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**From:** Downes, Jacquie

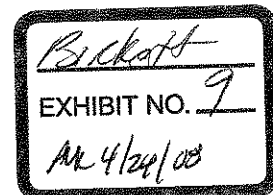
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**To:** Adriana Crivello; Anne Mueller; brady; Charlotte Zarp-Andersson; Christine Richter; Edel McCaffrey; Fabio Zanini; Felicia Shiu; Fiona Tigar; Fumiko Muramoto; Jane Allan; Janet Milton-Edwards; Jim Minnick; Milena Fioravanti; neil kendle; Patricia Coopmans; Patricia Lozano; Peter Schiffer; renata holliday; Robyn Ronai; Rolf Zwygart; Sanne Gents; Sarah McMahon; Sue Nuttall; Svein-Morten Ertsaas; Tomas Kucera; Vicente Fisac; Xavier Thiriari; Adam Richards; Alejandra Cela; Angelique Macarounas; Anne Debaillon; Asta Snorradottir; Benchawan Buasorn; Brian Hsu; Britt Lindberg; Bryon Chen; Chris Link; Chris Wilcox; Christian Werzer; Dae Young Kwon; David Duff; David West; Dirk Ziskoven; Erik Husby Pettersen; Esa Lampinen; Georgia Tugend; Gert Hansen; Harrison Chou; Hindra Sulaiman; Hua Bai; Hugo van Zyl; Inajar Souza; Jacek Kalinowski; Jae Young Song; Jeremy Abrahams; John Wickens; Jose Antonio Orozco; Juan Casas; Julian Butler; Kamer Erkorkmaz; Katrien Derveaux; Keng Aun Tan; Kevin Thomas; Kylie Maddern; Lila Boukouvalidou; Lisa Lloyd; Lyndsay Campbell; Lynne Snow; Mark Smith; Mark Woolard; Martin Olovsson; Mauro Casanova Moroni; Michael Murray; Muireann McAlister; Nattaly Ghosn; Nils Sellbom; Paul Miller; Pedro Boavida; Pedro Chiote; Pelin Eristiren; Per Lundberg; Peter Liong; Pummy Seehra; Richard Sun; Rocks Batoon; Royland Sanchez; Sabine Rieder; Sandra Balado; Sandra Kuiper; Sanja Njegic; SANO; Selva Demiriz; Sian Ng; Sinead Bell; Somsak Kungskulniti; Stamatis Vassiliou; Steven Gray; Tibor Konya; Tom Ryan; Tomas Melichar; Unni Lauknes; Yvona Jencova; Yvonne Näsström

**Cc:** 'LOIS'; 'Antonia Betts'; Bardsley, Bryn E; Oldham, Alex; Alan Stewart; Alison Wilkie; Charles Altman; David Meddis; Debbie Holdsworth; Dominic Aked; Jacquie Downes; Jean Pickering; Jeffrey Swalley; Jim Gavin; Laura Beevers; Lesley Fitton; Pam Rennie; Pamela Shadwell; Paul Zimmerman; Richard Owen; Steve Litherland; Tom Holdich; Ann Leon; Diane Lindstrom; Jamie Mullen; John Tumas; Martin Brecher; Martin Jones; Michael Czupryna; Shawn O'Brien

**Subject:** Seroquel PR Plan 2001

**Importance:** High



**Attachments:** PR plan full.doc; Media Schedule 2001.doc

MESSAGE FROM ALISON WILKIE

Dear Colleague

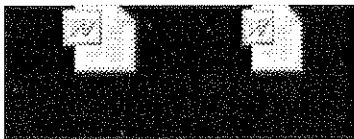
Please find attached the final Seroquel PR Plan for 2001 along with the 2001 media schedule. The media schedule will be updated and revised as circumstances evolve and will be distributed to Product Managers and PR Contacts on a regular basis - I hope this will assist you with planning your local media activities.

Please let me know if you have any questions relating to either the plan or the schedule.

I hope you find these useful – I would welcome any comments you have.

Best regards

Alison Wilkie



# SEROQUEL PR PLAN **2001**

**February 2001**

## SEROQUEL – 2001 PR PLAN

### Situation

Following an intensive launch period, Seroquel (quetiapine) is now approved in over 70 markets. It currently holds third position in the antipsychotic market (by value) and in the US is the fastest-growing atypical, now accounting for over 10% of atypical antipsychotic prescriptions in the US. To date, over 850,000 people have been treated with Seroquel worldwide.

Seroquel combines broad-based efficacy in the treatment of positive, negative, cognitive and affective symptoms of schizophrenia, while offering superior tolerability. It is associated with an incidence of EPS and prolactin elevation no different to placebo even at highest recommended doses, a neutral effect on weight in long-term treatment, and no clinically important effects on QT interval. This translates into unsurpassed clinical effectiveness (benefit/risk profile) relative to other antipsychotics, captured in the product promise '**Improvement without Impairment**'.

Despite this unique differentiator, there is a perceived lack of efficacy associated with Seroquel which can largely be attributed to clinicians prescribing sub-optimal doses. The need for titration and twice daily dosing of Seroquel can also be considered to be a disadvantage compared to competitor products which are once daily.

The product strategy for Seroquel is to penetrate the rapidly growing antipsychotic market. The growth of the atypical market is due to a number of drivers: the spiralling increase in the use of atypicals across a breadth of illnesses particularly bipolar disorder; aggressive marketing; and recognition amongst prescribers that the improved tolerability of these drugs leads to patient compliance with treatment.

In most markets Seroquel is licensed for the treatment of schizophrenia although in some (eg Italy) the licence is less restricted and spans the broader management of psychosis. The FDA have recently mandated that the broad label previously granted to all atypical antipsychotics in the US is to be limited to schizophrenia in instances where adequate trial data to support other indications is unavailable. This affects Seroquel and is expected to result in a label change by March/April 2001.

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In common with other antipsychotics however, Seroquel is widely used outside the schizophrenia indication in patient populations including bipolar disorder, the elderly, adolescents and those with psychotic depression. Phase III clinical trials of Seroquel in the treatment of bipolar disorder have commenced and 2001 communications will focus on increasing the existing off-label usage of Seroquel in this indication, estimated to account for around 20% of current prescriptions and growing strongly.

The market for atypical antipsychotics is increasingly competitive. Seroquel will need to maintain a competitive share of voice against Lilly's olanzapine, Janssen's risperidone and Pfizer's ziprasidone (launched in the US during 2001). Each of these three competitors has or will have more than one formulation and each is actively being developed in indications other than schizophrenia – olanzapine was granted a licence for treatment of acute mania in 2000.

