

From: Murray, Michael F (Seroquel)
Sent: Friday, February 24, 2006 1:36 PM
To: Byers, Cindy; Viscount, Thomas E; Chavoshi, Soheil; Sermeno, AI; Krulikowski, Marianne; Dillione, Michelle T; Gionta, Lynn
Cc: Paulson, Alfred N; Jackson, Marianne; Barton, Laura
Subject: RE: URGENT REQUEST

Thanks Cindy! I'm forwarding your suggestions to Michelle Dillione who is helping us with this.

Marianne K, Soheil and AI, please take a look at these suggestions and try to build this into your recommendations.

Thanks ALL!

Mike

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

From: Byers, Cindy
Sent: Friday, February 24, 2006 11:18 AM
To: Murray, Michael F (Seroquel); Viscount, Thomas E
Cc: Paulson, Alfred N; Jackson, Marianne
Subject: RE: URGENT REQUEST
Importance: High

Mike,

I shared this with Don on Monday, but here are some of my suggestions:

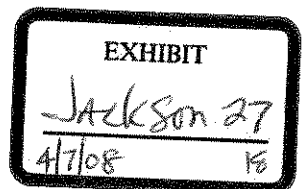
1. Educate KOLs on how to deal with the legal noise around SEROQUEL (especially the metabolic issues.) We are doing a lot of PREP programs at this time and putting our KOLs in front of physicians that have questions/concerns around the litigation.
2. Send letters to physicians explaining the AZ stance on these issues (i.e. that we will fight every case) along with contact numbers for additional information/questions.
3. Communicate, communicate, communicate with the field sales force about what the brand team is doing behind the scenes. The sales force realizes that the problem will not go away tomorrow; they just want to be confident that we are dealing with the issues swiftly and efficiently. This will give them the confidence to neutralize the issue.
4. Identify particular hard hit markets and increase educational awareness in those markets around mental illness.
5. Staff the call center to deal with patient and physician questions. I would even suggest a special toll-free number and a trained group of people to deal with this issue specifically. The current call center is not adequately prepared.
6. Have a task force (including field sales representation) that is ready to "deploy" when future issues arise (i.e. a Sydney Wolfe response, etc.) so that we respond swiftly. This group will discuss the issues at hand and recommend a response.
7. Any type of patient education around compliance with SEROQUEL and its tolerability would be beneficial.

I hope these help!

Cindy

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

From: Murray, Michael F (Seroquel)
Sent: Friday, February 24, 2006 5:20 AM
To: Viscount, Thomas E; Byers, Cindy
Cc: Paulson, Alfred N
Subject: FW: URGENT REQUEST



Tom and Cindy,

I wanted to keep you both in the loop on this... We are working closely with the lawyers to best address this troubling issue regarding unethical lawyers. If you (or your team) have suggestions of what resources would be helpful to address this, please let me know. Thanks!!!

Mike

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

From: Murray, Michael F (Seroquel)
Sent: Friday, February 24, 2006 8:17 AM
To: Chavoshi, Soheil; Krulikowski, Marianne; Sermeno, Al; Barton, Laura; Clooney, Cara; Moody, Janine; Hamill, Kevin J; Ney, Christine A; Lynch, Larry; Scott, Mark S (Wilmington); Peele, Michael; Domine, Lisa I; Crenshaw, Melinda W
Cc: Dillione, Michelle T; Gaskill, James L; Minnick, Jim G; Gionta, Lynn; Jackson, Marianne
Subject: RE: URGENT REQUEST

Hi All,

As you know there has been alot of "noise" out there regarding unethical lawyers soliciting lawsuits on TV, as you can see from the attached note, it is starting to impact physician prescribing behavior. I have asked Marianne K to work with you to help put together recommendations of what the field needs to adequately address this with their physicians. Please include her in the discussions you are having around this, she can play a significant project management role with this.

Thanks,

Mike

<< Message: FW: Negative impact from commercials >>

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

From: Chavoshi, Soheil
Sent: Friday, February 24, 2006 2:44 AM
To: Krulikowski, Marianne; Sermeno, Al; Barton, Laura; Clooney, Cara; Moody, Janine; Hamill, Kevin J; Ney, Christine A; Lynch, Larry; Scott, Mark S (Wilmington); Peele, Michael; Domine, Lisa I; Crenshaw, Melinda W
Cc: Dillione, Michelle T; Gaskill, James L; Murray, Michael F (Seroquel); Minnick, Jim G; Gionta, Lynn
Subject: RE: URGENT REQUEST

Marianne,

Thanks for your email. Jim Minnick, Lynn Gionta and I are meeting next week to discuss this issue in detail. A written communication was sent to the field about 2 weeks ago that addressed the issue of how to handle queries around this. Also, Don Beamish left a voice-mail for the field to reiterate the message that was sent to the field. If others are interested in joining Jim, Lynn and myself, please let me know.

Regards,

Soheil.

Soheil Chavoshi, MS

SEROQUEL Brand Leader, Specialty Care

AstraZeneca Pharmaceuticals PLC

1800 Concord Pike, B2C-318

Wilmington, DE 19850

Phone: (800) 456-3669 x 52726, **Direct:** (302) 885-2726, **Mobile:** REDACTED **Fax:** (302) 886-1093

