE WAS COMPLETELY OUT OF CX. WE WENT THRU ZOLOFT AND ANXIETY INDUCTION. SAID SHE IS HAVING GREAT SUCCESS. GET EMSLEY IN FRONT OF HER AND DISCUSS CX VS EFFEX IN CHILDREN.

PROD_NO : FORCN0187021
TREATMENT : CONFIDENTIAL
EVENT_ID : 37486906
REGION : 31
TERRITORY : 3101106
REP_NBR : 4434
DOCTOR_FIRST : David
DOCTOR_LAST : Baugh
PROD_DETAIL : Celexa
CALL_DATE = 12/07/1999
NOTE : cx-shared flicker, and addressed his concerns about side effects w/ children. he is a ped, so he see;s a lot of kids. has used cx, asked if indicated for children. addressed and asked if he writes only thpse indicated, wsaid no.

PROD_NO : FORCN0197747
TREATMENT : CONFIDENTIAL
EVENT_ID : B2A450B63F07CFE5
REGION : 63
TERRITORY : 6301208
REP_NBR : 4893
DOCTOR_FIRST : Thomas
DOCTOR_M : K
DOCTOR_LAST : Burchard
PROD_DETAIL : Celexa
CALL_DATE = 08/03/1999
NOTE : COV CX DI & EFF IN CHILDREN... POS SRI FOR ADHD

PROD_NO : FORCN0199562
TREATMENT : CONFIDENTIAL
EVENT_ID : B2E302BAF2890E5F
REGION : 33
TERRITORY : 3301203
REP_NBR : 501
DOCTOR_FIRST : John
DOCTOR_M : L
DOCTOR_LAST : Barton
PROD_DETAIL : Celexa
CALL_DATE = 09/22/1999
NOTE : Dr said he thought the prograam was very good and he didnt know that CEL was that effective in children

PROD_NO : FORCN0219862
TREATMENT : CONFIDENTIAL
EVENT_ID : 82968825
REGION : 34
TERRITORY : 3402210
REP_NBR : 5880
DOCTOR_FIRST : Gerald
DOCTOR_M : Martin
DOCTOR_LAST : Welch
PROD_DETAIL : Celexa
CALL_DATE = 11/26/1999
NOTE : dr said not using much celexa mainly deals with children but will consider older children and celexa next call go over side eff and form status

PROD_NO : FORCN2438259
TREATMENT : CONFIDENTIAL
EVENT_ID : B19C65DFEEF46F7B
REGION : 53
TERRITORY : 5306105
REP_NBR : 6044
DOCTOR_FIRST : Ramakrish
DOCTOR_LAST : Kongara
PROD_DETAIL : Celexa
CALL_DATE = 01/05/1999
NOTE : SHOWED EFF IN OCD AND PANIC CHILD ADOL LIKES EFF SEEN SO FAR ASKED FOR AS MUCH AS POSS THIS MONTH

PROD_NO : FORCN2446779
TREATMENT : CONFIDENTIAL
EVENT_ID : 103284842
REGION : 00
TERRITORY : 00031201
REP_NBR : 6707
DOCTOR_FIRST : Charles
DOCTOR_LAST : Wuhl
PROD_DETAIL : Celexa
CALL_DATE = 11/24/1999
NOTE : he didnt have alot of time I did reinforce the safety and efficacy studies in children that eer sent to him

PROD_NO : FORCN0234145
TREATMENT : CONFIDENTIAL
EVENT_ID : 37093733
REGION : 31
TERRITORY : 3101103
REP_NBR : 6917
DOCTOR_FIRST : Simeon
DOCTOR_M : Jacob E
DOCTOR_LAST : Grater
PROD_DETAIL : Celexa
CALL_DATE = 12/02/1999
NOTE : did get in competitive sell vs both Effexor and Zoloft--dr simply put it to me like this cx is his 1st choice in all pats other than his children because success he has had with Zoloft--did say uses the others when cx just isnt the answer because they didntn respond or had some negative side-effect--asked dr to use cx for children as a 1st choice and just do his own study--did ask if I could get him some info in adolescence-- MUST GET ASAP

PROD_NO : FORCN0236823
TREATMENT : CONFIDENTIAL
EVENT_ID : 64094338
REGION : 13
TERRITORY : 1302201
REP_NBR : 7013
DOCTOR_FIRST : Barry
DOCTOR_M : Howard
DOCTOR_LAST : Goldstein

PROD_DETAIL : Celexa
 CALL_DATE = 11/09/1999
 NOTE : Wanted adolescent and more pediatric data. Wil send new stuff. Really pushed advantages over paxil. will gradually use more cx in younger patients. 75% of kids have adhd with there depression. Pushed cx drug interaction profile vs paxil becqause many are on anti cinvulsants like tetgretol. Wants to hear from other child psychs about there use with cx.