For Seroquel to maintain a market share growth greater than olanzapine and risperidone, aggressive market penetration is required into the following (not mutually exclusive) patient sectors:

- Switches from typical antipsychotics
- Switches from atypical antipsychotics
- New (first episode) patients
- Elderly (eg Parkinson's disease, Alzheimer's dementia)
- Adolescents
- Patients with Bipolar disorder
- Patients with other psychoses

Regulatory development of new formulations of Seroquel (granules and once-daily Sustained Release) is underway. These variants will not be available during the time period covered by this plan.

### **Objectives of the PR Plan**

- To communicate Seroquel as the First Line First Choice Antipsychotic by differentiating Seroquel from competitors and emphasising broad-based efficacy with superior tolerability (*'Improvement without Impairment'*)
- To maintain a competitive share of voice in the media
- To build and mobilise opinion leader endorsement of Seroquel
- To encourage and support use outside schizophrenia into a broad range of other patient populations including bipolar disorder and the elderly
- To increase customer confidence in AstraZeneca as a company with a long-term commitment to CNS

### **Strategy**

Professional Relations activities and the generation of media coverage will be used to implement the following Strategic Actions as defined within the Commercial Brand Plan.

1. Generate and communicate new competitive data in novel and established market sectors.
2. Effectively communicate Seroquel as having the most favourable benefit: risk profile (unsurpassed tolerability and competitive efficacy – *Improvement without Impairment*) resulting in optimisation of dose and first line use.
3. Ensure Seroquel is recognised as an efficacious choice, whilst maximising Seroquel's differential tolerability profile vs. competitors.
4. Communicate to the psychiatric community the importance of the implications of patient preference.
5. Demonstrate commitment to psychotic illness and CNS in order to optimise opinion leader support and endorsement for Seroquel.
6. Broaden use of Seroquel beyond its current label, in a wide range of patient groups through aggressive communication of its unique profile eg bipolar disorder, Parkinson's disease, Alzheimer's disease, elderly, adolescents.
7. Build a competitive pre-launch platform for a successful bipolar disorder launch, communicating and leveraging a 'class effect' for Seroquel while differentiating the Brand through its unique profile.

### **Time period Covered by Plan**

January 1 to December 31, 2001

### **Target Audiences**

- Global opinion leaders (schizophrenia/bipolar)
- Prescribing psychiatrists/long term care providers
- Patient Advocacy Groups (care-givers and patients)
- Global opinion leaders (neurologists)
- Primary care physicians

### **Key Communication Messages**

**SEROQUEL's** unique combination of broad-based efficacy and superior tolerability delivers ***Improvement without Impairment*** across all patient groups.

- Seroquel is a first choice, first line treatment for clinicians and patients
- Seroquel's unique combination of broad-based efficacy and superior tolerability, even at the highest doses, enables effective treatment to be tailored to individual patient needs
- Specifically, Seroquel offers:
  - efficacy in positive, negative, affective and cognitive symptoms of schizophrenia

- and efficacy in other psychoses including bipolar disorder
- no treatment-emergent EPS, minimal endocrine disturbance, and is weight neutral in long-term treatment
- no clinically significant effect on QT interval
- Initial target daily dose in schizophrenia is 400-600mg, usual adult dose range 400-750mg (800mg in US); elderly patients may require lower dosage
- AstraZeneca is dedicated to providing innovative medicines for the treatment of diseases of the central nervous system (CNS) where there is a high unmet medical need, and has unique, first in class compounds in development for acute stroke, depression/anxiety and over-active bladder (OAB).

### **Activities / Tactics**

Detailed recommendations listing specific objectives, outputs and evaluation tools for each of the following activities are attached to this document.

1. Sponsorship of 1st Episode in Schizophrenia Network Meeting, Whistler
2. European Think Tank initiatives
3. Montreux Stand Alone Meeting - Satellite Symposium (European Think Tank)
4. Montreux Stand Alone Meeting - Media Briefing
5. Seroquel International Steering Group Meeting
6. Seroquel Speaker Meetings - Media Training
7. Psychiatry-in-practice.com website
8. Sponsorship of EUFAMI (European Patient Advocacy Group) website and other collaborations
9. Seroquel Media Programme
10. Seroquel Case Study Information Management Bank
11. Bipolar Disorder PR activities
12. Bipolar Disorder Clinical Trials Investigator Support
13. Young Minds Grant programme

### **Evaluation**

Specific evaluation methods have been agreed for each activity and are listed in the attached recommendation forms. These broadly comprise of the following:

- Meeting delegates will be asked to complete feedback questionnaires where appropriate. These will then be analysed and provided in report form to AstraZeneca.
- Where possible, attendance figures at and levels of satisfaction of annual events will be compared with previous year's.

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- Usage and requests for copies of materials generated by Shire Hall International (SHI)/AZ will be mapped and tracked.
- Media coverage will be analysed quantitatively (against pre-agreed targets) and qualitatively (against inclusion of key communication messages).
- In-depth analysis of psychiatry-in-practice.com site statistics will be undertaken quarterly e.g. number of users, length of visits.
- Feedback from Marketing Companies will be sought for relevant activities.

## **2001 Seroquel Project Plan**

### **\*\*First Episode Meeting\*\***

At International Congress on Schizophrenia Research meeting  
Whistler, Canada, April 27, 2001

#### **Objectives**

- To mobilise endorsement for Seroquel through further development of relationships with key opinion leaders in Europe during the critical post-launch phase
- To present the latest Seroquel data (specifically in relation to First Episode) to members of the European First Episode Schizophrenia Network
- To communicate the benefits of Seroquel (in relation to First Episode schizophrenia), to members of a wider audience, including the media and psychiatrists outside the European First Episode Schizophrenia Network



## **Tactics**

The 2001 Whistler meeting, as agreed with Prof Lewis, will be a follow-on from the 2000 meeting in Davos Switzerland, also supported by AZ.

The focus will be on various presentations from key opinion leaders in the context of first episode schizophrenia in general, as well as a Seroquel-specific presentation on First Episode, by Prof Lili Kopala.

The meeting will be organised to accommodate 40 part-sponsored European network members.

Delegates attending will be provided limited sponsorship to include flights and transfers to and from Whistler, and accommodation at the Chateau Whistler for two nights only (26th and 27th April).

In addition, selected ICSR registrants will be invited to attend the meeting, but will not be provided with sponsorship.

