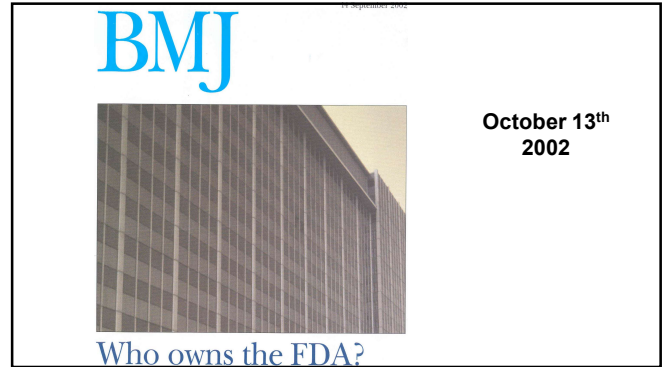
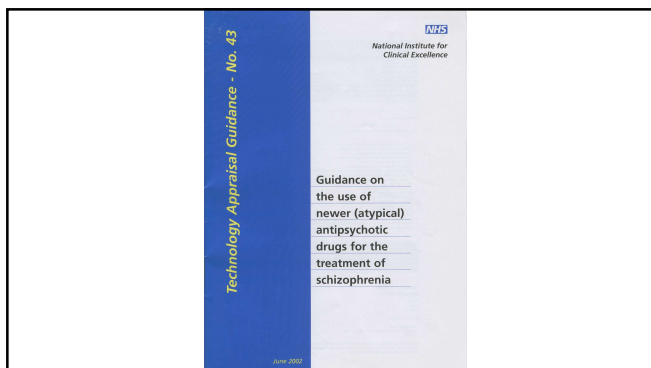




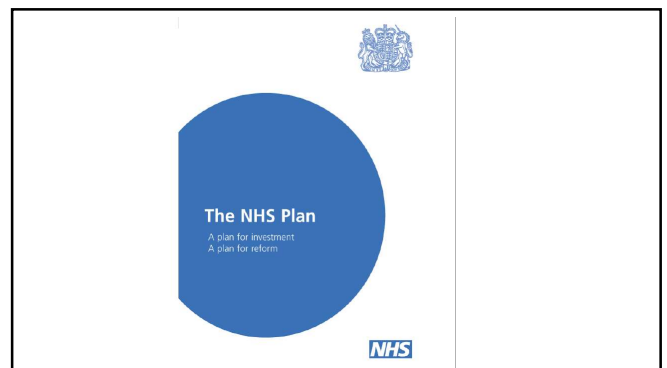
1



2



3




4



5



6




Docs who don't keep to Guidelines
Doctors who go off label

Talking Therapies
Doubt is our Product

Rotten Apple in Barrel

7



1991

Risk
MARKETING MEDICINES
DANGER FOR ALL OF US

8



9

THE

STUDY	Primary Outcome	Source	SUICIDAL	Numbers
PAROXETINE				
329	N	Le Noury et al	XS	275
377	N	Laughren	XS	276
203	N	Mosholder	XS	206
511	N	Bracominier et al	XS	125
SERTRALINE				
1001	N	Laughren	XS	373
1017	N	Laughren	XS	
FLUOXETINE				
1990	N	Simeon et al	XS	40
X065	N	Mosholder	XS	96
RUCI	N	Mosholder	XS	219
HCCI	N	Mosholder	XS	40
TADS	N	March et al	XS (34v3)	439
VENLAFAXINE				
Mandoki	N	Mandoki et al	XS	40
362	N	Laughren	XS	165
393	N	Laughren	XS	196
CITALOPRAM				
94404	N	Laughren	XS	233
Q1 12	N	Jureidini et al	?	174
Sct 15	N	CSR	?	266
NEFAZODONE				
141	N	Laughren	XS	190
187	N	Laughren	XS	278
MIRTAPAZINE				
0045	N	Laughren	XS	258