PROD_NO : FORCN0245159
 TREATMENT : CONFIDENTIAL
 EVENT_ID : 26607703
 REGION : 14
 TERRITORY : 1401106
 REP_NBR : 7339
 DOCTOR_FIRST : John
 DOCTOR_M : Bennett
 DOCTOR_LAST : Lochridge
 PROD_DETAIL : Celexa
 CALL_DATE = 11/03/1999
 NOTE : sees mostly children. asked what i can do as his rep to make cx 1st choice. showed patris and pax side eff study. repeat mess.

PROD_NO : FORCN0285014
 TREATMENT : CONFIDENTIAL
 EVENT_ID : 79561027
 REGION : 33
 TERRITORY : 3302104
 REP_NBR : 8771
 DOCTOR_FIRST : Kathleen
 DOCTOR_LAST : Lavigne
 PROD_DETAIL : Celexa
 CALL_DATE = 12/21/1999
 NOTE : left stahl paper re anxiety cel/zlft - shes been using more paxil -- find out why and promote celexa on side effect profile esp w/ children

PROD_NO : FORCN0288346
 TREATMENT : CONFIDENTIAL
 EVENT_ID : 34603424
 REGION : 22
 TERRITORY : 2201108
 REP_NBR : 925
 DOCTOR_FIRST : George
 DOCTOR_M : C
 DOCTOR_LAST : Winny
 PROD_DETAIL : Celexa
 CALL_DATE = 12/27/1999
 NOTE : Still not real comfortable rxing CX in children. Does use Prozac- tried explaining that he could use CX like the other SSRI's, but parents are real touchy when their kids are put on anti-depressants and waiting for literature directly geared toward parents about the safety and efficacy of CX in children.

PROD_NO : FORCN0306604
 TREATMENT : CONFIDENTIAL
 EVENT_ID : 83363197
 REGION : 51
 TERRITORY : 5102209
 REP_NBR : 1073
 DOCTOR_FIRST : Debra
 DOCTOR_M : Kaycole
 DOCTOR_LAST : Rainey
 PROD_DETAIL : Celexa
 CALL_DATE = 06/13/2000
 NOTE : sees primarily children and young adults. went through s. effects and asked is she would agree that it would make sense to use as 1st choice, yes; however didn't commit to the next # of new patients. next call: who wouldn't she use cx on and drill on s.effect and 1st choice

PROD_NO : FORCN0026711
TREATMENT : CONFIDENTIAL
EVENT_ID : 10121083083
REGION : 11
TERRITORY : 1101201
REP_NBR : 7832
DOCTOR_FIRST : ALBERTO
DOCTOR_M : S
DOCTOR_LAST : NEDER
PROD_DETAIL : Celexa
CALL_DATE = 10/01/2001
NOTE : Went over Celexa children, and the invitation to the winery. Love the picture frame, and will take it home.

PROD_NO : FORCN0035438
TREATMENT : CONFIDENTIAL
EVENT_ID : 10121641679
REGION : 11
TERRITORY : 1106108
REP_NBR : 2340
DOCTOR_FIRST : ADELE
DOCTOR_M : L
DOCTOR_LAST : D'Amico-Martel
PROD_DETAIL : Celexa
CALL_DATE = 12/18/2001
NOTE : discussed cx use in children / bostic paper and results of dr karen wagner study regarding cx use for children and adolescents.....174 patients 7 to 17

PROD_NO : FORCN1378044
TREATMENT : CONFIDENTIAL
EVENT_ID : 10120478253
REGION : 53
TERRITORY : 5302210
REP_NBR : 217
DOCTOR_FIRST : JIMMY
DOCTOR_M : RANDALL
DOCTOR_LAST : MERCER
PROD_DETAIL : Celexa
CALL_DATE = 07/11/2001
NOTE : went over peds use, 0 drug interactions, less ae, less compliance issues for children, he is sold on that. closed on keeping cx first choice.

