

Outline of Field VM re: WSJ article

1. Acknowledge 8/22 article
2. Provide brief info of the study
3. Reinforce key messages
  - a. No causal relationship
  - b. Proven efficacy and safety profile
4. Update on actions to be taken by AZ
5. Sales direction -

To reinforce a couple of key points -  
~~No causal relationship between~~  
Seroguard and  
No reliable evidence suggesting a  
causal relationship

efficacy  
proven safety profile complete  
with confidence

Continue to deliver well accepted message - The message that differentiates  
Seroguard from other atypical

NYT Article - full study results, not just abstract

Key points to remember.

No reliable evidence to suggest a causal relationship between  
Seroguard and diabetes

Seroguard has

