

**From:** Jensen, Kimberly A  
**Sent:** Tuesday, July 06, 2004 8:10 AM  
**To:** Bucklen, Kristin W; Campbell, Pat A (CNS/Seroquel); Elliot, Barbara; Greenidge, Edmund; Hamill, Kevin J; Hinton, Vonda; Holl, Linda; Lawrence, Terri; Ma, S. Frank; Martin, Brian; Maurer, Christopher T; McCave, Lisa K; Murray, Michael F; Nicklas, Frederick K; Nolan, Theresa; Phaup, Doug; Prince, Joshua; Repp, Edward; Robinson, Mona L; Rubenstein, Vance; Shahangian, Narges; Silva, Luis M (CNS/Seroquel); Zimmerman, Paul M  
**Cc:** Gionta, Lynn  
**Subject:** FW: ACTION REQUIRED: KOLs & Diabetes Topics at AstraZeneca Programs

**Importance:** High  
Sending on behalf of Mike.



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

**From:** Gionta, Lynn  
**Sent:** Friday, June 11, 2004 11:16 AM  
**To:** Smith, Brian P (CNS/ASD); Viscount, Thomas E; Tugend, Georgia L  
**Cc:** Manning, Julia W; Murray, Michael F; Jackson, Marianne; Evans, Michele Khatib;; Domine, Lisa I; Barton, Laura; White, William R; Ross, Jodie M; Nunn, Greg; Holen, Jodi S  
**Subject:** ACTION REQUIRED: KOLs & Diabetes Topics at AstraZeneca Programs  
**Importance:** High

Tom, Brian and Georgia,  
The attached voicemail addresses the issue of KOLs covering diabetes concerns during AstraZeneca programs. This topic was addressed on a recent RSD teleconference with sales and marketing. However, there is a sense that this issue did not make it down to the PSS level and MISs or the seriousness of this issue is not being realized.

As leaders, we need you to record the attached voicemail and distribute to your teams ASAP. Please copy me when you send it out (my extension is 55672).

CAMs, we wanted to keep you in the loop on this issue.



Diabetes-KOL  
clarification 6-1...

Please feel free  
attention.

to call if you have any questions. Thank you for your prompt

*Lynn*

Lynn Gionta  
Strategic Internal Communications Manager  
Seroquel Brand Team  
302-885-5672  
mail stop: B2B-518A

*Voice mail message ... re: KOL Diabetes Clarification*

From: Brian Smith, ASD, Tom Viscount, ASD, Georgia Tugend  
To: RSDs, DSMs, PSSs for SC1, 2, 3, LTC, Hospital and MISs  
Date: June 11, 2004

---

Tom, Brian and Georgia – please forward to your teams.

Tom & Brian – Please direct the RSDs to cascade to their DSMs and down to the PSSs.

As a point of clarification, when we directly engage a speaker for a program, anything the speaker says might be attributed to AstraZeneca.

PSSs are to focus on the efficacy and safety benefits of SEROQUEL (in promotion and programs) and not diabetes and related metabolic issues. In addition, PSSs should not proactively ask speakers to talk about diabetes or give the impression to potential attendees that diabetes will be addressed at the program.

Please recall that on April 22, we cascaded to you through your managers an objection handler algorithm, Q & As on diabetes, ADA, the second dear HCP letter on diabetes and appropriate litigation responses. This should contain all the information you require to reactively respond to these issues. If you feel there is an important need for additional materials or programs around this issue with your customers, please have your district manager contact the SEROQUEL marketing team, where we can develop content from a central point that is in line with our understanding of the safety profile of SEROQUEL.