PRODNO = FORLCRB01447177
TREATMENT : CONFIDENTIAL
REP_NBR : 20534
TERR_NBR : 6302108
REGION : 63
FNAME : EMANUEL
MNAME : DAVID
LNAME : BERSTON
ADDR1 : 1500 SOUTHGATE AVE
ADDR2 :
ADDR3 :
CITY : DALY CITY
STATE : CA
ZIPCODE = 94015
NOTE : discussed potential advantages of lx for adolescents, although it does not have an indication, also, reviewed ab dosing, eff and ability to improve fev1 (webb study) as well as it's proven safety in not tendig to impait cortisol,unlike flovent, as a real enefit for their pediatric ptnts.

PROD_DESC : LEXAPRO
SAMPLE_QTY : 0
ACT_DATE = 02/06/2003
CALL_ID : 52494000004346

PRODNO = FORLCRB01469202
TREATMENT : CONFIDENTIAL
REP_NBR : 2674
TERR_NBR : 5105110
REGION : 51
FNAME : TAKESHI
MNAME :
LNAME : YOSHIDA
ADDR1 : 2401 SW 6TH AVE
ADDR2 :
ADDR3 :
CITY : TOPEKA
STATE : KS
ZIPCODE = 66606
NOTE : Dr. said he is uneasy using Lx with kids since Lx is not indicated. Dr. said he has been getting good results with zoloft and that zoloft does have at least one pediatric indication. Went over benefits of Lx and asked Dr. to write for Lx for zoloft failures with his kids and first choice for his adult pts. Dr. said he would. NCO - Get Barash or Miluff in front of Dr to talk about their experiences.

PROD_DESC : LEXAPRO
SAMPLE_QTY : 0
ACT_DATE = 03/17/2003
CALL_ID : 53731000008432

PRODNO = FORLCRB01596665
TREATMENT : CONFIDENTIAL
REP_NBR : 21246
TERR_NBR : 2202205
REGION : 22
FNAME : ANNA
MNAME : MARIE
LNAME : KLUMPP
ADDR1 : 200 BOOTH ST
ADDR2 :
ADDR3 :
CITY : ELKTON
STATE : MD
ZIPCODE = 21921
NOTE : Had L&L w/ Dr. Klumpp and staff. They were very appreciative and friendly including Dr. Klumpp. She sd that she does treat children 99% of the time. Most children are 12 and older. I asked if the indication was important to her. She sd for the most part no...sometime pharmacists give her a hard time. SD that she has been using LX more lately sd that she usually waits 6 mnth before using any new drug esp if she is prescribing off label. She REALLY like the d2d profile and low protein binding. She attended the grand rounds I sponsored in Nov. and this was the topic and she really liked it. She sd she thinks its odd that Zol. has the childhood indication but isn't as clean as LX or CX in d2d or side effect. Talked about using Lx in conjunction w/ Strattera she really liked that and sold against Proz, and Pax for those pts b/c of 2d6. Sold Lx as safe effective low maintenance for her pts. She was also happy to hear about the liquid formula. I asked if I could bring them luch once a month and talk and she agreed. I really think we will see her get on board, she is now comfortable using w/ the success she has had and other success stories. NCO: Take it slow w/ her shes not so bad if you just read her, she knows the info on LX, take her things she really appreciates anything.

PROD_DESC : LEXAPRO
SAMPLE_QTY : 0
ACT_DATE = 03/07/2003
CALL_ID : 53012000005859

PRODNO = FORLCRB01646790
TREATMENT : CONFIDENTIAL
REP_NBR : 7845
TERR_NBR : 5303202
REGION : 53
FNAME : KATHY
MNAME :
LNAME : GOODWIN
ADDR1 : 110 E SAVANNAH AVE
ADDR2 : STE B201

ADDR3 : MCALLEN, TX 78503
 CITY : MCALLEN
 STATE : TX
 ZIPCODE = 78503
 NOTE : Very upset with the Zoloft rep right now. It's a perfect time to get her to start writing Lexapro. Habitually writes Zoloft for her pediatric and adolescent patients. Currently uses Lexapro only for her geriatric patients. Sold her on the need to give Lexapro a fair shot. We discussed starting kids on 5 mg for a week and then titrating up to 10 mg or 20 mg if necessary. Follow up on NV.

