

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?

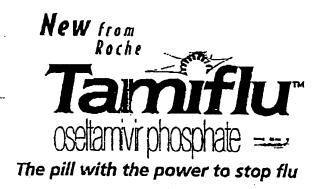
1. Call your Roche Representatives

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

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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 @
Roche Pharmaceuticals



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 <u>first and only oral tablet</u> 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.
- Tamifly 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 impared. (cc < 30 ml/ minute).
- Tamiflu is indicated for patients 18 years of age and older.
- Tamiflu maintains IC50 levels at <u>all</u> possible sites of infection over the dosing range (lung, <u>trachea</u>, <u>sinusitis</u>, <u>and middle ear</u>).
- 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 secon 'ary complications (ie bacterial infections) by 45%.

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