

From: Mitchner, Natasha </O=SHANDWICK/OU=CHICAGO - WEBER SHANDWICK/CN=RECIPIENTS/CN=NMITCHNER>
Sent: Friday, November 2, 2001 11:34 AM
To: 'Jeffrey.Lawrence@frx.com'
Cc: Christina.Goetjen@frx.com; Prescott, Mary <mprescott@bsmg.com>; Orrico, Frank <forrico@bsmg.com>
Subject: RE: ACCAP meeting

Jeff,

Bill forwarded the study report and tables to me so we have everything needed to draft the manuscript. As you may know, I prepared slides for Dr. Wagner's presentation at the ACNP Hot Topics session, and forwarded them to Charley and Christina for review. Bill felt that Charley is most familiar with the data and instructed me to work with him directly. I will follow-up with Charley as I would like his input on which data to include and how to best present it. At that point, I will prepare the accompanying poster and manuscript, starting with an outline of the manuscript. I will definitely add this to the agenda of next week's publication plan meeting.

Thanks,
Natasha

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

From: Jeffrey.Lawrence@frx.com [mailto:Jeffrey.Lawrence@frx.com]
Sent: Thursday, November 01, 2001 5:02 PM
To: NMitchner@webershandwick.com; mprescott@webershandwick.com
Cc: Christina.Goetjen@frx.com
Subject: FW: ACCAP meeting

I know we have a pub plan meeting next week, but could you give us an update on the pediatric manuscript? We really want to push this along and get it published as soon as is humanly possible. Do you have every thing you need? Let us know if there's anything we can do to help. Thanks!

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

From: Lawrence, Jeffrey
Sent: Thursday, November 01, 2001 9:44 AM
To: MacPhee, John; Greene, Nefertiti
Cc: Goetjen, Christina
Subject: RE: ACCAP meeting

BSMG is working on it. After realizing our urgency to get this published, Bill thought it would be best if BSMG wrote the first draft... Karen Wagner also realizes that we want this done quickly and she seems like she'll turn it around quickly.

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

From: MacPhee, John
Sent: Thursday, November 01, 2001 9:33 AM
To: Goetjen, Christina; Greene, Nefertiti
Cc: Lawrence, Jeffrey
Subject: RE: ACCAP meeting

Do Andrew and Bill know urgency? Has a writer been assigned?

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

From: Goetjen, Christina
Sent: Thursday, November 01, 2001 9:04 AM
To: MacPhee, John; Greene, Nefertiti
Cc: Lawrence, Jeffrey
Subject: RE: ACCAP meeting

One other thing (and Jeff knows this.) We must have the manuscript to Dr. Wagner as soon as possible to push the publication. She recommended the American Journal of Psychiatry (although I'd like to look at something that generates more "mainstream" discussion, more PCP/Ped.), but whatever journal we choose should have the manuscript by year end. That means that we really MUST try to get all the decision-makers in one room just prior to the Exec. Ad. Board to make corrections and have our latest version in her hands for review at ACNP.

She is committed to our aggressive timeline as she understands the urgency to get this data in front of our audience as soon as possible if we're going to maximize the impact.

Christina

Christina Goetjen
Product Manager, Celexa
(212) 224-6848
(212) 750-9152 (fax)

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

From: MacPhee, John
Sent: Wednesday, October 31, 2001 9:03 PM
To: Goetjen, Christina; Greene, Nefertiti
Cc: Lawrence, Jeffrey
Subject: RE: ACCAP meeting

Thanks -- my feeling is that the fact that we are last for ped use is the very reason we can't wait to disseminate data until JAMA publishes

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

From: Goetjen, Christina
Sent: Wednesday, October 31, 2001 4:17 PM
To: MacPhee, John; Greene, Nefertiti
Cc: Lawrence, Jeffrey
Subject: RE: ACCAP meeting

FYI.

We spoke with Karen Wagner today about the current state of affairs regarding the pediatric data. We discussed Forest's decision to go with a publication other than JAMA as it fits with our corporate objectives. She agreed with the logic, yet reminded us that if we want to appeal to the PCP and Pediatric audiences, we need to publish in a place that provided the appropriate readership (something JAMA would've done.) She also said that the lack of data regarding the use of Celexa for pediatrics is limiting it to "last choice" among physicians - she just wanted to make sure we understood the marketing advantages of the data. I assured her we got it.