PROD_DESC : LEXAPRO
 SAMPLE_QTY : 0
 ACT_DATE = 03/24/2003
 CALL_ID : 55419000001945

PRODNO = FORLCRB01647428
 TREATMENT : CONFIDENTIAL
 REP_NBR : 7845
 TERR_NBR : 5303202
 REGION : 53
 FNAME : KATHY
 MNAME :
 LNAME : GOODWIN
 ADDR1 : 110 E SAVANNAH AVE
 ADDR2 : STE B201
 ADDR3 : MCALLEN, TX 78503
 CITY : MCALLEN
 STATE : TX
 ZIPCODE = 78503
 NOTE : Continues to write Zoloft for pediatric patients because it has worked for her and she is very comfortable writing it. We discussed her generating trial with Lexapro on these patients. Emphasize Lexapro's powerful efficacy at the starting dose vs. Zoloft.

PROD_DESC : LEXAPRO
 SAMPLE_QTY : 0
 ACT_DATE = 01/12/2003
 CALL_ID : 51112000000229

PRODNO = FORLCRB02537130
 TREATMENT : CONFIDENTIAL
 REP_NBR : 21264
 TERR_NBR : 3501209
 REGION : 35
 FNAME : SANDRA
 MNAME : M
 LNAME : GONZALEZ
 ADDR1 : 1770 CEDAR ST
 ADDR2 :
 ADDR3 : CIRCLES OF CARE
 CITY : ROCKLEDGE
 STATE : FL
 ZIPCODE = 32955
 NOTE : Discussed pediatric and adolescent use of Lexapro. She sees allot of these patients. She treats allot of ADHD kids too. Told her about Dr. Mosely and Dr. Grissom and their successes with children and adolescents and reminded her that Lexapro now is available in liquid form.

PROD_DESC : LEXAPRO
 SAMPLE_QTY : 0
 ACT_DATE = 05/02/2003
 CALL_ID : 57135000006589

PRODNO = FORLCRB03133828
 TREATMENT : CONFIDENTIAL
 REP_NBR : 21128
 TERR_NBR : 5401207
 REGION : 54
 FNAME : JARROD
 MNAME : R
 LNAME : ADKISSON

ADDR1 : 2400 S 48TH ST
 ADDR2 :
 ADDR3 :
 CITY : SPRINGDALE
 STATE : AR
 ZIPCODE = 72762
 NOTE : Caught him in hallway after breakfast. Gave him Lx pen and joked about him not knowing how to spell Lexapro, told him it did not have a Z anywhere in it. **Nxt call-focus on tolerability and adv for pediatric patients.**

PROD_DESC : LEXAPRO
 SAMPLE_QTY : 0
 ACT_DATE = 05/22/2003
 CALL_ID : 62022000003211

PRODNO = FORLCRB03183659
 TREATMENT : CONFIDENTIAL
 REP_NBR : **21527**
 TERR_NBR : 4303201
 REGION : **43**
 FNAME : DOJNA
 MNAME : GALICH
 LNAME : BARR
 ADDR1 : 210 N HAMMES AVE
 ADDR2 :
 ADDR3 : STE 103
 CITY : JOLIET
 STATE : IL
 ZIPCODE = 60435
 NOTE : 5 towers - dr was in a very talkitive mood today...did you know that she is a professional painter? yep, she has won awards and loves to paint from her back yard - flowers and water...she lives in plainfield and has a pond and forest in her back yard...she loves to wake to the sunrise...so how about lx? well, she mentioned that she treats her pediatric pts through art therapy and i **used that topic to bridge to see if she feels comfortable using lx in her ped pts.** she said she must try prozac (ped depression) first and if that fails, she can try lx. she did mention that prozac must be watched closely because it can cause severe anger pbms in these children, especially ones where diagnosis can be confused w/ ADD/ADHD. it is activating and problematic. good info to have in our toolbox.