### **Tactics**

- Liaise with client and Prof Lewis in developing and organising logistics of event. Includes client meetings and meetings/teleconferences with Prof Lewis' office. Ensure meeting presentations are designed in professional manner, though not 'over the top', giving the perception of commercialisation. Ensure clinical integrity is maintained throughout.
- Liaise with ICSR re. delegate registration and with Prof Lewis re. invitation list and to encourage network members to secure registration through submission of posters.
- Organise delegates' travel arrangements to/from nearest airport to Whistler, working with AZ travel agency to secure significant discounts.
- Ensure speakers are fully briefed and aided in development of speaker slides & other prompt materials should it be required. Develop biogs & abstracts, as well as background information on Prof Lewis and the First Episode Network, and design for printed programme. Possibly include speaker slides in back-flap of printed programme. In particular, liaise with Prof Lili Kopala to ensure effective, professional slide presentation.

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- In conjunction with designers, draft programme agenda design for distribution to delegates & speakers. Develop copy for invite to social event and design brochure to include speaker biogs, abstracts and information on First Episode Network, for distribution at event. Liaise with client and Prof Lewis' office for amendments and final approvals of all designs & copy.
- Attendance of 3 SHI representatives at event, to ensure logistical onground support, for 4 days.
- Development of media release (highlighting Seroquel data presented at meeting in relation to first episode and distribution, via newswire, to consumer and medical media in key markets. Development of media alerts and distribution as core release to RoW markets.

### Outputs

Media coverage, in relation to the Seroquel data presented in first episode schizophrenia

Relationship development with KOLs

### Evaluation

Qualitative feedback from Prof Lewis and other members of European First Episode Schizophrenia Network

# 2001 Seroquel Project Plan

## \*\* European Think Tank 2001 \*\*

### Objectives

- To strengthen working relationship with established European Think Tank members/key Seroquel OLS, via Think Tank collaborations.
- To launch 2-Com at the 2001 Stand Alone meeting, to international psychiatrists and disseminate the knowledge and usage of 2-Com beyond the scope of the Stand Alone meeting
- To sustain the generation of market access tools for Marketing Company utilisation from Think Tank collaborations.

### Tactics

- In order to achieve further collaboration on Think Tank initiatives, which are tangible and value-added, we propose two 2-day meetings in 2001 with the European Think Tank.
- The first ETT meeting will convene in March 2001. The Think Tank will collaborate on and prepare for the launch of 2-Com at the Montreux Stand Alone meeting. By early 2001 the 2-Com checklist will be finalised - the group will have piloted the 2-Com checklist, the majority of feedback will have been analysed and the checklist modified where necessary.
- In addition, 2-Com is being piloted by a number of the *Principles of Practice* founding signatories who attending the meeting in Montreux last year. These additional results will be analysed and incorporated into the launch presentations at Montreux 2001.
- In preparation for the launch of 2-Com to the wider psychiatry audience, the Think Tank meeting will provide a forum to discuss and agree the roles and responsibilities of each member at the launch meeting. The group will agree on the best format in which to launch the checklist (potentially on CD-Rom), discuss presentation content and meeting format (including media event – see Stand Alone meeting proposal).

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- The Think Tank will convene a second meeting post-launch/Stand Alone meeting in September/October 2001. The first task for the group will be to work on a manuscript surrounding the success of the 2-Com launch. The manuscript will focus on the importance of increased dialogue between patient and care team in the clinical setting. The paper will be published in a peer review journal and will be co-authored by all the members.
- The Think Tank in its present form will be wound down at the end of 2001.

### Outputs

- Ongoing working relationships with established European Think Tank of key OLS
- The launch of 2-Com at the 2001 Stand Alone Meeting will harness:
  - A news angle for the meeting
  - An independent consensus on 'patient perceptions & best practice' from an authoritative and respected group of psychiatrists/psychologists which can be linked to Seroquel promotional positioning by sales representatives, speakers at meetings and media initiatives, etc.
  - Roll-out of the independent consensus at national level, widening the noise surrounding the 2-Com story.
- Further collaboration in the development of additional value-added deliverables for dissemination in the psychiatric environment via meetings, marketing companies and sales representatives and delivery of these 'service orientated' support materials to Seroquel Key Markets

### Evaluation

Media coverage of 2-COM (to be evaluated against agreed targets and key communication messages)

Peer reviewed publication of 2-COM manuscript

Participation of founding Principles of Practice (PoP) signatories in 2-COM pilot

# 2001 Project Plan

## \*\*Montreux Stand-alone Meeting

### Satellite Symposium\*\*

#### Objectives

- To further strengthen the profile of Astra Zeneca as a company committed to the field of CNS
- To launch 2-Com to international psychiatrists
- To further strengthen relationships with key opinion leaders

#### Tactics

Following the success of last year's meeting, it is recommended that SHI organise a satellite symposium to take place at the 2001 Montreux Stand-alone meeting.

- It is envisaged that the 2-Com tool, developed by the European Think Tank (see separate project outline), will have been successfully piloted and finalised in time for presentation at the symposium. We recommend that this is launched at a satellite symposium to the main conference sessions, possibly held on the evening before the main conference begins.
- In addition to generating rapid awareness of the availability and benefits of 2-Com, the symposium will also serve to further raise the profile of the European Think Tank members as pioneers for improved patient care in schizophrenia.

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- SHI will liaise closely with the ETT presenters and AstraZeneca to develop speaker presentations. Wherever possible, these will be in a multi-media format, including video footage of patients and psychiatrists discussing their experiences.
- SHI, in conjunction with a designer, will design a theme for 2-Com, to be implemented into the set design of the satellite symposium, and all written, produced materials (such as delegate packs, note pads, etc).
- SHI will produce delegate packs, to include copies of 2-Com, speaker biogs, and a CD-Rom with 2-Com materials, guides to use and symposium slides.
- SHI will liaise with AstraZeneca to ensure logistical pre-event preparation is met, as well as on-ground support and with Reflex Communications to ensure set design is implemented, and multi-media support is met at satellite symposium

### Draft Symposium Agenda

Montreux 2001

European Think Tank Satellite Symposium

5.30pm-6.30pm, 19th June 2001

Working Title: Communication: Our Foundation and Future

Faculty:

Co-Chairmen:

A Carlo Altamura

Dieter Naber

Speakers:

Jes Gerlach

Jim van Os

5.30pm	Introduction	Carlo & Dieter
5.40pm	Do we know what matters to our patients?	Jes Gerlach
6.00pm	Dieter – link through to Jim van Os	
6.05pm	2-COM: Results of a multinational pilot evaluation	Jim van Os
6.25pm	Hand back to Dieter & Carlo to close	

## Outputs

The delivery to Marketing Companies of further 'service-orientated' market access tools and support materials

Rapid awareness and distribution of 2-Com tool to 600+ delegates attending meeting

Opportunity to further strengthen AstraZeneca's relationship with key European OLs

## Evaluation

Analysis of delegate evaluation forms

Post-symposium (e.g. distributed in November) follow up delegate questionnaire to assess how many have used 2-Com materials and with what success.

