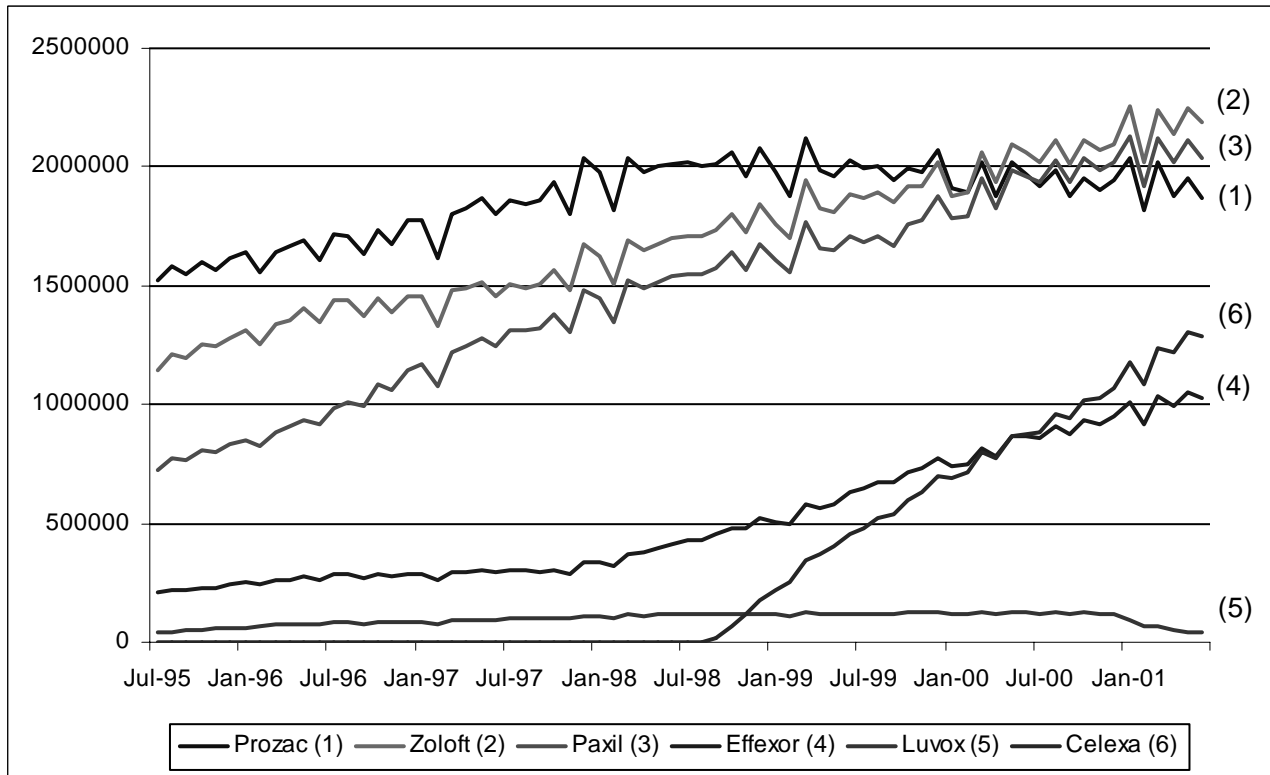


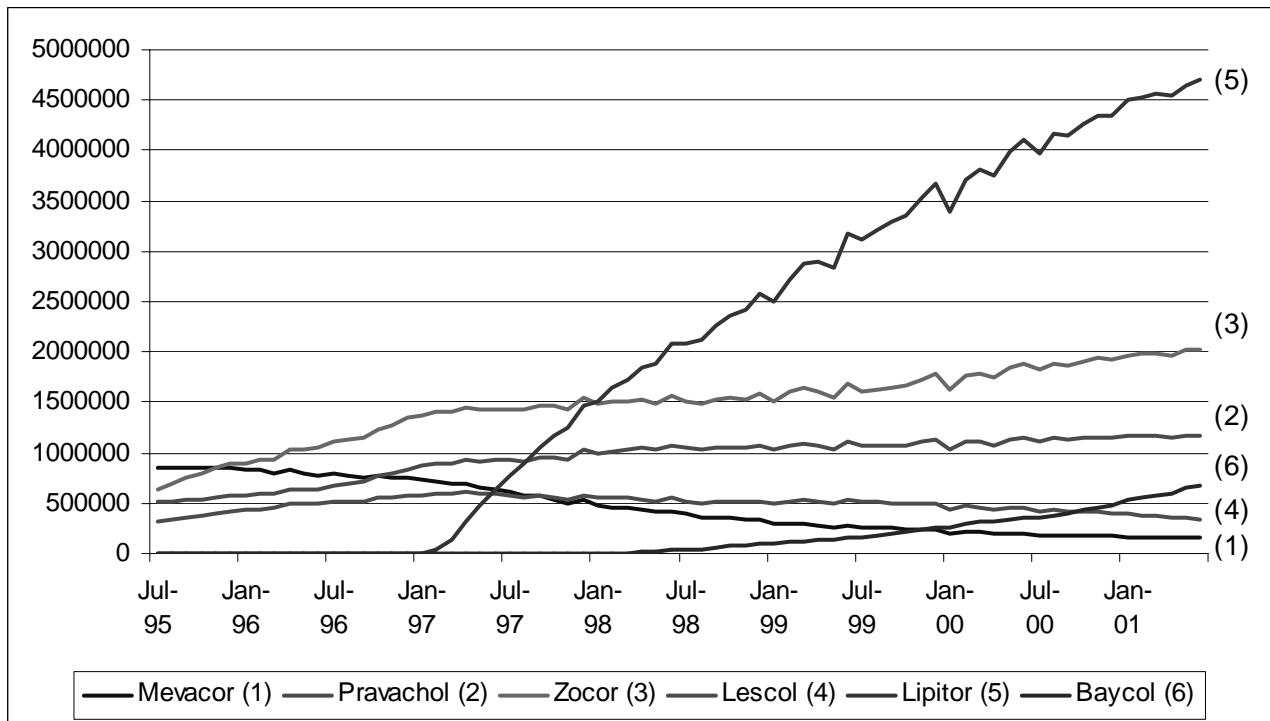
10. APPENDIX

Graph A1: Prescription and Refill Data for the SSRI Therapeutic Class



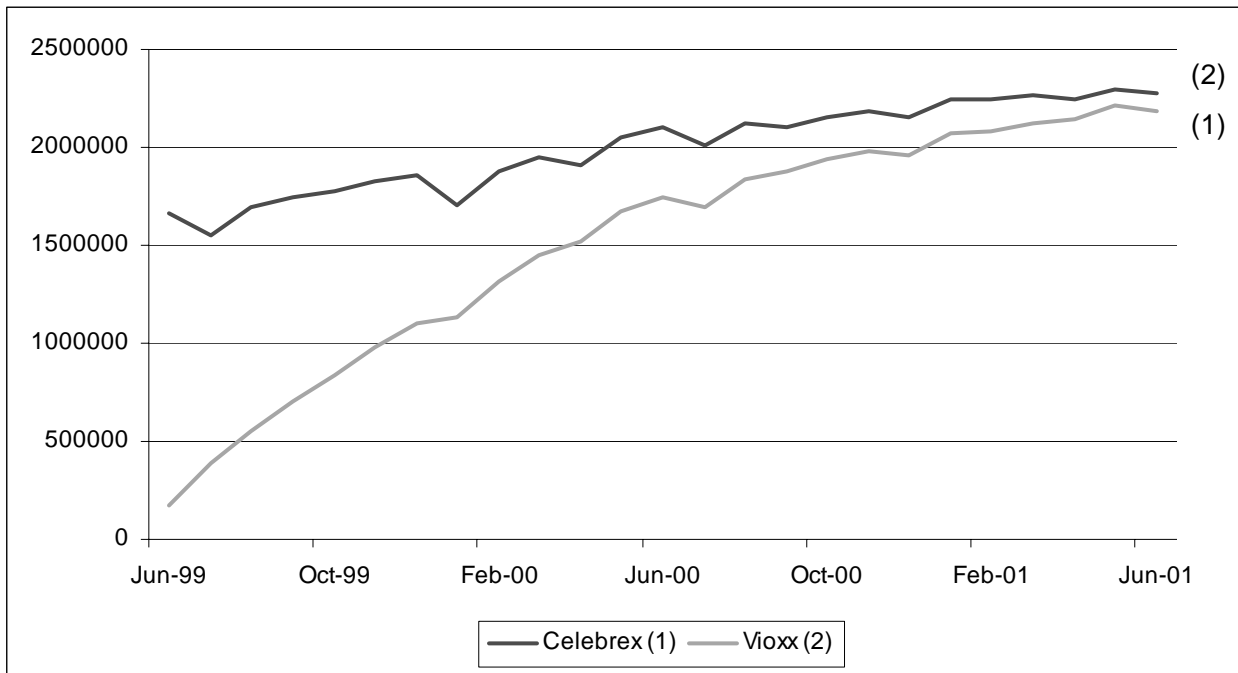
Notes: Numbers after the names of the drugs in the legend correspond to numbers on the right of the graph, and they identify the series for each drug. The series for Effexor is combined with the series for Effexor XR, once Effexor XR is released in Oct-97 (see endnote 16 in the text for details).

