

# ASHP 2007

San Francisco, CA  
USA

June 25 - 28, 2007

## EVENT LEADS REPORT

07/15/2007 to 07/18/2007

PREPARED BY:  
Tom



DISTRIBUTION LIST:  
Bill

# CONTENTS

SUBJECT	PAGE
SHOW OVERVIEW .....	1
QUESTIONS-Fred Testing Demo Survey .....	2
CHARTS-Fred Testing Demo Survey .....	4
LEADS NOTES-Fred Testing Demo Survey .....	10

## SHOW OVERVIEW

**NAME:**

ASHP 2007

**DATES:**

06-25-2007 to 06-28-2007

**LOCATION:**

San Francisco, CA, USA

**SHOW DESCRIPTION:**

2007 ASHP Summer Meeting &amp; Exposition

**SHOW NOTES:**

Notes for ASHP 2007

**LEADS STATISTICS:**

07/15/2007	19
07/16/2007	57
07/17/2007	23
07/18/2007	31
Total Leads:	130

## QUESTIONS - Fred Testing Demo Survey

QUESTION / ANSWER TEXT	NUMBER OF ANSWERS
Question 1: Timeframe?	
Answer1: 0-3 months	20 - (15.9%)
Answer2: 4-6 months	22 - (17.5%)
Answer3: 6-12 months	21 - (16.7%)
Answer4: 7-12 months	1 - (00.8%)
Answer5: Greater than 12 months	31 - (24.6%)
Answer6: No Answer Given	31 - (24.6%)
Total:	126
Question 2: Funding Status?	
Answer1: Budgeted	41 - (32.5%)
Answer2: In budget approval process	26 - (20.6%)
Answer3: In budget preparation process	27 - (21.4%)
Answer4: Not started	32 - (25.4%)
Total:	126
Question 3: What role will you play in the vendor selection?	
Answer1: Data Gatherer	24 - (19.0%)
Answer2: Decision maker	32 - (25.4%)
Answer3: Influencer	36 - (28.6%)
Answer4: No role	25 - (19.8%)
Answer5: No Answer Given	9 - (07.1%)
Total:	126
Question 4: How many widgets in the final order?	
Answer1: 1 to 100	30 - (23.8%)
Answer2: 200 to 500	45 - (35.7%)
Answer3: 500 +	29 - (23.0%)
Answer4: After 30 days	1 - (00.8%)
Answer5: No Answer Given	21 - (16.7%)
Total:	126
Question 5: Current customer?	
Answer1: No	47 - (37.3%)
Answer2: Yes	59 - (46.8%)
Answer3: No Answer Given	20 - (15.9%)
Total:	126