# 2001 Project Plan

## \*\*Montreux Stand Alone Meeting

### Media Briefing\*\*

## Objectives

- To communicate Seroquel as a first line, first choice atypical antipsychotic captured in the product promise '*Improvement without Impairment*'
- To help generate continued media 'noise' for Seroquel throughout 2001
- To support Marketing Companies in generating national Seroquel media coverage and maintaining momentum in the immediate post-launch phase

## Tactics

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Following the success of last year's media briefing, it is recommended that SHI organise an international media event to take place at the Montreux Stand Alone meeting.

- The media briefing will encompass a round-up of the most interesting presentations taking place in Montreux and as such will provide several potential news hooks (see attached draft agenda) from which to hang the Seroquel story e.g.
  - The launch of 2-Com and the benefits it offers to both patients and psychiatrists
  - New video footage of European patients and their clinicians discussing their experiences of schizophrenia and the benefits of Seroquel (providing a human interest angle for journalists)
  - new market research results on patient attitudes and perceptions of antipsychotic side effects
- Marketing companies will be encouraged to sponsor national medical correspondents to attend the briefing as it will offer significantly greater newsworthy stories than those available at local level. In addition, interviews with international opinion leaders (and national opinion leaders who will be delegates at the stand-alone meeting) will be made available to journalists and arranged in advance. SHI will assist marketing companies by providing a journalist invitation letter and media alerts outlining the forthcoming news angles.
- SHI will develop core press materials including: press releases, backgrounders, speaker biogs and copies of the 2-Com.
- To extend the reach of the news coverage beyond the media channels represented at the meeting, SHI will:
  - provide press materials to marketing companies in advance of the event, for national translation and distribution
  - distribute key releases to consumer and medical/mental health media via international commercial newswires
  - Conduct intensive sell-in of key releases to international media and new media sites.
- To increase the quality of media coverage, SHI staff will be on-site to facilitate journalist interviews with key presenters and provide the media with any additional information required.

### **Draft Press Briefing Programme**

**Montreux 2001**



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**International Press Briefing**  
13.00pm – 14.15pm, 19th June 2001

13.00	Welcome	Chair: Dr I Rak
13.05	It can be difficult to talk about treatment problems	Patient
13.15	What are the side effects of antipsychotic treatment?	Dr J Hellewell
13.35	What matters to patients and carers?	Prof D Naber
13.45	2-COM: improving communication and care	Prof J van Os
14.00	Questions	Chair: Dr I Rak
14.15	Close	

### Outputs

Dissemination of Seroquel key messages via media coverage and generation of national and international media opportunities.

### Evaluation

Media coverage (to be evaluated against agreed targets and key communication messages)

Number of journalists attending vs last year

Post-event follow-up of journalists to track coverage and evaluate success of event.

# 200I Seroquel Project Plan

## \*\*International Steering Group Meeting

### 200I\*\*

#### Objectives

- To obtain advice on optimal commercialisation of the brand from leading clinicians in US/Europe/Japan
- To further strengthen relationships with key international opinion leaders
- To provide an opportunity to expose KOLs to Seroquel data and gain their views

#### Tactics

SHI will co-ordinate logistical organisation of one advisory panel meeting, provisionally scheduled to take place in Hawaii in December immediately before the ACNP meeting.

- SHI to discuss with AstraZeneca specific topics of relevance for panel meetings, and aid in development of agendas. Potential topics could be: positioning of new clinical data, design of future clinical trials, positioning of Seroquel in relation to vulnerable patient groups (elderly, adolescents, first episode).
- SHI will liaise with client, meeting venue, multi-media support company (eg Reflex), and speakers in organising the event. Specific tasks will be the aiding in the development of speaker presentations, and logistical organisation of travel, honoraria, entertainment, accommodation and meeting room venue.
- SHI will ensure the meeting is adequately recorded and transcribed, from which SHI will develop a post-meeting advisory panel report for internal distribution at AstraZeneca. In addition, based on observation and analysis of participants' contributions during the meeting, SHI will develop a report including recommended future activities with each participant.

## Outputs

- Ongoing working relationships with an established group of international OIs, who can endorse Seroquel's benefits at meetings and in publications.
- Meeting report, for internal use to aid in maximisation of Seroquel commercial benefits.

## Evaluation

- In order to evaluate the success and outcomes of the meeting, venue, programme content, usefulness, etc, SHI will distribute an evaluation form to each member of the advisory panel after each meeting takes place. These forms will provide the Seroquel Team with information that will ensure the meeting reaches its full potential and meets targets.
- Evaluation forms will also be distributed to AstraZeneca personnel who attended the advisory panel meeting. This will ensure that future meetings will hold maximum opportunities.

# 2001 Seroquel Project Plan

## \*\* Seroquel Speaker Meetings

### Media Training\*\*

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#### Objectives

- To brief potential national/regional speakers on the Seroquel slide kit and data so that key messages are optimised in future presentations
- To provide delegates with the necessary skills to present Seroquel data effectively to prescribing customers and their peers
- To acquaint customers with AstraZeneca, the CNS TA and the Alderley Park site.

#### Tactics

Two, 2-day Seroquel Speaker Meetings are planned for 2001. The focus of the first day is data presentations of Seroquel data slides and delegate Q&A sessions. On the second day of the meeting, Shire Hall International will offer delegates the chance to attend a media training session and delegates will be offered an optional tour of the Mereside Research facilities.

Organising such events has proved successful in the past as delegates appreciate being provided with professional training in an area relevant to their work. These events therefore are an effective way of adding value to speaker meetings.

The key objective of the session is to ensure that the attending delegates leave with a significantly improved awareness of what the media is, in its various forms, how it works and how to use it effectively. Two media trainers from The Shire Hall Media Office will conduct the training session.

The programme will contain:

- an introductory theory section, covering the media and media issues
- a longer practical section, where the delegates will watch two media interviews and “get the feel” of taking part in one themselves
- role playing of interview techniques
- a simulated press conference

*The theory session:*

This contains an introduction to the media, an insight into the minds of journalists, tips on how to communicate key messages, taking control of media interviews and interview preparation.

*The practical session:*

This will contain two media interviews, followed by video playback and analysis, role plays and a simulated press conference.

The session will end with course conclusions from the media trainers with a summary of useful tips presented in the form of a media pack containing all the information about handling media interviews.