Graph A2: Prescription and Refill Data for the Statin Therapeutic Class



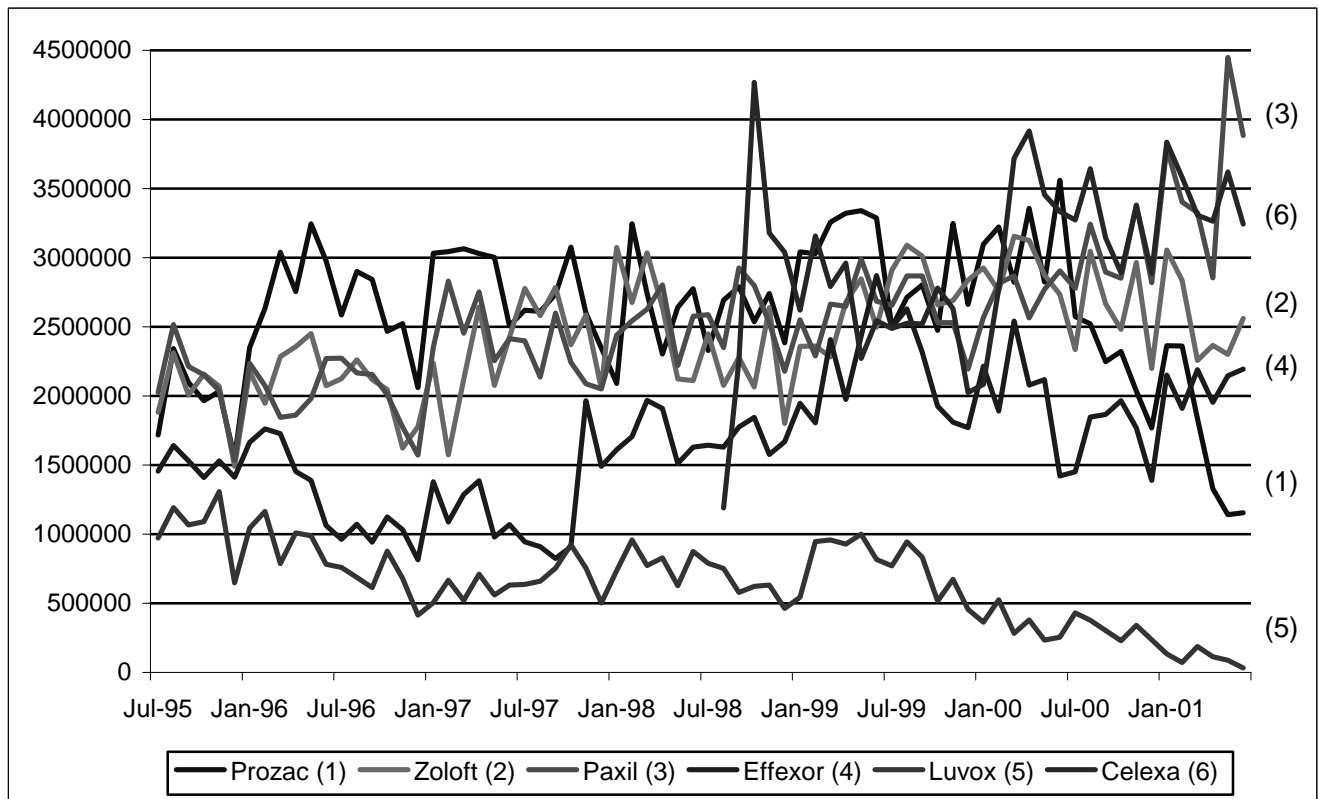
Note: Numbers after the names of the drugs in the legend correspond to numbers on the right of the graph, and they identify the series for each drug.

