

Unknown

From: Holdsworth, Debbie
Sent: Monday, May 14, 2001 8:54 AM
To: +Seroquel Product Managers
Cc: Oldham, Alex; O'Brien, Shawn P; Altman, Charles; Zimmerman, Paul M; Swalley, Jeffrey S; Wilkie, Alison M; Brecher, Martin; Downes, Jacquie; Owen, Richard T; Aked, Dominic M; Meddis, David; Kristofferson, Ann; Sayce, Rod; Rennie, Pam; Shadwell, Pamela G; +Seroquel Marketing Managers
Subject: Summary of weight information available
Importance: High
Attachments: weight change.ppt; weight change.doc; BODYWE~1.PDF

This note aims to highlight the main pieces of information that we have on the key issue of 'weight'.

Dear colleagues,

With weight gain as olanzapine's key weakness and with the launch of ziprasidone (claiming 'weight neutral') in the US, I would like to summarise the Seroquel information that we have available on the weight issue.

The global strategy is to demonstrate to customers that Seroquel has a weight neutral profile in the long term. It can be argued that short term weight data (as long as it is only minimal) may not be as clinically important as chronic weight gain over the long term. Also, it is important to assess weight change in the context of BMI. Hence, the Seroquel data, which fulfils both these criteria (i.e. the assessment of weight changes in long-term treatment in the context of BMI), is strong and supports the key claim that ***Seroquel has a neutral effect on weight during long-term treatment.***

Attached is a slide kit and notes which are stored on slide bank and Key Esther. This slide kit has recently been updated with the new diabetes data:



weight change.ppt
(132 KB)



weight change.doc
(40 KB)

The claims are clear:

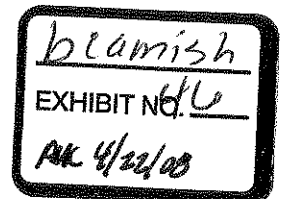
- ***Seroquel has a neutral effect on weight during long-term treatment.***
- ***Seroquel is not associated with diabetes nor its exacerbation.***

The DOFs (data on files) to support these claims are stored on Key Esther as well.

Also attached is the weight objection handler which contains much of the competitor information and suggested ways of handling Seroquel objections – this is stored on Key Esther and was recently sent out by Katherine Nolan:



BODYWE~1.PDF
(534 KB)



This is an educational document on weight, which was produced by the US team to train their sales force around the subject of weight gain and its consequences – also recently sent out and stored on Key Esther:

We have several posters on weight, but the main manuscript which contains all the most recent data on Seroquel and

REDACTED

