

VISION

Seroquel will be the leading brand in the treatment of mental illness + improvement of patients lives

How?
Mind Shift?
New Thinking?

HCP
Drivers

- 1) Aggressive Messaging
- 2) Grow bipolar mania market
- 3) Optimal level of call quality/promotion on targeted customers
- 4) Patients to right dose quickly
- 5) Seroquel becomes atypical of choice when discharging patients from acute setting
- 6) Improved targeting of LTC ~~patients~~ targets
- 7) Capitalize on regional access opportunities
- 8) Prepare market for new indications

Leading
The

Market

DTC
Drivers

MMA
Drivers