PROD_DESC : LEXAPRO
 SAMPLE_QTY : 0
 ACT_DATE = 05/23/2003
 CALL_ID : 62040000002811

PRODNO = FORLCRB03851626
 TREATMENT : CONFIDENTIAL
 REP_NBR : **5429**
 TERR_NBR : 5306108
 REGION : **53**
 FNAME :
 MNAME :
 LNAME : Child Psychiatry-Ben Taub
 ADDR1 : 1504 TAUB LOOP
 ADDR2 :
 ADDR3 :
 CITY : HOUSTON
 STATE : TX
 ZIPCODE = 77030
 NOTE : Lexapro safe/clean profile..efficacy in adolescents
 PROD_DESC : LEXAPRO
 SAMPLE_QTY : 0
 ACT_DATE = 07/02/2003
 CALL_ID : 61648000005766
 PLTF_SUMMARY :

PRODNO = FORLCRB03926895
 TREATMENT : CONFIDENTIAL
 REP_NBR : 4867

TERR_NBR : 2105105
REGION : 21
FNAME : JEFFREY
MNAME : ALLEN
LNAME : NASER
ADDR1 : 121 N WAYNE AVE
ADDR2 :
ADDR3 : STE 300
CITY : WAYNE
STATE : PA
ZIPCODE = 19087
NOTE : 70% Kids, 30% adults, finds Effx biggest asset efficacy...New studies, very impressed, said makes a very strong case for Lx efficacy profile, already knows more tol than effex, agreed sweating is a problem, and discount effects which causes prob for children and parents call him because they dont know whats going on...Already uses Lx on anx depressed and has had good results so far with Bipolar and Lx...Gave commit to use Lx where he would normally use effex to gauge overall superiority...

PROD_DESC : LEXAPRO
SAMPLE_QTY : 0
ACT_DATE = 07/08/2003
CALL_ID : 66088000000439
PLTF_SUMMARY :

PRODNO = FORLCRB04101038
TREATMENT : CONFIDENTIAL
REP_NBR : 1148
TERR_NBR : 1201109
REGION : 12
FNAME : GENE
MNAME : M
LNAME : JACOBS
ADDR1 : 55 HOPE ST
ADDR2 :
ADDR3 :
CITY : PROVIDENCE
STATE : RI
ZIPCODE = 02906
NOTE : Explained to me that several Insurance Companies are not allowing Paxil to be used in children due to the recent media. He has stopped using Paxil altogether. Having lots of success with Lexapro,although did mention that he is switching the children that were on Paxil over to Celexa due to it's sedating properties, needs to calm down his pediatric patients. Tried to convince him to switch these patients to Lexapro...not really buying in.Placing a call to med affairs-recently heard that Lexapro is not to be used over 10 mg in HIV patients that are on certain medications that by going to 20mg could potentially cause drug interactions with Interferon & HIV Meds. Will have Med Affairs get back to him today. Will also have Dr. Boland call Dr. Jacobs, Dr. Boland's practice is comprised of several HIV patients, and he has never expressed these concerns??

PROD_DESC : LEXAPRO
SAMPLE_QTY : 0
ACT_DATE = 07/11/2003
CALL_ID : 66354000000739
PLTF_SUMMARY :

PRODNO = FORLCRB04174699
TREATMENT : CONFIDENTIAL
REP_NBR : 20215
TERR_NBR : 2403106
REGION : 24
FNAME : JAMES
MNAME : L
LNAME : JOHNSTON
ADDR1 : 650 GRAHAM RD
ADDR2 :
ADDR3 :
CITY : CUYAHOGA FALLS
STATE : OH
ZIPCODE = 44221

NOTE : talked about specific depressed pts who go through a dramatic change in life and have trouble coping with others, spouses, children, etc. told them how LX is a great fit since early symp improve is achieved with little s.e. they liked that pt type. johnston asked about pediatric use and if any ssri is indicated. told him many child psychs use LX in children mostly at lower doses, detailed on BN and BN hct. johnston has gotten good results with BN and most pts are on 3-4 meds (ccb's, aces, etc.). dinsmore has yet to try. both go to diovan out of habit. really hit efficacy at all doses - monotherapy and BN hct. closed on summa pts - they both committed to using more.

