

# Proposal/Budget

## ***Trial 99, 104, 105, 104+105 Abstract Preparation & Submission***

USPMHC

*16<sup>th</sup> United States Psychiatric & Mental Health Congress*

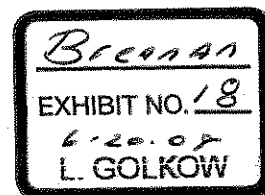
November 6-9, 2003

Orlando, Florida

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AstraZeneca

**Prepared by:** REDACTED

**Date:** September 16, 2003



**PROPOSAL/BUDGET**

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**OVERVIEW:**

To ensure a successful launch of the Seroquel mania in bipolar indication, and continued growth of off-label use in bipolar disorders, AstraZeneca must continue to provide researchers and prescribers with data from pivotal trials, such as trial 99, 104, 105, and the combined analysis of 104+105 which support the use of Seroquel as monotherapy and adjunctive therapy for the treatment of bipolar disorders. One effective way to increase the reach of Seroquel bipolar study data is by increasing information disseminated at major congresses such as the USPMHC. USPMHC-accepted abstracts, posters and papers are an excellent, scientifically valid source of citable information that can be used to promote Seroquel for the treatment of bipolar disorders.

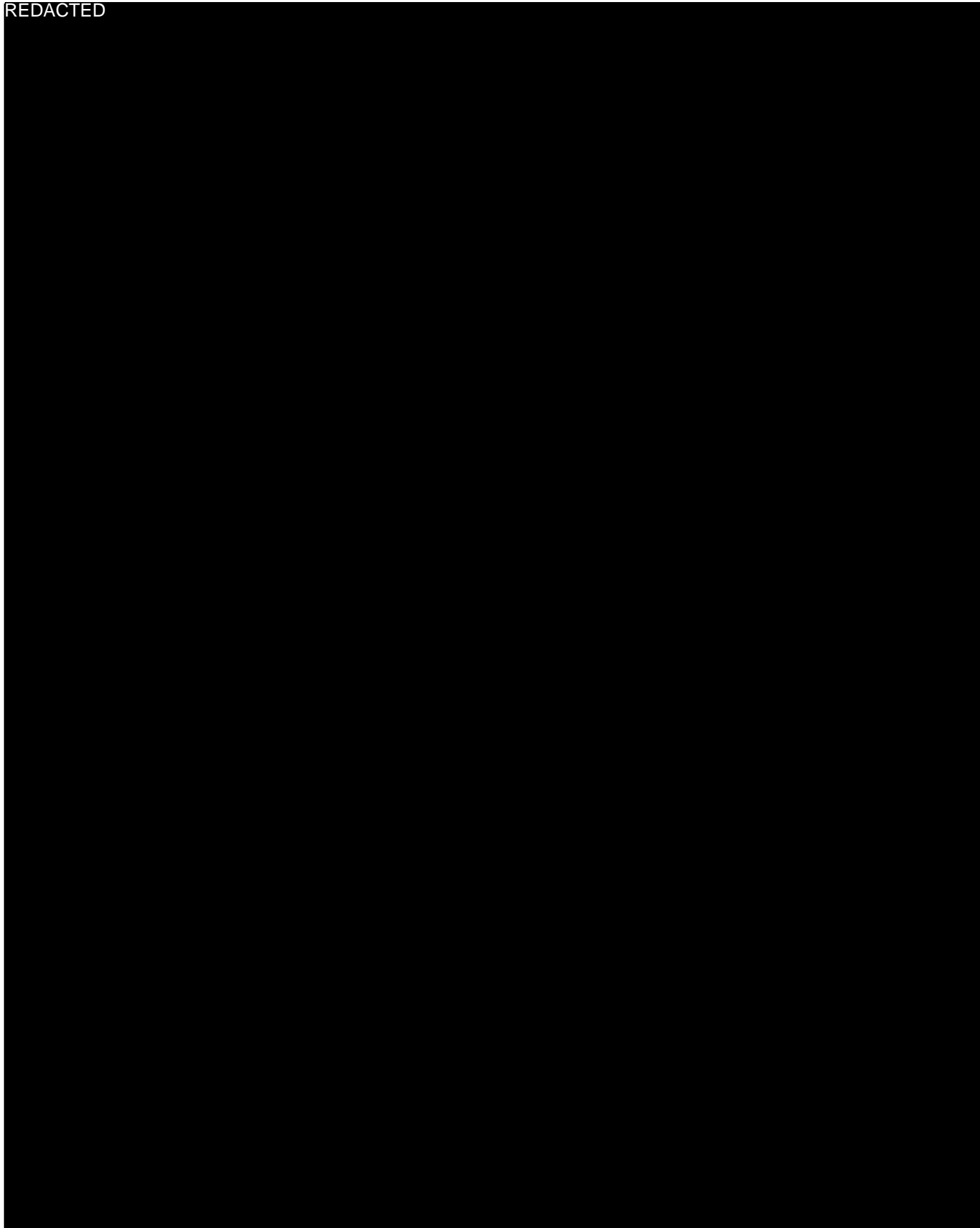
**OBJECTIVES:**

- ❖ Submit scientific abstracts that highlight the effectiveness of both Seroquel monotherapy and adjunctive therapy for the treatment of mania in patients with bipolar disorder
- ❖ Submit scientific abstracts that highlights the effectiveness of Seroquel monotherapy vs placebo for the treatment of mania in patients with bipolar disorder
- ❖ Submit scientific abstracts that highlight the effectiveness of Seroquel adjunctive therapy for the treatment of mania in patients with bipolar disorder
- ❖ Continue to encourage off-label use of Seroquel for the treatment of bipolar disorders through publications presented at major congresses (USMPHC)
- ❖ Continue to build anticipation for the bipolar launch and reposition Seroquel as an effective atypical antipsychotic, with proven effectiveness for the treatment of mania

**STRATEGIES:**

- ❖ Submit four individual abstracts to highlight trials 99, 104, 105, and 104+105
- ❖ Validate off-label use of Seroquel by disseminating study data demonstrating the efficacy and safety of quetiapine for the treatment of patients with mania in bipolar disorder
- ❖ Encourage early uptake of Seroquel for bipolar disorders post-launch by increasing target audience exposure to data pre-launch
- ❖ Enhance AstraZeneca visibility as a company with a long-term commitment to CNS

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