

## Unknown

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**From:** Timoney, Katherine  
**Sent:** Friday, September 12, 2003 1:16 PM  
**To:** Beamish, Don G; Zimmerman, Paul M  
**Subject:** FW: Urgent - Wall Street Journal article - antipsychotic induced diabetes in veteran schizophrenic patients

**Importance:** High

**Attachments:** Seroquel UPdate for Goldman Sachs.doc; WSJ RPS\_QA\_8\_25\_03\_final\_3.doc; Abstract.doc; WSJ - US Study Links Antipsychotics to Diabetes.doc; 8.25 NYT Diabetes.doc; LLYLawsuit FAQ- RevisedwithGlobal-acceptedchanges.doc

Hi Don and Paul:

I have an update for Brennan to generate for a Goldman Sachs meeting next week. Can you confirm that our response for diabetes is that there is no casual relationship? Also, what have you seen in terms of market impact? Finally, any comments I can give to DB on pancreatitis issue and Seroquel?

Thanks

Katherine



Seroquel UPdate  
for Goldman Sa...

-----Original Message-----

**From:** Mackenzie, Betsy  
**Sent:** Thursday, September 04, 2003 1:18 PM  
**To:** Price, Penny; Timoney, Katherine  
**Subject:** FW: Urgent - Wall Street Journal article - antipsychotic induced diabetes in veteran schizophrenic patients  
**Importance:** High

Per our conversation, here's the information on SEROQUEL & Diabetes from the Global folks. After I thought about it, thinking that instead of Don Beamish, we should follow up w/ Jack Schwartz, the DBL, to confirm that this is still the "party line." (He is actually the one we got the information from for the skinny last time.)

I'd still copy Don & Paul Zimmerman too - wondering if we need a comment from them regarding their thoughts on the market/SEROQUEL impact. They may say it's too early to see.

B.

-----Original Message-----

**From:** Fante, Rich  
**Sent:** Wednesday, August 27, 2003 9:16 AM  
**To:** Mackenzie, Betsy  
**Subject:** FW: Urgent - Wall Street Journal article - antipsychotic induced diabetes in veteran schizophrenic patients  
**Importance:** High

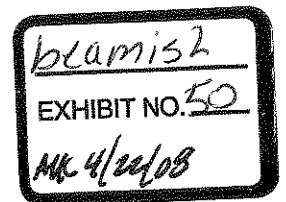
-----Original Message-----

**From:** Hoegstedt, Johan  
**Sent:** Wednesday, August 27, 2003 7:23 AM  
**To:** Brennan, David (MS); Zook, Tony; Fante, Rich  
**Subject:** FW: Urgent - Wall Street Journal article - antipsychotic induced diabetes in veteran schizophrenic patients  
**Importance:** High

Gentlemen,

Attached is the global communication that was sent out around Seroquel and the diabetes story. Please let me know if you have any questions or comments.

Johan



-----Original Message-----

**From:** Replenski, Lois **On Behalf Of** Doran, Nigel M  
**Sent:** Tuesday, August 26, 2003 2:53 PM  
**To:** +Seroquel Product Managers; +Seroquel Medical Managers; +Seroquel Marketing Managers; +SEROQUEL GLOBAL BRAND TEAM; +Seroquel Global Product Team; +Seroquel PR Contacts  
**Cc:** Bastain, Bill; Birkett, Geoff  
**Subject:** Urgent - Wall Street Journal article - antipsychotic induced diabetes in veteran schizophrenic patients  
**Importance:** High

**SENT ON BEHALF OF NIGEL DORAN, SEROQUEL GLOBAL BRAND DIRECTOR**

**ISSUE: US Retrospective Study entitled Antipsychotic Induced Diabetes in Veteran Schizophrenic Patients**

Dear colleagues,

- Attached is a **RESERVED PRESS STATEMENT AND SUPPORTING Q&A** on an issue that has developed in the US and elsewhere as a result of an article in the *Wall Street Journal* (Friday 22 August).



WSJ

JA\_8\_25\_03\_final\_3

**KEY MESSAGE: There remains no reliable evidence suggesting a causal relationship between SEROQUEL and diabetes.**

**BACKGROUND** - On Friday, 22 August, *The Wall Street Journal* ran a story on an abstract (below) to be included in a broader presentation at the International Society of Pharmacoepidemiology on Sunday, 24 August in Philadelphia. The article was, in fact, inaccurate and misleading as it did not contain the full study results and initially generated some negative publicity particularly for SEROQUEL. A second article on this same study appeared in the *New York Times* (NYT) on Monday, 25 August. The NYT story communicated a more accurate description of the full report and a more balanced view on SEROQUEL. However, it should be noted that the article groups SEROQUEL alongside the other two atypical antipsychotics in the study, and reports that all three were associated with higher risk of diabetes than older generation drugs. In fact, unlike olanzapine and risperidone, the risk of developing diabetes in SEROQUEL treated patients was not statistically significantly different than patients treated with typicals. We point this out in our RPS.



Abstract.doc (22 KB)



WSJ - US Study Links Antipsych...



8.25 NYT Diabetes.doc (30 KB)

- **AZ contact with Study Author:** A meeting took place last week between AstraZeneca and the study author, Dr Francesa Cunningham. Dr Cunningham, in turn, called the author of the Wall Street Journal article to inform him of the incomplete (and consequently misleading) information contained in his article. Dr. Cunningham wishes to provide clarity and is allowing AZ to refer any media calls to her so she can accurately explain the full study results which we feel supports our current positioning.
- **Current Situation:** As we continue to address the situation we will provide you with updates as they become available. We have also attached an earlier **Q&A document** developed to respond to our **Japanese label change and a US lawsuit against Lilly on this diabetes issue**. It is attached for your information and internal use only but it can provide more background on this increasing profile issue with the atypicals.



LLYLawsuit FAQ-  
RevisedwithGlo...

A subsequent email will be forwarded with more support materials on this topic. Should you have any questions on this issue, please contact me at +44 1625 512 800.

Regards,

Nigel