A more advanced media training session can be implemented for those delegates who have already attended the media training session as outlined above. This more advanced session would start with a recap of the main points tackled in the previous session and move on to cover more specialised areas such as:

- issues management
- how to conduct a panelled debate, where a journalist chairs a debate between two opposing parties (a simulated debate could also be conducted)
- how to conduct ‘doorstep interviews’ (giving interviews without any prior preparation)

## Outputs

- 📄 A core group of clinicians trained to present Seroquel data to the media and their peers in a professional and effective manner
- 📄 An opportunity for AstraZeneca MCs to build relationships with clinicians who will be utilised as product advocates in national promotional activity

## Evaluation

Evaluation forms asking delegates to comment on the usefulness and quality of the meetings will be distributed after each meeting and delegates will be asked to hand them in before they leave.

## 2001 Project Plan

**\*\*www.psychiatry-in-practice.com\*\***

### Objectives

In 2001, the objectives for psychiatry-in-practice.com will be:

- To utilise the site to communicate key Seroquel messages to prescribers and medical correspondents world-wide.
- To market and advertise the site to target audiences in order to maximise usage
- To provide features and resources to attract medical correspondents from both specialist and lay publications, which will ensure informed and accurate reporting
- To attract health professionals, especially psychiatrists, to the site, encouraging prescribers to learn more about Seroquel's benefits
- To support Seroquel in bipolar disorder pre-launch communications strategy

### 2001 tactics

This recommendation provides an overview of suggested upgrades and additional functions for psychiatry-in-practice.com. They have been developed in line with the psychiatry-in-practice.com update meeting with Alison Wilkie, Bryn Bardsley, Reflex and SHI in November 2000.

- **Site marketing**

- **National Promotion.** Marketing Companies will be encouraged to add the website address to all nationally produced promotional materials and insert links to the site from any local AZ sites. SHI will draft a short feature article to be placed on AZ intranet for access to MCs, informing them which materials (flyers, etc) are available to them for distribution at national and regional congresses. Article will also indicate the changes that will be implemented to the site.
- **Registering of keywords with search engines.** Keywords will be re-registered periodically throughout the year with all major search engines, to ensure that the most relevant search words are reflected within the meta-tag words, and are constantly updated with the search engines. Reflex to advise on timeline for this activity.

- **Further amendments to the site**

Homepage redevelopment: To be amended to make it visually more striking and welcoming. All 'regulatory' text to be hidden under 'about this site' button. SHI will develop specific new visual and textual additions to the homepage and discuss with client for approval.

Throughout the site, where appropriate and possible in-depth regulatory text will be deleted or hidden deeper in the site. 'Hovering' words will be placed throughout the site, giving users a brief verbal glimpse into what a specific section of the site features. The 'Seroquel sun-logo' throughout the site will be made dynamic at 1-minute intervals (e.g. each minute it will spin around once on its own axis. Throughout the site, text in top right hand-corner of pages will be amended to read 'Welcome to psychiatry-in-practice'; in top left-hand corner of page a calendar/date will indicate current date.

Newsfeed: Bryn Bardsley currently assessing associated cost of placing live Reuters newsfeed (filtered or unfiltered) on site.

Bipolar disorder: As and when background information on bipolar disorder becomes available, it will be integrated into the existing site structure as the schizophrenia background information has been. Additionally, 'bipolar disorder' (and other relevant words such as 'manic depression') will be added to the keywords/meta-tag word list.

Further amendments: Simple structural amendments will be made to the site. These include: Removing 'exit ramps' throughout the site and adding AZ CNS logo (rather than AZ logo).

- **Netcasts**

Two netcasts will be conducted in 2001. The first will contain highlights from the two satellite symposia presented at WCBP, one of which will focus on schizophrenia, the other on bipolar disorder. The second netcast will be based on highlights from the satellite symposia at ECNP which will span both schizophrenia and bipolar disorder.

Structure and navigation to the netcasts should be as simple and quick as possible. As such, both netcasts will be structured to feature the most prominent, pro-Seroquel presentation first, and the least-prominent presentation last. Additionally, the abstract and speaker biography will be placed at the end of each presentation ensuring that users – when clicking on a presentation – will be taken directly to the audio-video section, rather than the abstract/biography. A prominent hotbutton, with a picture of one of the presenters, will be placed on the homepage of the site, ensuring that a direct link to the presentation exists.

To complement the netcast, overnight CD roms of both netcasts will be developed, for distribution at AstraZeneca stands at WCBP and ECNP.

- **Site management**

SHI will act as central contact point for psychiatry-in-practice.com, dealing with any user enquiries and liaising with Reflex in ensuring site is updated according to schedule and placing press releases, as timed appropriately with respective embargo dates/times, onto site.

SHI will conduct quarterly statistics analyses reports, providing a snap-shot of user activities on the site, and provide any potential recommendations (budget allowing) for on- or offline developments.

## Evaluation

Qualitative feedback from site users who have registered with the site, to assess perceived usefulness of psychiatry-in-practice.com and favourite sections.



Quantitative feedback in form of in-depth analysis of site statistics

## 2001 Seroquel Project Plan

**\*\*EUFAMI\*\***

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### Objectives

- To further strengthen and develop AstraZeneca's relationship with the pan-European patient group in severe mental illness, EUFAMI.
- To ensure patients in Europe have greater access to information about antipsychotic medication, particularly Seroquel, through this collaboration.

- To maintain a competitive share of market voice and build AstraZeneca's profile in the CNS field.
- To facilitate relationship building between MCs and national patient groups.
- To heighten AstraZeneca's visibility and brand awareness from any web search on schizophrenia.

## Tactics

### The EUFAMI website:

AstraZeneca will work together with EUFAMI to redesign and relaunch the EUFAMI website which will feature a range of new areas and functions. The new site will be a valuable central resource for EUFAMI's member organisations throughout Europe which will in turn help to strengthen relationships between the member organisations and AstraZeneca.

Content on the EUFAMI site will be updated regularly. Content that is beneficial to Seroquel will be included on the site with EUFAMI's agreement. Content that is currently under review by EUFAMI for inclusion on the new site includes:

- an 'about the sponsor' page detailing AstraZeneca's commitment to CNS research and drug development
- the Principles of Practice document
- the Approaches to Schizophrenia Communication (ASC) materials
- 2-COM materials

Update meetings with EUFAMI and AstraZeneca will be held at least twice a year to help ensure that both parties are meeting their objectives in the partnership.

Shire Hall International and Net-Wise Communications will continue to assist EUFAMI in managing the site with the aim that EUFAMI will continue to become increasingly self-sufficient in this regard.