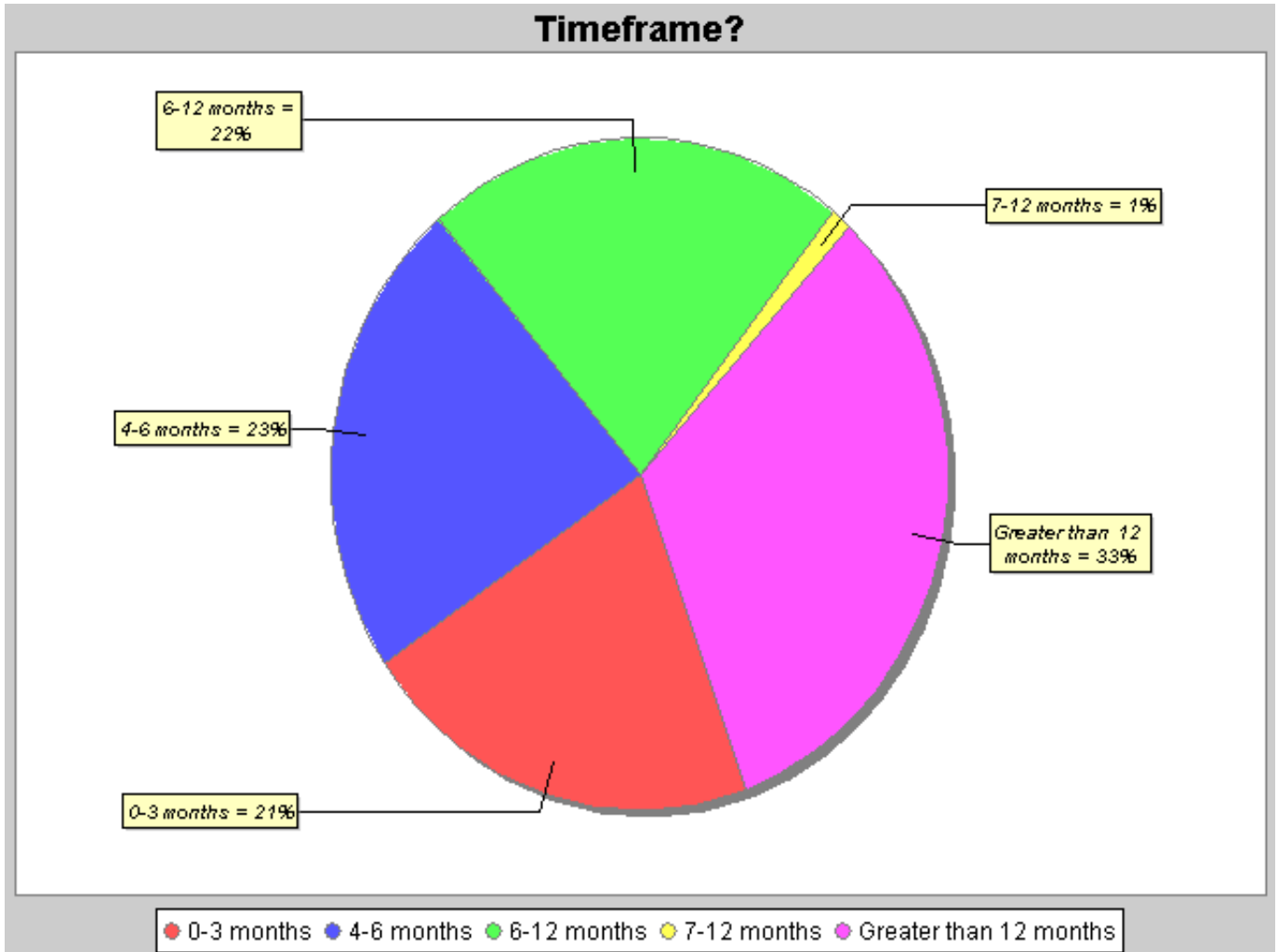
Question 6: Follow-up requested:

Answer1: Demo	26 - (20.6%)
Answer2: Sales Call	51 - (40.5%)
Answer3: Sent Lit	25 - (19.8%)
Answer4: No Answer Given	24 - (19.0%)
Total:	126

# CHARTS - Fred Testing Demo Survey

(No Answer Given entries have been omitted from these charts)

