

**Lloyd (Washington), Lisa M**

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**From:** Hatzipavlidis, Harry  
**Sent:** Friday, August 22, 2003 4:55 PM  
**To:** Hoegstedt, Johan; Doran, Nigel M; 'doran.family@btopenworld.com'; Beamish, Don G; Lloyd (Washington), Lisa M; Schwartz, Jack A; Leong, Ronald; Zimmerman, Paul M; Mullen, Jamie A; Proctor, Colleen; Lampert, Steve B; Callaghan, Cynthia L; Victor, Tim; Jackson, Marianne Birkett, Geoff; Bastain, Bill; Rance, Mike J; Hunt, Jonathan; Blair-Robinson, Mina L  
**Subject:** Summary of ACTIONS in Response to WSJ Article  
**Importance:** High

Hello,

Thanks to everyone for making themselves available at the last minute for our teleconference meeting this afternoon. Here is a summary of the action items that we were each tasked with during the meeting.

Someone needs to attend the medical conference this Sunday to hear the abstract of research to be presented. They should be well informed and well prepared to understand the data and ask the appropriate questions.

**Action:** Jamie Mullen will talk to Tim Victor and have Tim attend the conference.

**Action:** Jamie will prepare Tim for the conference with respect to questions (such as # of Seroquel patients exposed, selection, control for baseline weight.)

**Action:** Tim will get a copy of the abstract for dissemination within AZ. Tim will take notes and write up the data on Sunday.

These retrospective epidemiology studies are non-conclusive. They are not controlled clinical studies and barely informative at the very least. As a matter of fact there are several other similar studies that contradict this one. We should get this message out. Lets begin by updating our Seroquel Q&A document:

**Action:** Harry will send Ron Leong the most recent Q&A document.

**Action:** Ron will update the Q&A document for the Retrospective Cohort Study (IPA Poster Session), and also the Gianfrancesco article.

We should call the author of the Wall Street Journal article and inform him about Lilly's other studies that should balance this study.

**Action:** Steve and Cindy will do this after we receive the study data and after they separately analyze the pros and cons of this action.

We should prepare messages for the media, for AZ senior management, and for our field sales force.

**Action:** Harry and Ron will send Nigel the updated Q&A document.

**Action:** Nigel will prepare a message for senior management based on the Q&A document along with Summary bullet points to highlight.

**Action:** Don and Jack will prepared a message for US senior management.

**Action:** Cindy, Steve and Jamie will work on Sunday to have a "Reserved Statement" prepared for Monday for the media, if we need it.

**Action:** Lisa will work with Marianne Jackson on the appropriate message to be sent to the sales force.

Finally, please keep in mind that Monday is a bank holiday in the UK and Nigel will need to have e-mail communications sent to his home. Tha e-mail address is listed above.

*MIS, MC*

**Harry Hatzipavlidis**

Sr. Business Planning Manager - Seroquel & REDACTED