PROD_DESC : LEXAPRO
SAMPLE_QTY : 0
ACT_DATE = 09/05/2003
CALL_ID : 66927000008929
PLTF_SUMMARY :

PRODNO = FORLCRB04176928
TREATMENT : CONFIDENTIAL
REP_NBR : 21935
TERR_NBR : 6303206
REGION : 63
FNAME : RICHARD
MNAME : GENE
LNAME : GILBERT
ADDR1 : 9051 SOQUEL DR
ADDR2 :
ADDR3 : STE F
CITY : APTOS
STATE : CA
ZIPCODE = 95003
NOTE : we spoke about celexa's safety in pediatric vs paxil. told him about pax and eff label change. asked him if cel is demonstrated safe can the inductive leap be made that lex is even better? he said he thought so.

PROD_DESC : LEXAPRO
SAMPLE_QTY : 0
ACT_DATE = 09/19/2003
CALL_ID : 66511000013554
PLTF_SUMMARY :

PRODNO = FORLCRB04200490
TREATMENT : CONFIDENTIAL
REP_NBR : 21004
TERR_NBR : 6102105
REGION : 61
FNAME : RANDY
MNAME : SCOTT
LNAME : REESE
ADDR1 : 390 N MAIN ST
ADDR2 :
ADDR3 :
CITY : BOUNTIFUL
STATE : UT
ZIPCODE = 84010
NOTE : Came to breakfast. Started 9 year old on Lexapro, wanted my opinion. Mentioned Simon using in children even though not indicated. Best choice for pediatrics - celexa coming out with indication, lexapro same molecule.

PROD_DESC : LEXAPRO
SAMPLE_QTY : 0
ACT_DATE = 09/08/2003
CALL_ID : 75194000001618
PLTF_SUMMARY :

PRODNO = FORLCRB04477282
TREATMENT : CONFIDENTIAL
REP_NBR : 21715
TERR_NBR : 4402108
REGION : 44
FNAME : ANNA
MNAME : R

LNAME : FLYNN
 ADDR1 : 1020 N 12TH ST
 ADDR2 :
 ADDR3 : 4TH 4TH
 CITY : MILWAUKEE
 STATE : WI
 ZIPCODE = 53233
 NOTE : She said LX is going very well and I reiterated that LX is a great choice for children because it is so safe. Reminded her of liquid suspension so she could go as low as 2.5 mg. Left a file card and note reminding her that 1/2 tsp. = 2.5 mg. and it is sugar free and peppermint taste.

PROD_DESC : LEXAPRO
 SAMPLE_QTY : 0
 ACT_DATE = 08/08/2003
 CALL_ID : 66305000006650
 PLTF_SUMMARY :

PRODNO = FORLCRB04563476
 TREATMENT : CONFIDENTIAL
 REP_NBR : 21935
 TERR_NBR : 6303206
 REGION : 63
 FNAME : WILLIAM
 MNAME : HENRY
 LNAME : HARMON
 ADDR1 : 3120 MISSION DR
 ADDR2 :
 ADDR3 :
 CITY : SANTA CRUZ
 STATE : CA
 ZIPCODE = 95065
 NOTE : good call, gives me time when i call ahead. he asked about lex and pediatric use re: the recent probs with teens in europe on pax. told him that cel had some data, and logically if cel was safe lex should be better. offered to have the study sent but he said no time to read. i hadit sent to me to read and tell about next time. i closed him on lex for teens, said he had no reservations about using it.

PROD_DESC : LEXAPRO
 SAMPLE_QTY : 0
 ACT_DATE = 09/01/2003
 CALL_ID : 66511000009707
 PLTF_SUMMARY :

PRODNO = FORLCRB10311511
 TREATMENT : CONFIDENTIAL
 REP_NBR : 22993
 TERR_NBR : 6202207
 REGION : 62
 FNAME : ALLAN
 MNAME : BURTON
 LNAME : PHILLIPS
 ADDR1 : 4955 VAN NUYS BLVD
 ADDR2 :
 ADDR3 : DEBRA AND ROSE
 CITY : SHERMAN OAKS
 STATE : CA
 ZIPCODE = 91403
 NOTE : followed up on Bill's call and dosing of LX- Dr P said he sees alot on children with anxiety and uses a "pediatric dose" asked what that really is-- said very small dosing "suboptimal" asked what he uses for zoloff-said abt 10-15mg---asked how he gets -said all his patients have pill cutters-- went over that LX has peppermint liquid,5 mg dosing and 10and 20mg. it was as if Dr P had never been told able the 5mg dosing--and showed him the 10mg is scored to get 5mg and he said they can cut that. Went into gad-goodman to focus on how sensitive with anxiety these patients are-- LX worked for them. Discussed the "pediatric" indication issue again with him-said it didn't matter he uses everything off label. Asked with this information now-is there anything that will hold him back from rxing-said no and at this time of year with everyone going back to school-spearation anxiety is very high and LX will rx'ed for them, Ran into DR W in hall-invited him and DR P to NM dinner-they are both interested in learning more.