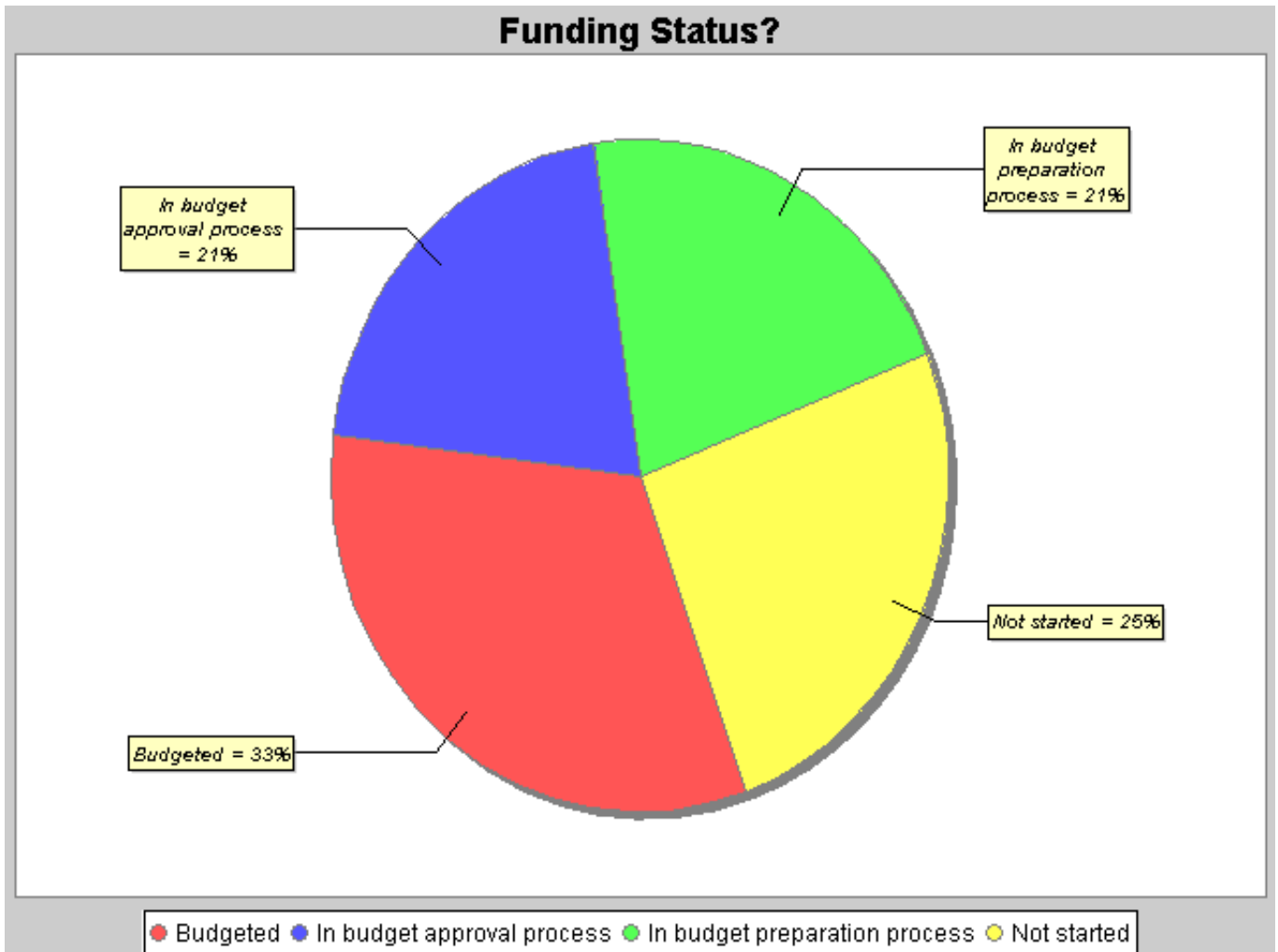
Total Answers = 95



# CHARTS - Fred Testing Demo Survey

(No Answer Given entries have been omitted from these charts)

Total Answers = 126



# CHARTS - Fred Testing Demo Survey

(No Answer Given entries have been omitted from these charts)