As EUFAMI become increasingly less reliant on external website management it is envisaged that the relationship between AstraZeneca and EUFAMI will continue to develop into other areas.

### The Patient Survey

A survey of patients' attitudes towards antipsychotic medication and its side effects will be conducted via EUFAMI's member organisations. The results from the survey will provide valuable and newsworthy data for use in the media programme and at the Stand Alone Meeting in Montreux.

Shire Hall International will liaise with EUFAMI to ensure the completion of the survey, although it should be highlighted that the decision on whether or not to participate in the survey lies with the EUFAMI member organisations themselves.

## Outputs

- ☐ Content beneficial to Seroquel will be made available directly to European patients and caregivers via an authoritative and independent website.
- ☐ For AstraZeneca, support for the EUFAMI web presence will bring heightened visibility to anyone searching for information on severe mental illness on the Internet. It also adds an AstraZeneca 'brand' to some important information in this area.
- ☐ Support for a credible, independent body is a well established method of ensuring positive brand associations.

# 2001 Seroquel Project Plan

## \*\*Media Programme\*\*

### Objectives

- To ensure the dissemination of Seroquel key communication messages presented at international congresses to a wider audience of non-attending prescribers
- To drive awareness of Seroquel benefits in unlicensed indications among prescribers, especially bipolar disorder
- To generate continued media 'noise' for Seroquel throughout 2001
- To support Marketing Companies in generating national Seroquel media coverage at the immediate post-launch stage

### Tactics

SHI will proactively identify opportunities throughout the year to generate positive media coverage of Seroquel. Opportunities will be identified from a range of sources including congresses, AZ symposia, abstracts, IITs and topical news and debates.

The following media communication tools will be utilised to support international activity.

- **STOP Press:** Media opportunities arising at congresses (Whistler, APA, ICBP, WCBP, IPA, ECNP) will be identified well in advance. These will, in likelihood, focus on favourable clinical trial results, as well as investigator initiated trials (specifics to be determined). Core press releases will then be developed for international approval and distribution to Marketing Companies with supporting visuals for local adaptation, translation and sell-in to coincide with the news event. Each core release will be accompanied by a guide to national adaptation and sell-in. A full set of references to support each press release will be available to marketing companies from SHI on request.

- **International Media:** The sell-in of internationally approved releases will also be driven centrally, supplementing national media activity. International media targets will include independent newswires and international-reach internet media when considered appropriate (prescribing customers read national newspapers too).
- **Commercial newswires:** Where appropriate, commercial-media targeted news releases will be distributed via commercial newswires in key AstraZeneca markets.
- (Currently, key markets are defined as: Canada, USA, Brazil, UK, the Netherlands, Belgium, Germany, Italy, Spain, and Australia). Similarly, if the news-angle is strong enough but only of medical/mental health media interest, the press release will be distributed to medical/mental health titles in key markets.
- **Core Press materials:** background materials for journalists, including press packs, media factfiles and media reports, will be developed to support 2001 news opportunities as appropriate. For example, press packs will be produced for journalists attending International congresses. The existing schizophrenia backgrounders will be updated to include bipolar disorder and any new data and statistics which are of benefit to Seroquel. In addition, SHI will develop an opinion leader contact directory. This will be distributed in all press packs and will list key opinion leaders willing to speak to the media, their country of origin and areas of speciality.
- **PR Managers' meeting – Paris, September**  
A meeting for Marketing Company PR Managers is scheduled to take place on the 5-6th September (or earlier if the opportunity presents). SHI will liaise with Janet Milton-Edwards to ensure that a SHI presentation on maximising Seroquel PR opportunities is incorporated into the agenda of the meeting. Two members of the SHI team will present on media activities conducted at international level, the importance of media activities on national / regional levels, the importance of media monitoring, and highlight what information is available to markets from the global team.
- **Ad-hoc opportunities**  
SHI will proactively identify media opportunities through opinion leader liaison and scanning of the media. As and when opportunities arise, media and/or support/background materials will be developed and distributed.

#### Outputs:

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Dissemination of Seroquel key messages via media coverage and generation of national and international media opportunities

Increased profile of KOLs and lead investigators

### **Evaluation:**

Media reports for all international press releases distributed to consumer audiences (to include: copies of coverage along with circulation figures and in case of internet coverage, visitor figures if available)

Media reports of all press releases distributed to medical media, based on two markets or more if possible. (Canada and Spain have press clippings service: SHI will liaise with these markets to ascertain coverage and compile a media analysis report based on available coverage monitored)

Feedback from Marketing Companies (as to utility and usage of core press releases)

# 200 I Seroquel Project Plan

## \*\*The Case Study Information Management Bank\*\*

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### Objectives

- To generate case studies / patient stories which will enliven the Seroquel story from a media perspective, encouraging increased media interest in Seroquel
- To utilise case studies / patient stories to communicate the benefits of Seroquel in everyday practice to clinicians / potential prescribers
- To harness the creation of a case study 'bank' as an opportunity to strengthen links between AstraZeneca and a broader cross-section of clinicians
- To provide individual AstraZeneca Marketing Companies with a resource of individual case study footage at their disposal, for use at national conferences and national media activities

### Tactics

The case studies to be sourced will focus on all psychoses (schizophrenia; bipolar disorder, psychosis in Parkinson's disease and other vulnerable patient groups etc) and particular areas where Seroquel's benefits can be highlighted e.g. patients who have suffered weight gain, EPS, cognitive blunting on other treatments.

- Internal marketing. SHI to draft article for feature in AstraZeneca internal newsletter, outlining the benefits of patient case studies, what is available to Marketing Companies, and any success stories (preferably from national Marketing Company perspective, or international point-of-view).
- Request and encourage Marketing Companies to provide SHI with the details of any existing case studies (especially the US). These would go into the case study 'bank'.
- Write to selected entrants (those entries from past PIP awards which are of value as Seroquel communication tools) and request permission to publish / publicise.

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- Patients (or psychiatrists discussing their patients' experiences) who are willing to, will be filmed describing their positive experiences of Seroquel. This footage will then be made available to Marketing Companies and utilised at global media events.



### Utilisation of case study material

- Existing footage already available to AstraZeneca/SHI will be catalogued and summarised, for placement onto the AstraZeneca intranet. This information will be a further resource to Marketing Companies.
- SHI will ensure that the video bank is continuously updated with new case studies which might either result from generation by AstraZeneca International/SHI, or forwarded by an individual Marketing Company.
- SHI will develop one-two page background document containing written summaries of some of the most positive patient case studies. This text will be provided for translation by Marketing Companies for use in media and promotional materials.