PROD_DESC : LEXAPRO

SAMPLE_QTY : 0
 ACT_DATE = 09/08/2004
 CALL_ID : 113518000010491
 PLTF_SUMMARY :

PRODNO = FORLCRB05660127
 TREATMENT : CONFIDENTIAL
 REP_NBR : 21336
 TERR_NBR : 4102105
 REGION : 41
 FNAME : ROBERT
 MNAME : ALAN
 LNAME : PEARLMAN
 ADDR1 : 5528 METRO PARK WAY
 CITY : STERLING HEIGHTS
 STATE : MI
 ZIPCODE = 48310
 NOTE : Discussed the article about off-label use of medications. Specifically asked about his concern with use of Lexapro in children. He said that he has no issue with using Lx in kids, especially due to the fact that so few other SSRIs have a pediatric indication and both Effexor and Paxil have pediatric warnings in Europe. He feel that Lx is actually the safest choice available. Asked him to speak to Dr. Villaneuva about this matter, because he was showing some concern.

PROD_DESC : LEXAPRO
 SAMPLE_QTY : 0
 ACT_DATE = 11/10/2003
 CALL_ID : 79131000005129

PRODNO = FORLCRB05908901
 TREATMENT : CONFIDENTIAL
 REP_NBR : 21084
 TERR_NBR : 5402201
 REGION : 54
 FNAME : POLLY
 LNAME : LEBUHN
 ADDR1 : 225 MEDICAL CENTER DR
 ADDR3 : STE 201
 CITY : PADUCAH
 STATE : KY
 ZIPCODE = 42003
 NOTE : went to pediatric unit to call on Bruce--he was in w/ pts and couldn't see me today--Lebuhn was in waiting room w/ her son and she was soo different outside of the office--we sat and chatted for a long time about illness---she asked me why I was in there w/ Lexapro--shared that it's not indicated for children but it is def the cleanest--most safe in class--asked her if she'd seen a lot of depression---yes--mainly depression w/ assoc anxiety--told her she couldn't go wrong w/ lex but then again--we knew she knew that!

PROD_DESC : LEXAPRO
 SAMPLE_QTY : 0
 ACT_DATE = 12/12/2003
 CALL_ID : 86415000000885

PRODNO = FORLCRB00001343
 ACT_DATE = 11/22/2002
 ADDR1 : 2123 FRANKLIN DR NE
 ADDR2 :
 ADDR3 :
 CALL_ID : 399730000008713
 CITY : PALM BAY
 FNAME : THOMAS
 LNAME : MOSELEY
 MNAME : HOWELL
 NOTE : Discussed children and adolescents with ADHA and how Lexapro fits in to treat the anxiety and depression and OCD.

PLTF_SUMMARY :
 PROD_DESC : LEXAPRO
 REGION : 35
 REP_NBR : 21264

SAMPLE_QTY : 0
 STATE : FL
 TERR_NBR : 3501209
 TREATMENT : CONFIDENTIAL
 ZIPCODE = 32905

PRODNO = FORLCRB00011114
 ACT_DATE = 12/17/2002
 ADDR1 : 508 GREEN ST
 ADDR2 :
 ADDR3 :
 CALL_ID : 44817000003030
 CITY : GREENSBORO
 FNAME : IZZEDDIN
 LNAME : KAMELMAZ
 MNAME :
 NOTE : Let him know some child psychs are using LX for children
 PLTF_SUMMARY :
 PROD_DESC : LEXAPRO
 REGION : 33
 REP_NBR : 21097
 SAMPLE_QTY : 0
 STATE : AL
 TERR_NBR : 3303204
 TREATMENT : CONFIDENTIAL
 ZIPCODE = 36744