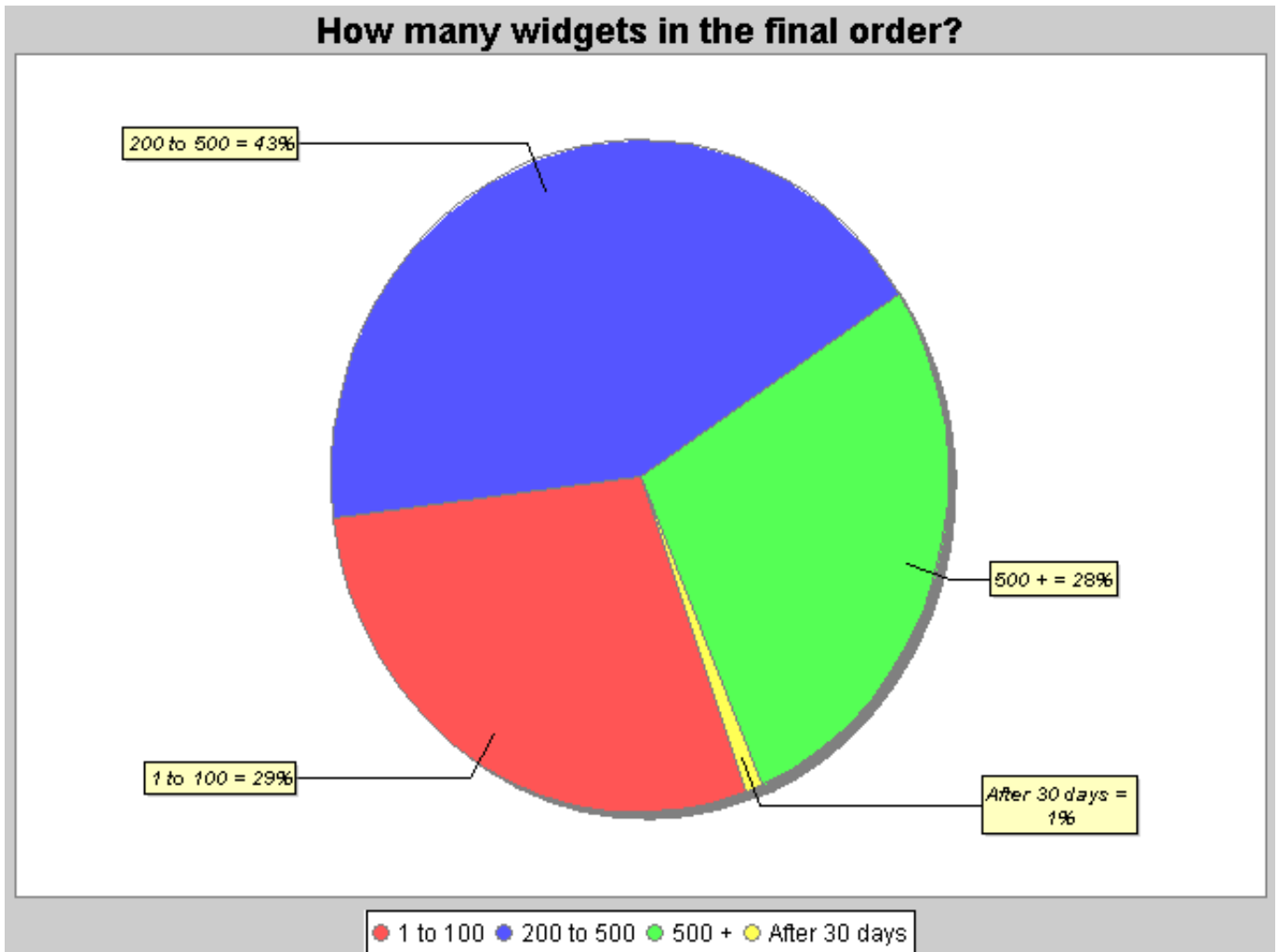
Total Answers = 117



# CHARTS - Fred Testing Demo Survey

(No Answer Given entries have been omitted from these charts)