She is excited about our Pediatric Regional CME series and will be a fundamental part of speaker selection. She knows that she and Jeff will be working closely as I will be on maternity leave.

She is extremely savvy about PR and is working well with GCI for surrounding PR opportunities. We may want to give her a chance to familiarize herself with some media training.

Those are the high points.

Christina

Christina Goetjen
Product Manager, Celexa
(212) 224-6848
(212) 750-9152 (fax)

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

From: MacPhee, John
Sent: Friday, September 21, 2001 7:51 AM
To: Singh, Arvinder; Goetjen, Christina
Subject: FW: ACCAP meeting

Let me present issues re: presentation of ped data at upcoming mtgs and use of such data in CME programs. I want to make sure my thoughts are understood.

1. I believe that ACNP does not allow the referencing of presentations made at their meeting. This could eliminate the ability to reference the presentation in slides used in a CME program. We need to learn/confirm if this is true or not.
2. If it is true, we need to find another venue to present the data so that it is referencable. In doing this, we need to find a meeting occurring soon that will accept previously presented material. Sometimes, meetings will not accept data presented at a previous meeting.
3. We then need to make sure that a CME program/accrediting body would allow the inclusion of data that is not yet published. In other words, make sure that a poster presentation is fair game for inclusion in the program/presentation. In addition, we would need to check the target journal (I believe JAMA) for their rules regarding dissemination of data prior to publication. We will probably be restricted to the contents of the poster. This needs to be confirmed and if true, the poster must be written with a CME program in mind.
4. Once we have more facts, a potential CME program should be discussed with Karen Wagner to see if she agrees and would chair it.

John MacPhee

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

From: Mitchner, Natasha (BSMG) [mailto:NMitchner@BSMG.COM]

Mitchner-0033

Sent: Thursday, September 20, 2001 5:44 PM
To: 'Christina.Goetjen@frx.com'; Arvinder.Singh@frx.com; Prescott, Mary (BSMG)
Cc: John.MacPhee@frx.com
Subject: RE: ACCAP meeting

Christina,

Dr. Wagner and the co-authors of the abstract forwarded their comments to me this afternoon. I will get in touch with Louise and make sure that she receives the abstract.

Thanks,
Natasha

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

From: Christina.Goetjen@frx.com [mailto:Christina.Goetjen@frx.com]
Sent: Thursday, September 20, 2001 4:30 PM
To: Arvinder.Singh@frx.com; mprescott@bsmg.com
Cc: NMitchner@bsmg.com; John.MacPhee@frx.com
Subject: RE: ACCAP meeting

My understanding is that there is no problem presenting this data in as many venues as we want. If we get this data presented in late January, we can use it while we're still promoting Celexa. If we wait for it to be presented at publication, it will be long past its prime.

On another note, Mary, did we submit the abstract for Ped. to Louise Gallant at ACNP? She said she really needs it by tomorrow...

Christina

Christina Goetjen
Product Manager, Celexa
(212) 224-6848
(212) 750-9152 (fax)

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

From: Singh, Arvinder
Sent: Wednesday, September 19, 2001 9:28 PM
To: 'mprescott@bsmg.com'
Cc: Goetjen, Christina; 'NMitchner@bsmg.com'; MacPhee, John
Subject: Re: ACCAP meeting

Mary,

Let's find out the info, and see if they will take a poster already presented at the ACNP. One of the issues we face with the ACNP could be our inability to reference them in our CME programs that we want to run right after the data is presented.

Thanks for your prompt reply.

AP

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

From: Prescott, Mary (BSMG) <mprescott@bsmg.com>

To: 'Arvinder.Singh@frx.com' <Arvinder.Singh@frx.com>

CC: 'Christina Goetjen' <Christina.Goetjen@frx.com>; Mitchner, Natasha (BSMG) <NMitchner@bsmg.com>

Sent: Wed Sep 19 18:47:17 2001

Subject: ACCAP meeting

AP,

It appears that the program for the annual meeting of ACCAP (October in Honolulu) is finalized. However, in perusing their web site I noticed that there is a "Psychopharmacology Update Institute" meeting tentatively scheduled for January 25-26, 2002, in New York. Would you like us to find out more information about this meeting, and whether there is an opportunity to present the citalopram data at that time? Let us know. Thanks.

Mary Prescott
BSMG Worldwide
Medical & Health Communications
875 North Michigan Avenue, Suite 2350
Chicago, IL 60611
312.397.6604
312.397.6601 (fax)