

From: Macfadden, Wayne [Wayne.Macfadden@astrazeneca.com]  
Sent: Friday, July 30, 2004 4:25 AM  
To: Schwartz, Jack A  
Cc: Leong, Ronald; Beamish, Don G; Minnick, Jim G; Mueller, Karin  
Subject: JCP article

Hi Jack,

looks like Ron found this article first....

My first thought would be to not issue any kind of a press release, or in otherways bring extra attention to that article. Since even us here in HQ weren't familiar with it, its possible only our competitors are aware of it and may try to use it against us

Does the field (sales) have objection handler- type talking points about these Medwatch searches, i.e., what their inherent weaknesses such as the ones Ron pointed out, etc. to assist them in answering queries about articles such as this? If not, its something we should provide for them. I recall Karin M was going to review what the sales force currently has re: hyperglycemia, etc.- was this already done?

thanks

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