

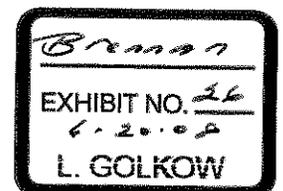
Project Brief

AACAP 2005 Abstract Submission

American Academy of Child & Adolescent Psychiatry (AACAP)
Toronto, Ontario, Canada
October 18-23, 2005

Abstract Due Date: February 15, 2005

Prepared for: John Tumas
Prepared by: REDACTED
Date: February 14, 2005



Seroquel U.S. Brand Team – Project Brief

Name of Project:

Original Abstract Development

Pharmacokinetics, Safety and Tolerability of Quetiapine in Children and Adolescents

AZ Owner:

John Tumas

Background/Business context:

The Seroquel team has identified key congresses in which psychiatrists and potential prescribers will be in attendance. The annual meeting of the American Academy of Child & Adolescent Psychiatry (AACAP) is an excellent venue for exposing adolescent psychiatrists to quetiapine data.

Potential Business Benefits:

To remain competitive in the bipolar marketplace, it is imperative that Seroquel continue to have a competitive or superior share of voice at identified congresses.

Objectives:

To provide researchers and prescribers with pharmacokinetic data on quetiapine for the treatment of psychotic disorders in children and adolescents. Abstracts and posters are an excellent way to provide prescribers with a scientifically valid source of citable information that promotes Seroquel.

Deliverables:

One original abstract in accordance with AACAP guidelines.

Outline logistics (assumptions):

PXL to create one original abstract based on pharmacokinetic data for quetiapine. PXL will obtain all related approvals and permissions from authors, presenters and AstraZeneca.

Estimated cost/budget required:

TOTAL: REDACTED

2005 AACAP Original Abstract

Pharmacokinetics, Safety and Tolerability of Quetiapine in Children and Adolescents
(*Winter*)

Budget Per Abstract Includes:

REDACTED