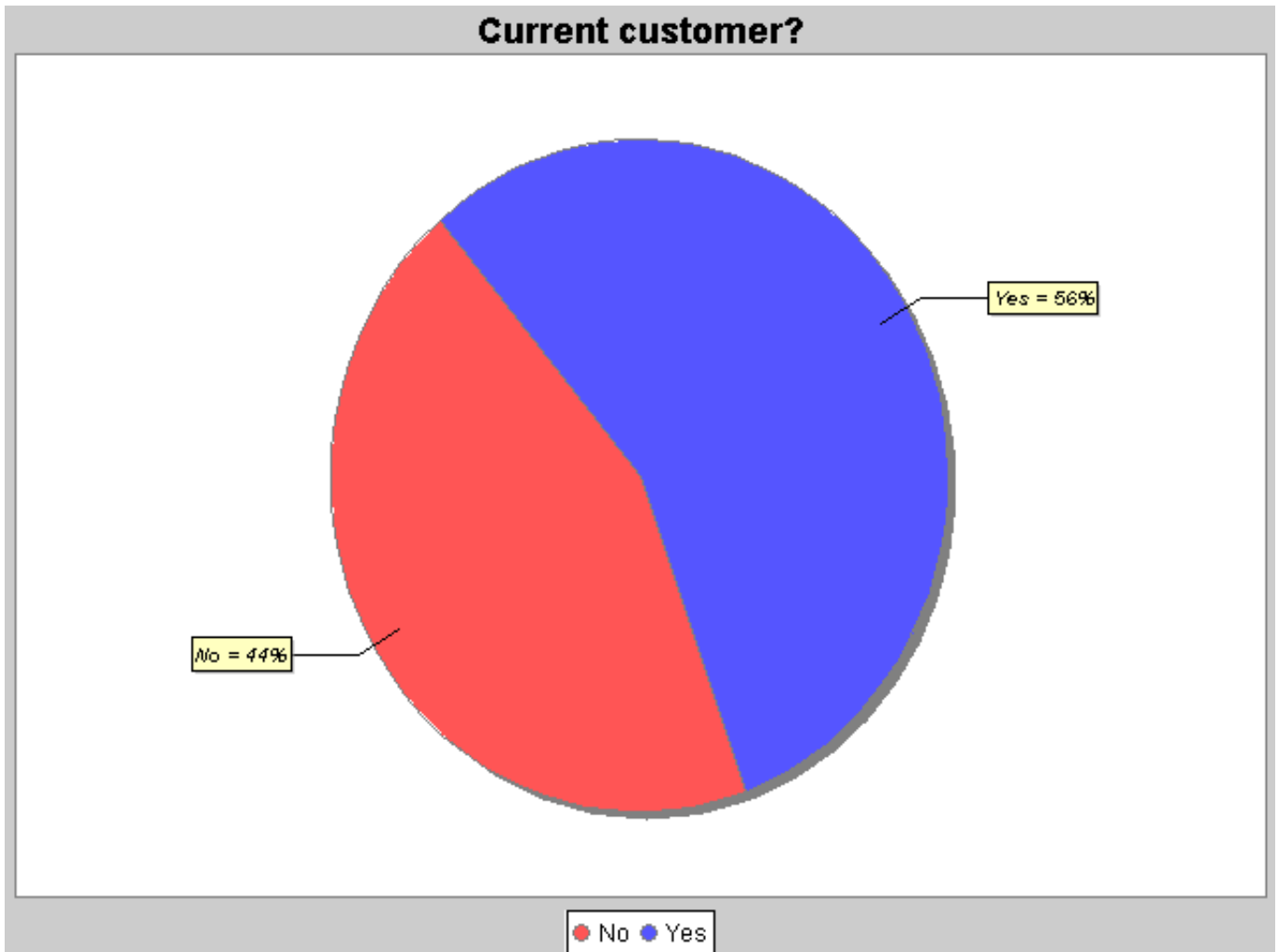
Total Answers = 105



# CHARTS - Fred Testing Demo Survey

(No Answer Given entries have been omitted from these charts)

