

# Proposal/Budget

## ***Abstract Development & Submission: New Research***

APA

*157<sup>th</sup> Annual Meeting of the American Psychiatric Association*

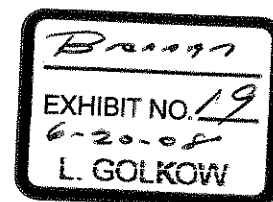
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New York, New York

Prepared for: John Gonzalez, PhD  
AstraZeneca

Prepared by: REDACTED

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## OVERVIEW:

To support the successful launch of the Seroquel mania in bipolar indication, and to continue to grow the market of off-label use in bipolar disorders, AstraZeneca must provide researchers and prescribers with data from secondary analyses. One effective way to increase the reach of Seroquel bipolar study data, including information on future indications, is by increasing information disseminated at major congresses such as the APA. APA poster sessions are an excellent forum to deliver data that can be used to promote Seroquel for the treatment of bipolar disorders. The following topics are proposed:

- Quetiapine For the Treatment of Agitation and Aggression
- Efficacy of Quetiapine for Bipolar Mania
- Dosing of Quetiapine for Mania
- Tolerability of Quetiapine for Bipolar Mania
- Quetiapine Has a Favorable Weight Profile
- Akathisia and Atypical Antipsychotics
- Quetiapine in the Treatment of Bipolar Depression
- Temporal Patterns and Changes In MADRS
- Dysphoric Mania
- Quetiapine for the Treatment of Mania; Adjunctive Therapy versus Monotherapy

## OBJECTIVE:

- ❖ Create scientific abstracts that highlight quetiapine in several key areas relevant to bipolar disorder

## STRATEGIES:

- ❖ Encourage uptake of Seroquel for bipolar disorders post-launch by increasing target audience exposure to data
- ❖ Enhance AstraZeneca visibility as a company with a long-term commitment to CNS

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