PRODNO = FORLCRB00016824
 ACT_DATE = 12/05/2002
 ADDR1 : 1504 TAUB LOOP
 ADDR2 :
 ADDR3 :
 CALL_ID : 45495000000412
 CITY : HOUSTON
 FNAME :
 LNAME : Child Psychiatry-Ben Taub
 MNAME :
 NOTE : Met Dr.Sargent for first time..he took over Dr.Braums spot..focus on Lexapro efficacy at just 10mg..great choice for child/adolescents
 PLTF_SUMMARY :
 PROD_DESC : LEXAPRO
 REGION : 53
 REP_NBR : 5429
 SAMPLE_QTY : 0
 STATE : TX
 TERR_NBR : 5306108
 TREATMENT : CONFIDENTIAL
 ZIPCODE = 77030

PRODNO = FORLCRB00056063
 ACT_DATE = 12/18/2002
 ADDR1 : 69 SAND PIT RD
 ADDR2 :
 ADDR3 : STE 300
 CALL_ID : 45912000002435
 CITY : DANBURY
 FNAME : ANNA
 LNAME : ALSHANSKY
 MNAME :
 NOTE : sees only children, deals with autism,ocd and anxiety. uses paxil and zoloft, lkespaxil to use itat night to calm them down, sees alot of weight gain and sometimes/iritabilty with paxil, went over lydiard study showing how quickly we work onanxietywith out dealing with activating side effects, wasalittleskepticalbecause she does'nt like to try new drugs but did commit to trying nit on her refractory patients next timefind out whereshe uses zoloft what her challenges are use groman to show effecacyand

the fact that it is not a new drug.

PLTF_SUMMARY :
 PROD_DESC : LEXAPRO
 REGION : 12
 REP_NBR : 21111
 SAMPLE_QTY : 0
 STATE : CT
 TERR_NBR : 1201207
 TREATMENT : CONFIDENTIAL
 ZIPCODE = 06810

PRODNO = FORLCRB00062674
 ACT_DATE = 09/10/2002
 ADDR1 : 1880 COMMERCE ST
 ADDR2 :
 ADDR3 :
 CALL_ID : 31337000000243
 CITY : YORKTOWN HEIGHTS
 FNAME : YONATAN
 LNAME : SOKAL
 MNAME :
 NOTE : very interested and excited. trying in children asked if could be dissolved in water for children. Told him to crush and put in apple sauce. Liked idea! set breakfast

PLTF_SUMMARY :
 PROD_DESC : LEXAPRO
 REGION : 12
 REP_NBR : 21275
 SAMPLE_QTY : 0
 STATE : NY
 TERR_NBR : 1201201
 TREATMENT : CONFIDENTIAL
 ZIPCODE = 10598

PRODNO = FORLCRB00413717
 ACT_DATE = 10/12/2002
 ADDR1 : 525 NE OREGON ST
 ADDR2 :
 ADDR3 :
 CALL_ID : 344370000002520
 CITY : PORTLAND
 FNAME : MARVIN
 LNAME : ROSEN
 MNAME :
 NOTE : Reviewed pediatric info on Cx- willing to rx lx when better formulary status- Reinforced its on OHP.

PLTF_SUMMARY :
 PROD_DESC : LEXAPRO
 REGION : 64
 REP_NBR : 4153
 SAMPLE_QTY : 0
 STATE : OR
 TERR_NBR : 6402106
 TREATMENT : CONFIDENTIAL
 ZIPCODE = 97232

PRODNO = FORLCRB00634165
 ACT_DATE = 11/19/2002
 ADDR1 : 120 CRAVEN RD
 ADDR2 :
 ADDR3 :
 CALL_ID : 39138000006479
 CITY : SAN MARCOS
 FNAME : ANIL
 LNAME : PATEL
 MNAME : S.
 NOTE : Dr stated that the drug is so well tolerated and he has been switching pt and started new pt on Lx. Brought

up the Wagner study and sent study to Dr. asked Dr if it would make a difference to use Lx in that age group since Cx has done well. Dr stated that their site down south is conducting a study on pediatric depression with Lx and they want to do the study up there. But he didn't really answer the question.

PLTF_SUMMARY :
PROD_DESC : LEXAPRO
REGION : 62
REP_NBR : 8407
SAMPLE_QTY : 0
STATE : CA
TERR_NBR : 6202107
TREATMENT : CONFIDENTIAL
ZIPCODE = 92069