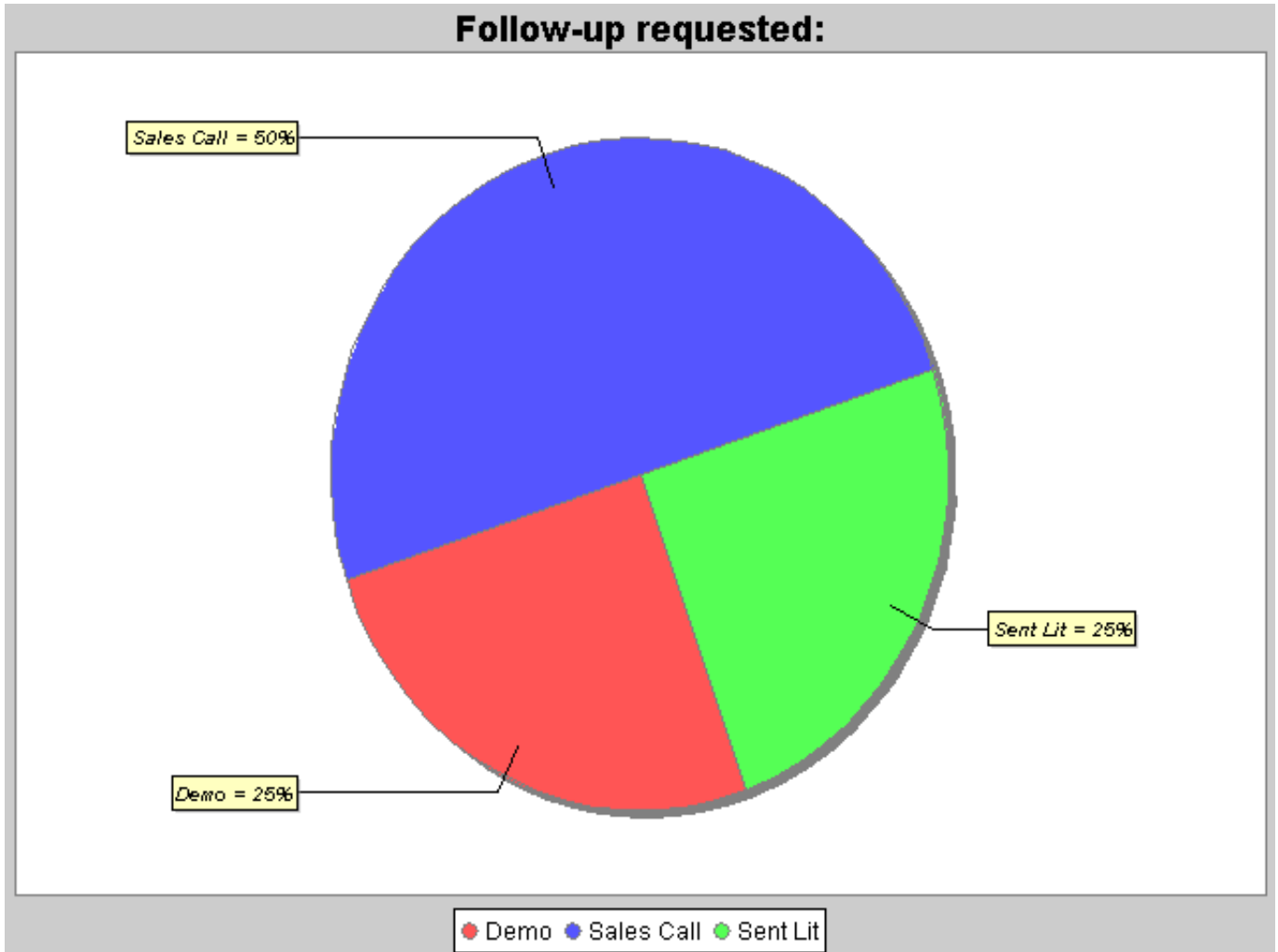
Total Answers = 106



# CHARTS - Fred Testing Demo Survey

(No Answer Given entries have been omitted from these charts)

Total Answers = 102



## LEADS NOTES - Fred Testing Demo Survey

(Qualifying information recorded on the show floor. The complete lead record is in the leads file)