Graph A3: Prescription and Refill Data for the COX2 Therapeutic Class



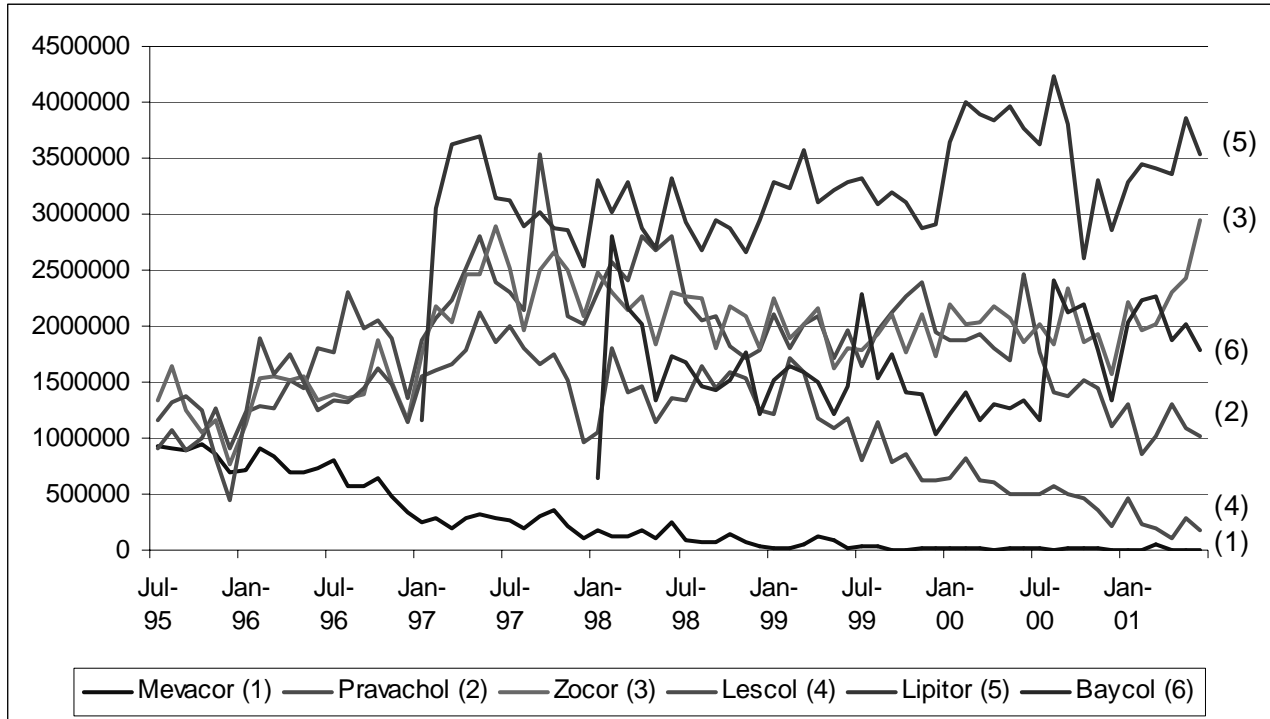
Note: Numbers after the names of the drugs in the legend correspond to numbers on the right of the graph, and they identify the series for each drug.