### Outputs:

New footage of psychiatrists and/or patients discussing their experiences with schizophrenia and bipolar disorder, conventional antipsychotics, atypical antipsychotics, Seroquel success stories, and side effects and compliance issues

An existing footage catalogue, which will allow AstraZeneca Marketing Companies to take advantage of the centrally-funded and developed patient/psychiatrist footage bank

### Evaluation:

AstraZeneca Marketing Companies will be asked to evaluate the quality of the footage, the relevance for use in their own market environment, and the ease of use of the patient/psychiatrist footage bank to which instant access will be allowed

## 2001 Seroquel Project Plan

### \*\*Bipolar Disorder Medical Education\*\*

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**NOTE:** Seroquel's benefits in bipolar disorder will be communicated through other elements of the PR plan (eg media programme, patient case study bank, psychiatry-in-practice.com website).

Full details of the medical education programme will be issued by Jeff Swalley (Global Brand Manager – Life Cycle Management) in the Bipolar Disorder Launch Plan.

#### Objectives

- To develop relationships with key opinion leaders in bipolar disorder
- To gain expert input to bipolar disorder clinical and commercial programmes
- To generate and communicate data conveying the benefits of Seroquel in bipolar disorder
- To communicate Seroquel's efficacious profile in bipolar disorder through 'class effect' association

#### Tactics

- **2<sup>nd</sup> Bipolar Disorder International Advisory Board**
  - Obtain expert advice to clinical and commercial programmes
  - Disseminate data

- Develop relationships with key opinion leaders
  
- **Bipolar Disorder Round Table discussions (3 – to be confirmed)**
  - Convene 6–12 international opinion leaders in bipolar disorder to discuss the diagnosis, treatment and unmet needs in treating bipolar disorder – exact topics to be decided
  
  - Meetings output will include publications
  
- **Bipolar Disorder Audit**
  - Obtain data regarding unmet needs in the treatment of bipolar disorder
  
  - Associate Seroquel benefits via the 'class effect' to bipolar disorder
  
  - Extend the schizophrenia sales call
  
- **Bipolar Disorder Single-Sponsored Journal**
  - Develop and disseminate the first issue of a series of an AstraZeneca sole-sponsored journal aimed at psychiatrists to enhance Seroquel's image in bipolar disorder. Further issues will be distributed in 2002 and beyond.

# 2001 Seroquel Project Plan

## \*\*Bipolar Disorder Clinical Trials Investigator Support\*\*

### Objectives

- To increase timely recruitment of trial subjects and reduce likelihood of extended recruitment period due to patient dropout rates or protocol violations.
- To further strengthen relationships with key bipolar disorder investigators.
- To provide clinical trial investigators with tangible support materials

### Tactics

In August 2000, AstraZeneca launched the first of four clinical trials to determine the effectiveness of Seroquel in the treatment of bipolar disorder. Since then, the recruitment process for the three further trials has commenced.

To support the international clinical investigators conducting these clinical trials, the following tactics will be implemented.

#### **Patient Support Group Bulletin**

To help alleviate patient and carer concerns regarding medical research and raise awareness of the trials amongst potential recruits, SHI has developed a patient support group bulletin. The bulletin highlights the clinical trials that are being conducted, the patient profile for potential inclusion and the countries in which trial centres are located.

The bulletin has been translated and is currently being distributed to relevant national patient associations to ensure distribution and publication in their national newsletters/on national websites.

### **Patient Identification Poster**

To increase the number of patients hospitalised with bipolar disorder who are screened for entry into the trials, SHI is developing a simple reminder poster to be displayed in key areas of the participating hospitals (e.g. A&E department, psychiatric wing staff rooms,

etc). The poster includes three key questions relating to the patient selection process and includes the local investigator's telephone and bleeper numbers. In addition to increasing appropriate screening, the poster helps differentiate the Seroquel trials from competitor studies which may be running simultaneously and will increase awareness amongst healthcare professionals of the use of Seroquel in bipolar disorder.

SHI will develop the core text and design artwork for the poster, translate as appropriate and print and distribute to trial centres.

### **Patient information leaflet**

SHI is developing generic patient information leaflets highlighting background information on the concept of clinical trials. In a non-product specific way, the leaflet will answer basic questions carers and patients might have about what involvement in a clinical trial might represent for them. These issues will include potential benefits as well as risks.

Investigators will be then provide this basic literature to any potential trial patients, and discuss at greater depth any further questions the leaflet might raise.

SHI will develop the core text and design artwork, translate as appropriate and print and distribute to trial centres.

### **Investigator Website**

To encourage adherence with the trial protocol and encourage consistency of communication amongst investigators, SHI is developing a website specifically for investigators and housing all the information required for the trials in an easily accessible format. In addition, the site will provide AstraZeneca with an effective and fast channel of communication through which to update investigators on any aspect of the trials.

Content of website:

- Trial protocols (clearly menued to facilitate easy navigation)

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- Recruitment update charts (highlighting recruitment at each centre – to develop healthy competition between centres)
- Most frequently asked questions page (and suggested response)
- Patient information materials (along with ordering form for hardcopies)
- Key contact details
- Newsroom relating to key stories of Seroquel in bipolar disorder
- Links to other relevant bipolar sites
- Newsletters of each clinical trial

The website will be trial specific, and investigators will be provided with log-on details for access only to the relevant aspects of the specific clinical trial they are involved in.

The site will be security password protected

### Outputs

Provision of materials to accelerate recruitment into and completion of clinical trials

Provision of patient tools to increase understanding and motivation to participate and minimise dropout rates

Increased awareness of the role of Seroquel in the treatment of bipolar disorder amongst healthcare professionals, patient associations and their members

Provision of practical support items to clinical trial investigators in tangible manner

### Evaluation

Feedback forms provided on investigator website to gauge utilisation of resource by clinical investigators

Feedback forms will be distributed to AstraZeneca monitors as to usefulness of support materials provided to investigators during clinical trials

# 2001 Seroquel Project Plan

## \*\*Young Minds Grants Programme\*\*

### Objectives

- To raise awareness about AstraZeneca's commitment to CNS among the medical community
- To enhance relationships with future leaders in CNS
- To build AstraZeneca's image as a CNS company

### Activities

AstraZeneca will establish company sponsored grants in indications of key interest to AstraZeneca CNS, to be awarded annually to five researchers/clinicians relatively new to the CNS field (<35 years of age) in recognition and support of their post-graduate research and/or clinical work.

Grants will be presented at key CNS meetings in neurology and psychiatry. Grants will be given in areas of schizophrenia; bipolar disorder/mania; migraine; acute stroke; and depression – each for US\$20,000.