1. LAKE NORMAN REGL MED CENTER/EDUCATION - Therese Haggenzapleh, Clinical Pharmacist - Please provide information regarding materials and manuals. Needs a call by a rep.
2. INDIAN HEALTH SERVICE - Larry Giocondo, Clinical Coordinator - Please provide information regarding materials and manuals. Needs a call by a rep.
3. THOMAS HOSPITAL - Michael Karakami, IT Manager - Pharmacy - Reference lab
4. DELTA AREA HEALTH EDUCATION CENTER - Betty Sarmayaev, Supervisor - Please provide information regarding materials and manuals. Needs a call by a rep.
5. ELI LILLY EDUCATOR - Ming Afshari, associate - Please provide information regarding materials and manuals. Needs a call by a rep.
6. UNION HOSPITAL - Matthew Racz, Clinical Pharmacist - Came by to see Fred Pritchard
7. JACKSON-MADISON CO GENERAL HOSPITAL - Anthony Kreiling, Research Director - Interested Phoukham Phothirath's poster
8. GOTTLIEB HOSPITAL (MELROSE PK IL) - Lee Coulombe, Research Director - Husband is Roger Coulombe of Utah State Univ. -- Needs information on drug interaction
9. MT. ASCUTNEY HOSPITAL & HEALTH CENTER - Janie Roguet, Pharmacy Director of Ambulatory Services - Please provide information regarding materials and manuals. Needs a call by a rep.
10. COPLEY HOSPITAL - Larry Fang, Scientist - Attended Fred Pritchard in-booth presentation on Monday, July 16; wants slides and 2003 paper
11. CHRISTUS SPOHN DIABETES SERVICES - David Cornet, Research Director - Attended Yulia poster session; would like of poster
12. GOLDEN VALLEY MEMORIAL HOSPITAL/EDUCATION - Naima Movic, Pharm Mgr - Attended Yulia Ovechkina's in-booth presentation on Wednesday, July 18 -- also took Yulia's poster handout.
13. ST. LUKE'S HOSPITAL-DIABETES EDUCATION - Yum Potter, Clinical Pharmacist - Needs to get a sample pack asap.
14. PRACTICE THERAPEUTICS - Koshi Waldron, Manager - needs Yulia presentation
15. WYOMING MEDICAL CENTER - DIABETES CARE CENTER - Jean-Pierre Edmondson, Dir of Pharmacy - Peter Pattison - please contact ASAP
16. WYOMING MEDICAL CENTER - Danuta Petcov, Pharmacy Director - Please provide information regarding materials and manuals. Needs a call by a rep.
17. CENTRAL COAST VNA/NURSING - Peter Calderon, Dir. of Pharmacy - Needs to get a sample pack asap.

