

From: Hess, William
Sent: Monday, June 23, 2003 12:44 PM
To: Clifford, Lincoln; Farkas, Johannes; Peeters, Koen; McCormack, Eileen; Grosser, Margaret; Hansen, Gert; Lampinen, Esa; Stafflage, Angelika; Darde, Martina; Vassiliou,Stamatis; Brasem, Pieter; Ng, Parson; Csongvai, Csaba; Snorraddottir, Asta; Tan, Keng Aun; Stokke, Ingunn; Jencova, Yvona; van Zyl, Hugo; Casas, Juan; Granö, Anders; Schneitter, Sabine; Karsan, Vildan; Fairburn, Louise
Cc: Hess, William; X:Piano, Claudia (External); Doran, Nigel M; Collins, Andy J (Alderley Park); Aliman, Debbie; Rob Kite (E-mail); Minnick, Jim G; Swalley, Jeffrey S; Hagger, Lynn; Wilkie, Alison M; Lapp, Carrie; Ney, Christine A; Asbury, Catherine; Sayce, Rod; Litherland, Theresa; Singh, Gurdish S; Olbrich, Richard; Owen, Richard T; Hagger, Simon
Subject: Important: REACH Meeting Delegates
Importance: High
Attachments: REACH APA 03 3.0.ppt

Hello All,

Here is an important message about the REACH Program. Most of you have attended prior presentations and discussions about this exciting initiative, and I have attached a brief overview as background on the program. In short, REACH is a market-based program aimed at communicating treatment solutions to psychiatrists treating bipolar disorder. A key component of the program, which is being funded by AstraZeneca, is that an efficacious, well-tolerated atypical antipsychotic like Seroquel should be part of bipolar disorder treatment.

The upcoming kickoff meeting in November is an important event in ensuring that REACH succeeds. During this meeting, the REACH faculty, comprised of top-tier, internationally-esteemed bipolar key opinion leaders (KOLs), will train a subset of national-level KOLs on the program's fundamentals. The goal is that these selected national-level KOLs will subsequently become ambassadors for the program within local markets, capable of communicating the program's key outputs to other psychiatrists in your market.

The kickoff meeting will take place during the afternoon of the final day of the Bipolar Standalone in Cannes. Date and time are Thursday, November 13th from approximately 13:00 - 16:30.

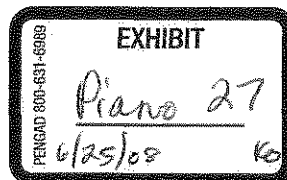
Below, I have listed the target number of attendees by country. In constructing this, both size of each market and number of proposed external Bipolar Standalone attendees per market have been considered. Our goal is to have roughly 200 attendees, and please bring any queries or considerations on your target number to my attention.

When considering which physicians to invite to the REACH meeting, please consider factors such as the following:

- Reputation and standing within the local bipolar market
- Geographic coverage--ensuring that the selected KOLs collectively can embrace your entire geography
- Speaking skills
- Seroquel advocacy

The target number of attendees by country is as follows:

Australia	5	
Austria	7	
Belgium		10
Bulgaria		2
Canada	20	
Denmark	10	
Finland	10	
Germany	15	
Greece	10	
Hong Kong	2	
Hungary	2	
Iceland	2	
Malaysia	2	



Norway	4
Slovakia	2
South Africa	5
South Korea	4
Spain	20
Sweden	4
Switzerland	10
The Netherlands	10
Turkey	10
UK	20

ACTION: Please, at your earliest convenience, let me know the number of physicians you intend to invite to the REACH meeting

Please do not actually invite the attendees at this time. Formal arrangements for invitations will be communicated to you shortly via the Continuing Medical Education (CME) company organizing the program.

Best Regards,

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3.0.ppt (331 KB)