

From: Duff, David J
Sent: Tuesday, July 02, 2002 4:07 PM
To: Congiusta, Gina
Cc: Greenidge, Edmund; Sommer, Linda; Harrington, Kurt M (Marketing)
Subject: RE: Brecher study - Item # 201644
Gina,

Brecher reprint carrier is once again available. Thank you Linda, Edmund, and Kurt for your help in expediting the re-review on this important piece!

Dave

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

From: Sommer, Linda
Sent: Tuesday, July 02, 2002 8:50 AM
To: Duff, David J; Harrington, Kurt M (Marketing)
Cc: Greenidge, Edmund
Subject: RE: Brecher study - Item # 201644

This item was re-approved for use on June 25th. It is available on the sales ordering tool. Linda

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

From: Duff, David J
Sent: Monday, July 01, 2002 4:40 PM
To: Sommer, Linda; Harrington, Kurt M (Marketing)
Cc: Greenidge, Edmund
Subject: RE: Brecher study - Item # 201644

Thanks, everyone for looking into this item.

Dave

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

From: Sommer, Linda
Sent: Monday, June 24, 2002 8:42 AM
To: Harrington, Kurt M (Marketing); Duff, David J
Cc: Greenidge, Edmund
Subject: RE: Brecher study - Item # 201644

Hi All, This item is in re-review. Will check with Edmund as soon as he returns from a business trip this Monday or Tuesday. Linda S

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

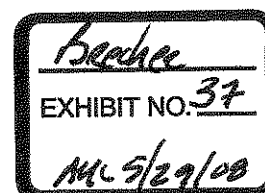
From: Harrington, Kurt M (Marketing)
Sent: Thursday, June 20, 2002 11:14 AM
To: Duff, David J; Sommer, Linda
Subject: RE: Brecher study - Item # 201644

Hi Dave and Linda:

I have copies of your forward's on 4/15/2002 for the Reprint and the Reprint Guide for the Re-approval with me as the originator. I will look up the numbers in Estar on Friday since I still have not received a cleared for production notice on these two items.

Thank you for the head's up. Linda please let me know if you have any additional information, see you all tomorrow.

Sincerely,
Kurt



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Kurt Harrington

Professional Promotions Manager, Seroquel
1800 Concord Pike
FOC E1-342
Wilmington, DE 19850
(800)456-3669 X64283 (office)
(302) 886-4283 (direct)
(302) 886-3829 (fax)
kurt.km.harrington@astrazeneca.com

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

From: Duff, David J
Sent: Thursday, June 20, 2002 8:41 AM
To: Brittin, Tricia; Sommer, Linda; Deputy, Pat I; Harrington, Kurt M (Marketing); Greenidge, Edmund
Cc: Pearson, Cheryl L
Subject: RE: Brecher study - Item # 201644
Importance: High

Tricia,

Thanks for the response. I also checked eSTAR and found that the expiration date was 6/14/2002. 7/20/2001 was the date the item first became available. When I further checked my files I found that I had asked Linda for a re-review, with Kurt Harrington being named as the originator (since I was promoted to BPL I cannot originate items).

Kurt, Edmund and Linda - what is the status of this re-review? Weight gain is such a hot topic that we don't want our field personnel without this key reprint for very long.

Dave

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

From: Brittin, Tricia
Sent: Wednesday, June 19, 2002 9:12 PM
To: Duff, David J; Sommer, Linda; Deputy, Pat I
Cc: Pearson, Cheryl L
Subject: RE: Brecher study - Item # 201644

I am showing this item expired 7/20/2001; therefore no longer available.

Linda/Pat~

Could you please check this item's expiration date and advise if able to place on MarketPro.

Thanks.

~Tricia

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

From: Duff, David J
Sent: Wednesday, June 19, 2002 5:08 PM
To: Brittin, Tricia
Subject: FW: Brecher study - Item # 201644
Importance: High

Tricia,

I just got Cheryl's out of office reply. Can you help me get this piece back onto sales insite quickly? This reprint carrier is one of our most important pieces. Thanks in advance for any help you can offer.

Dave

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

From: Duff, David J
Sent: Wednesday, June 19, 2002 5:06 PM
To: Pearson, Cheryl L; Namiotcavage, Georgene M
Cc: Coursolle, Jeremy; Congiusta, Gina
Subject: RE: Brecher study - Item # 201644
Importance: High

Cheryl and Georgene,

Gina brings up a very important point here - one of our hottest items, 201644, the Brecher reprint carrier has disappeared from Sales Insight, even though my report shows over 200,000 in stock. Any ideas what happened, and how to rectify?

Dave

Gina - thanks for the heads up! Thanks also for the suggestion - we do plan to do more reprint carriers for other papers in the future as more of our studies are published!

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

From: Congiusta, Gina
Sent: Tuesday, June 18, 2002 8:25 PM
To: Duff, David J
Cc: Coursolle, Jeremy
Subject: Brecher study

Hey Dave what happened to the Brecher Study it is no longer available in sales insite (Promo). That would explain why they removed it from our NEC when we record calls. Will we be getting this piece back? I loved that study, it was a great.

Also can we have other studies (example, Kapur) put in a reprint carrier? It is a great way to give a presentation because it lays the bullet points out in front of the doctor without having to flip thru pages. I have noticed that when I present off a study doctors tend to turn away, but when I present off a reprint carrier they go to grab it out of my hand. Many people are visual learners and by seeing something in color and not black and white (paper study) it draws their attention. Just a suggestion.

Thanks for your help.

Take care

Gina