

Dear FDA

I found this and was appalled at what I read!!! P 6 '00 12 22:00

It is wrong for this Glaxo Manager in the Bay area to encourage his reps to overlook patient's privacy. I had to say No to their offer when it first occurred. This should not be allowed and it is not ethical!!.

00P-1499

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From: Hsich, Steven
Sent: Wednesday, May 31, 2000 5:55 PM
To: 'Adams, Michael'; 'Bertrand, Louise'; 'Blankenhorn, Julie'; 'Bronstein, Matthew'; 'Chen, John'; 'Cornell, Whitney'; 'Phelps, Jamie'; 'Quezada, Jesus'; 'Vainish, Cara'; 'Yang, Shirley'; 'Yap, Maria'
Subject: Prior auth contest update
Importance: High

I've gotten some good feedback from all of you on prizes (spa weekend, restaurant certificates, music certificates, wine basket, gift checks, etc.). Let me know if there is anything else you'd like to see on the list.

I did extend the time for the contest thru the end of October. I plan to have Prior Auth Binders out to all of you by end of next week.

We will be having a contest for Prior Auths for Lotronex.

Please continue collecting PA forms (black out any patient information) that you have initiated with your offices and send them in to me weekly.

1. Find out who in the office is responsible for PAs (nurse, medical assistant, etc)
2. Gain the person's commitment to help you with the PA process.
 - (a) physician's will let them know when they are writing a Lotronex Rx.
 - (b) the person will fill out the information on the PA form and fax it in (you can aid in faxing).
 - (c) the person will collect the forms in a central location.
 - (d) you can try to follow-up with the person each week during your call cycle to help call the HMO (you wait while on hold, and then hand the phone over when a live person gets on the phone) to see if the prescription went through.

We will run the contest through October 31st.

Jessy has created a Lotronex Prior Auth Binder. It is a great tool to use in your offices.

Let me know if you have any questions about this process or contest.

Keep up the great selling!!!

-steve

From: Hsich, Steven
Sent: Tuesday, March 21, 2000 7:32 AM
To: 'John Chen'; 'Adams, Michael'; 'Bertrand, Louise'; 'Bronstein, Matthew'; 'Cornell, Whitney'; 'Quezada, Jesus'; 'Vainish, Cara'; 'Yang, Shirley'; 'Yap, Maria'
Subject: FW: Prior Auth Forms
Sensitivity: Private

Prior auth forms are below. We will try to have these forms pre-filled out so that it will make it easier for the physicians. I'll meet with all of you to do this once I get more information on what specific info is best to have on the form.

thanks,
-steve

ALB
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