

New from
Roche

Tame-the-flu

with

Tamiflu™

oseltamivir phosphate

The first anti-flu pill with A & B coverage

*Potent neuraminidase inhibition treats
the cause of influenza infection*

*US clinical trial shows compelling efficacy
against influenza*

- 31% median reduction in duration
- 38% median reduction in severity
- 45% median reduction in complications

Excellent safety and tolerability

- Side effects were mild or moderate
- < 1% rate of discontinuation
- Clinically important drug interactions are unlikely

Easy to prescribe, easy to take

- Convenient dosing: one 75 mg capsule BID for five days

Roche: Dedicated to Improving Influenza Management



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oseltamivir phosphate

The pill with the power to stop flu

Master the A.R.T. of Influenza Management

Influenza season is upon us and it can strike anyone, anywhere, including Doctors, Nurses and the Clinic staff. Your ROCHE representatives would like you to know that we have available *FREE staff packs of TAMIFLU available for you.* In the event that Influenza strikes, we know how busy the clinic will get and everyone is valuable this hectic time of year.

WHAT TO DO IN THE EVENT OF A FLU BREAKOUT?

1. Call your Roche Representatives


Bob Carlson
@1-800-527-6243
ext. 8-650109

Royce Adamson
@1-800-527-6243
ext. 8-652109

Jeremy Carlson
@1-800-527-6243
ext. 8-653109

2. Let us know that Influenza has hit the area and one of us will get to your clinic as soon as possible to help you in this crucial time.

From your friends @

 **Pharmaceuticals**

New from
Roche

**Tamiflu**[™]
oseltamivir phosphate

The pill with the power to stop flu

Tamiflu (Oseltamivir) is here in time for the influenza season!

The FDA has approved this new drug that covers *both type A and B influenza*.

Tamiflu is the ***first and only oral tablet*** in the new neuraminidase inhibitor class. This new class of influenza fighter acts by preventing the virus from escaping infected host cells, therefore preventing spread of viral infection.

What you need to know about Tamiflu...

- Tamiflu therapy must be ***initiated within 48 hours*** of initial influenza symptoms.
- Tamiflu has no known drug interactions.
- Tamiflu is contraindicated in patients with known sensitivity to Tamiflu.
- Tamiflu is pregnancy category C.
- Tamiflu dose adjustment in renally impaired. (cc < 30 ml/ minute).
- Tamiflu is indicated for patients 13 years of age and older.
- Tamiflu maintains IC50 levels at ***all*** possible sites of infection over the dosing range (***lung, trachea, sinusitis, and middle ear***).
- Tamiflu is 75% bioavailable.

What will Tamiflu do for my patients???

- Tamiflu will ***reduce duration*** of the flu by 31%.
- Tamiflu will ***reduce the severity of influenza symptoms*** by 38%.
- Tamiflu ***reduces incidence of secondary complications*** (ie bacterial infections) by 45%.

Tamiflu is dosed one 75 mg capsule BID for five days.