- **Steering Group**

AstraZeneca will establish a steering group (Young Minds Steering Committee), consisting of external opinion leaders to help determine grant application criteria and judge applications. Steering committee will also liaise closely with Marketing Companies in identifying potential grant applicants.

The Steering Committee will first convene weekend of 3rd February, to agree application criteria. OLs represented are: one primary care expert (US, representing migraine); one emergency physician (US, representing stroke); one neurologist (Europe, representing migraine); three psychiatrists (one US & two European, representing schizophrenia, bipolar disorder and depression/anxiety).

- **Grant announcement**

AstraZeneca will distribute letters highlighting the new grant, and application criteria, to identified potential applicants. In addition, Marketing Companies will receive eCards to distribute to potential opinion leaders in their market.

Applications can be made directly via PorterNovelli, New York, or via an online submission at [astrazeneca.com](http://astrazeneca.com).

- **Announcement of winners**

AstraZeneca to announce winners of each grant at major international congress (potentially APA and AAN). In support of announcement, media release will be developed and distributed.

- **Timeline**

Call for applications: 12 February 2001

Application deadline: 12 March 2001

Young Minds Steering Committee judging panel: w/c 26 March 2001

Announcement of winners: w/c 5-7 May (at APA or AAN)

### Outputs:

Raised awareness of AstraZeneca as a company committed to CNS, via media and eCards distributed to opinion leaders

Further opportunity to develop KOL relationships

### Evaluation:



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Market research during Q4 2001. Measurement parameters include: reach, depth of media coverage, extent of awareness, understanding, acceptance of key messages, shift in perceptions of key audiences, and shift in attitudes and behaviour.

**Seroquel International Media Schedule – 2001**

This schedule is based on the information available at this time and is subject to change upon closer examination of abstracts and data. It will be updated and re-circulated on a regular basis.

Release date	Congress/ publication	Author	Proposed Content	Target audience	Comments
January	Published in International Journal of Psychiatry in Clinical Practice	Brecher	New data indicates weight neutral and 'normalising' effect of Seroquel	International medical media (particularly Doctor's Guide)	Already distributed
Q1	Information re. positive data from FDA submission	(Source through Dr Ihor Rak)	Positive Seroquel QT data to be linked to a relevant news hook	Medical media	Review for US synergies
March	Journal of Psychiatry & Neuroscience	Purdon	Cognitive function with Seroquel (preclin. study 15 & CN001)	Medical and mental health	
27 April	European First Episode Network Meeting, Whistler	Kopala	Presentation of First Episode study results and the First Episode meeting in general	Medical, mental health and consumer media	
29 April	ICSR	Grewich	Comparative side effects with atypicals	Medical, mental health and consumer media	May be used to support Prof Kasper' data on efficacy and safety presented at APA
5 May	APA	Kasper	OLEEa efficacy and safety data	Medical and mental health (potentially)	To be supported with: long-term weight data in

Release date	Congress/ publication	Author	Proposed Content	Target audience	Comments
				consumer – tbc)	monotherapy (Brecher) prolactin (Hamner), EPS and CGI (Mintzer) and EPS MR data. Additional content may be drawn from AZ symposia
June (tbc)	Journal of Clinical Therapeutics	Jibson	Publication of QUEST study (full data), highlighting head-to-head data with risperidone	Medical and mental health media	Media activities to be synergised with US activities
19 June	Stand-alone meeting, Montreux		News release based on press briefing content, with a focus on 2-COM and patient survey results	Medical, mental health and consumer media	Release/s to include: - launch of 2-COM - patient survey data (NSF and EUFAMI) - implications of weight gain
1 July	WCBBP	McConville	Adolescent data (1 year update)	Medical, mental health and consumer media	To be supported with: adolescent psychosis (Shaw), adolescent weight gain (Took), prolactin data (Hamner) and additional data presented at AZ symposium.
1 July	WCBBP	Juncos	EPS in vulnerable patient groups	Medical and mental health media	Release content may also include: - PIP elderly case winner announcement

						- additional content from AZ symposium
9 Sept	IPA	tbc	Content to be determined once details of submitted abstracts is available	tbc		IPA is a key congress and potential news opportunity.
13 Oct	ECNP	tbc	Content to be determined once details of submitted abstracts is available	tbc		ECNP is a key congress and potential news opportunity. Releases will be developed based on contents of accepted abstracts and AZ satellite symposium.

**Seroquel International Bipolar Disorder media schedule – 2001**

Release date	Congress/ publication	Author	Proposed Content	Target Audience	Comments
29 April	ISCR	Dunayevich	Abstract on mania	Medical and mental health media.	
5th May	APPA	Dunayevich	Abstract on mania	Medical and mental health media.	Release will also include new data presented at AZ closed symposium e.g. – AZ mood data – suicidality data
14 June	ICBP	Brown Del Bello Ghaemi	Abstracts on: - bipolar disorder and cocaine - Adj in adolescents - Rapid cycling	Medical and mental health media.	Release could also include data/reviews from symposium tbc

Release date	Congress/ publication	Author	Proposed Content	Target Audience	Comments
20 June	Montreux Stand Alone Meeting	Sachs Yatham Cutler	News hooks from symposium e.g. - rationale/criteria for atypicals in bipolar - Review of atypical efficacy in bipolar - Clinical experience of Seroquel in bipolar	Medical and mental health media and consumer health (tbc)	NB. Montreux & WCBP content appear v. similar, so media activity may only focus on one of the meetings.
1 July	WCBP	Suppes Meltzer Cutler Meltzer Alston	New data/reviews from symposium inc: - Review of atypical efficacy in bipolar - Suicidality data - Clinical experience of Seroquel in bipolar Plus additional news information on: - Mood abstract - PIP award winning bipolar submission	Medical and mental health media and consumer health (tbc)	
August (exact date tbc)	US publication (exact journal tbc)	Altamura	Press release relating to publication of Altamura letter re. Seroquel in bipolar with acute mania	Medical and mental health media	Review for US synergies
tbc	tbc	Sandler	Case report on Seroquel in the treatment of bipolar disorder	Medical and mental health media	Exact details of publication title and date are to be confirmed
13 October	ECNP	Yatham	New data/reviews from symposium inc: - new CST Seroquel mood data	Medical and mental health media	

tbcc	Launch of bipolar disorder journal		Announce launch of new journal inc: <ul style="list-style-type: none"> <li>- what it is and target audiences</li> <li>- details of editorial board</li> <li>- appeal for submissions</li> <li>- subscription information</li> </ul>	Medical and mental health media including: <ul style="list-style-type: none"> <li>- national general physician press</li> <li>- psychiatric nursing press</li> </ul>	
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