FALL

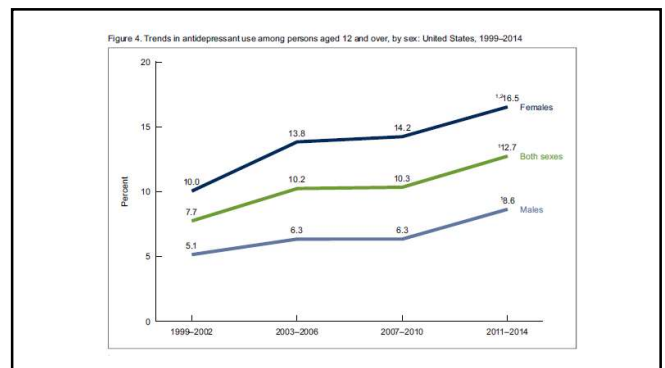
10

AFTER

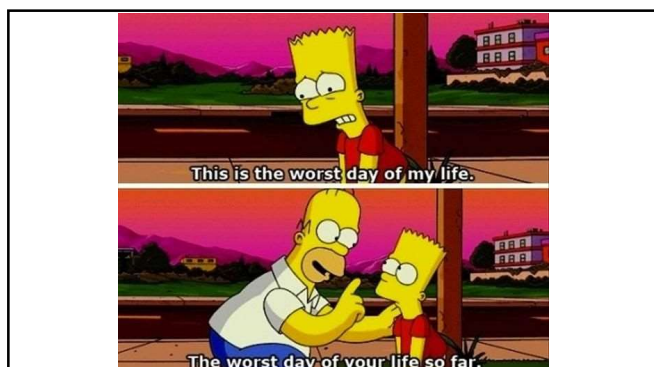
STUDY	Primary Outcome	Source	SUICIDAL	Not
PAROXETINE				
2487	N	ClinTrials.gov	?	56
FLUOXETINE				
F	N		?	34
O	NN		XSS	
VENLAFAXINE				
1012	N	ClinTrials.gov	XS	40
1014	N	ClinTrials.gov	XS	340
1032	N	ClinTrials.gov	XS	363
Tordia	N		XS	334
CITALOPRAM				
Sct 32	N?	CSR	XS	316
DULOXETINE				
6263	N	ClinTrials.gov	XS	337
7109	N	ClinTrials.gov	XS	463
L-MILNACIPRAN				
Lev-MD-11	Not Reported		660	660
VONTRIOXETINE				
12712	OL		1068	1068
12709	Not Reported		750	750
12710	Not Reported		750	750
VILAZODONE				
	OL		250	250

THE FALL

11




12



13



14



Every pillar of strength needs a solid foundation.

A fast, low-dose to reduce the risk of hip and vertebral fracture in postmenopausal osteoporosis

ONCE DAILY FOSAMAX 70mg

Efficacy to fight fracture fast

Guidelines Screening But Auditors Managers

Unmet need A consequence of aging

Risk

MAKING MEDICINES SAFER FOR ALL OF US

15



Bwrdd Iechyd Prifysgol
Betsi Cadwaladr
University Health Board

NORTH WALES BONE DENSITOMETRY/OSTEOPOROSIS SERVICE
Llandudno General Hospital
FFORDD YSBYTY/HOSPITAL ROAD
LLANDUDNO
CONVY
LL50 1LB

Dear *Ms David Healey*,

We are writing to you because you recently attended the Fracture Clinic with a broken bone(s).

We would like to invite you for a scan to look for osteoporosis, this is also known as 'brittle bones'.

To help us find out more about your broken bone(s) please could you complete the consent form and the questionnaire.

Thank you for taking the time to fill in our questions.

Yours

The Osteoporosis Team at Llandudno Hospital

Risk

MAKING MEDICINES SAFER FOR ALL OF US

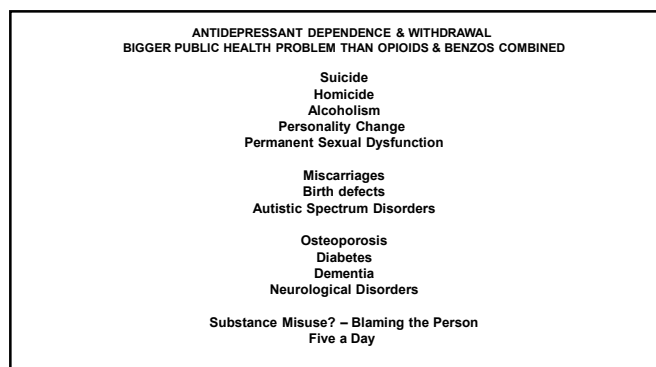
16



17



18



19