Graph A4: Detailing Data for the SSRI Therapeutic Class



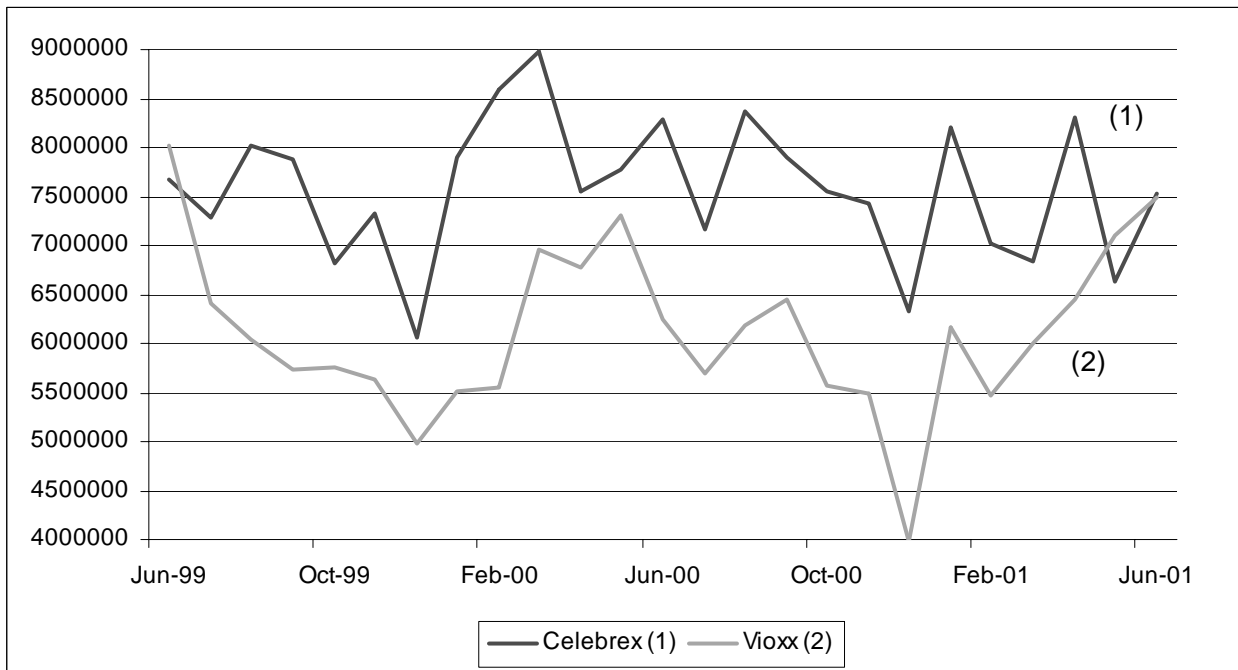
Notes: Numbers after the names of the drugs in the legend correspond to numbers on the right of the graph, and they identify the series for each drug. The series for Effexor is combined with the series for Effexor XR, once Effexor XR is released in Oct-97 (see endnote 16 in the text for details). Units on the vertical axis are in dollars (i.e. range is \$0 to \$4,500,000) that are adjusted for inflation using the Consumer Price Index (1982-84=100).

Graph A5: Detailing Data for the Statin Therapeutic Class



Note: Numbers after the names of the drugs in the legend correspond to numbers on the right of the graph, and they identify the series for each drug. Units on the vertical axis are in dollars (i.e. range is \$0 to \$4,500,000) that are adjusted for inflation using the Consumer Price Index (1982-84=100).

Graph A6: Detailing Data for the COX2 Therapeutic Class



Note: Numbers after the names of the drugs in the legend correspond to numbers on the right of the graph, and they identify the series for each drug. Units on the vertical axis are in dollars (i.e. range is \$0 to \$9,000,000) that are adjusted for inflation using the Consumer Price Index (1982-84=100).