

**Child & Adolescent Segment Priorities**  
July 28, 2002

1. Proactive Media Management Plan
  - Develop proactive media management plan to address "crises" that may arise due to media portrayal of use of antipsychotics in children.
  - Plan should include identification of spokespersons (medical), families (personalize issues), and other support organizations.
  - CABF follow-up required. Grant provided in the amount of \$50K, request for additional \$12K. Need to determine how these monies have been utilized.
2. Execution of 2H02 medical marketing plans
  - Review with Rob L. all medical marketing programs (completed, ongoing, and new).
  - What monies are not yet allocated/spent that may be used for other activities.
3. Assessment of pediatric market opportunity
  - Recalculate market opportunity in pediatrics (total number of patients, % diagnosed, % treated, overlaps with other conditions)
  - Update/revise work previously completed in 2001.
  - Discuss forecasting efforts with John Yi.
  - Table of diagnosis vs. symptoms (this already exists?)
  - Need to discuss DBCD with Gahan.
4. Develop advocacy relationships
  - Contact Peter Bell regarding relationships with external organizations and identify partnering opportunities.
  - CAN (Cure Autism Now), CABF (Child, Adolescent Bipolar Foundation), NMHA (National Mental Health Association), NAMI (National Alliance of Mentally Ill).
5. KOL visits/MSL partnering
  - Make plans to visit with select KOLs (Peter Jensen, Bob Findling, Mike Aman).  
  
Michael Aman, PhD, Ohio State University  
Joseph Biederman, MD, Harvard Medical School  
Gabrielle Carson, MD, SUNY Stonybrook  
Robert Hendren, DO, UC Davis  
Lawrence Scahill, MD, Yale School of Medicine  
Robert Findling, MD, University Hospitals of Cleveland  
Lawrence Greenhill, MD, New York Psychiatric Institute  
Peter Jensen, MD, Columbia University  
James McCracken, MD, Stanford University School of Medicine  
Christopher McDougle, MD, Indiana University School of Medicine
  - Get list of MSLs from Ann.
6. Opportunities for partnering with Concerta/McNeil
  - RIS and Concerta have similar issues – need to identify opportunities for partnering (i.e. treatment of ADHD as primary mechanism, addition of RIS to stimulants).
  - Potential "pediatric summit" where respective teams share business plans and identify opportunities for partnering.
  - Contact Diana Bacci at McNeil to discuss.
7. Goals and Objectives
  - Find form @Janssen HR site)