18. SOUND SHORE MEDICAL CENTER - Pat Dzurinko, Vice President - Please provide information regarding materials and manuals. Needs a call by a rep.
19. UNIVERSITY OF MINNESOTA - A. Wallace Conenna, Clinical Pharmacist - 90 Days OECD Rat Study with 28 days follow-on - Referred by Malle. Bid with an without 28 day.
20. FLORIDA HOSPITAL ZEPHYRHILLS - Raja Dao, Dean of Engineering - interested in knowing about MDS transgenic capabilities
21. CITY OF BERKELEY HEALTH DEPARTMENT - Catherine Trigg, Clinical Coordinator - send poster hardcopy
22. BON SECOURS MARYVIEW NURSING CARE CENTER - Nathalie Lowe, Medication Safety Coordinator - send poster presented e;
23. JOSLIN DIABETES CTR AT SWEDISH MED CTR - Erich Zigler, Director - event
24. KADLEC MEDICAL CENTER DIABETES LEARNING CENTER - Pridy Yaeckel, Scientist - Needs to get a sample pack asap.
25. KAISER PERMANENTE - Philippe Losinski, Research Director - Please provide information regarding materials and manuals. Needs a call by a rep.
26. VA MEDICAL CENTER - OMAHA - Bill Hering, Pharmacist, Pharm.D - send fred presentation
27. MAYO MEDICAL CENTER - Sami Miller, Department Manager - Please provide information regarding materials and manuals. Needs a call by a rep.
28. GOOD HOPE MANOR - Dennis Nguyen, Clinical RX - This person is a friend of Stephane Miller
29. NATIONAL CERTIFICATION BOARD FOR DIABETES EDUCATOR - Stephen Leong Shearer, Research Director - Needs to get a sample pack asap.
30. VA - Colin Dicianna, Assistant Director of Rx - Please provide information regarding materials and manuals. Needs a call by a rep.
31. DIABETES AND HEART HEALTH CONSULTANTS - Andrew Stokes Cpot, Asst Head of Clinical Pharmacy - DRS possibility -- Doug Wight
32. MONTGOMERY COUNTY MEMORIAL HOSPITAL/DIABETES EDUCA - Joyce Kaeochinda, Department Manager - Add to event list
33. STILLWATER MEDICAL CENTER HOME HEALTH - J. Kent Rosenberg, Attorney at Law - Needs to get a sample pack asap.
34. TAMPA GENERAL HOSPITAL/AMBULATORY CARE - M. Nabeel Monahan, clinical pharmacy coordinator - Please provide information regarding materials and manuals. Needs a call by a rep.
35. EXCEPTIONAL LIVING CENTERS - Steve Cooper, Engineer - Send general toxicology information.
36. HUMANA - Bill Schaff, Director of Pharmacy - Needs to get a sample pack asap.

37. OZARKS DIALYSIS SRVS - Dra Clyde, Clinical Coordinator - needs fred presentation
38. DIABETES FOUNDATION OF MISSISSIPPI - Axel Berkshire, Sr Clinical Pharmasist Oncology - Needs Fred in-booth presentation
39. SACRED HEART HOSP/DIABETES CENTER - Izabella Lueck, Research Director - Please provide information regarding materials and manuals. Needs a call by a rep.
40. INTERIM HEALTH CARE - Frances Mc Coy, Research Director - Needs to get a sample pack asap.
41. NEWTON MEMORIAL HOSPITAL - Claude Pawlak, pharmacist - Please provide information regarding materials and manuals. Needs a call by a rep.
42. CHARLES R. DREW UNIVERSITY - Flemming Schamerloh, pharmacist - Needs to get a sample pack asap.
43. DUKE - Sazan Barnett, Director of Pharmacy - Please provide information regarding materials and manuals. Needs a call by a rep.
44. MEDINA MEMORIAL HOSPITAL - Ellen Lepski, Contract Manager - Needs to get a sample pack asap.
45. TAIWANESE ASSOC OF DIABETES EDUCATORS - Colin Raya, Scientist - moving to Syngenta - agrochem company
46. COMM HOSP OTTAWA IL - European Portnoy, Department Manager - Please provide information regarding materials and manuals. Needs a call by a rep.
47. MERIT CARE MEDICAL GROUP/DIABETES CENTER - Shuangqing Shirely, Scientist - knows JP Brown
48. PENINSULA REGIONAL MEDICAL CENTER - Christine Tomasik, director of pharmacy services - Needs to get a sample pack asap.
49. ROCKINGHAM MEMORIAL - Serdal Mulier, Research Director - Please provide information regarding materials and manuals. Needs a call by a rep.
50. PALMETTO HEALTH RICHLAND - Corinne Bagley, clinical pharmacist - Please provide information regarding materials and manuals. Needs a call by a rep.
51. MEMORIAL HOSPITAL DIABETES CARE CENTER - James Smith-Lawson, Department Manager - CRO - offers primate efficacy and tox studies from lab in Singapore - bone and CNS. Competitor.
52. LINCOLN MEDICAL AND MENTAL HEALTH CENTER - Alain Reilly, Research Director - Needs to get a sample pack asap.