## United States Senate

COLAWITTEE ON FINANCE
WASHINGTON, DC 20510-6200

August 12, 2009

#### Via Electronic Transmission

The Honorable Herb Kohl Chairman United States Senate Special Committee on Aging Washington, DC 20510

Dear Chairman Kohl:

The United States Senate Committee on Finance (Finance) has jurisdiction over the Medicare and Medicaid programs and, accordingly, a responsibility to the more than 100 million Americans who receive coverage under these programs. As Chairman and Ranking Member of the Finance Committee we have a duty to protect the health of all Americans and safeguard taxpayer dollars authorized and appropriated by Congress for health programs.

On August 5, 2009, you sent us a letter requesting documents related to continuing medical education (CME) and other issues regarding the relationship between industry and academia. We are attaching several documents to this letter that are responsive to this request with the understanding that these documents are now public.

Thank you for your attention to this matter and dedication to transparency. If you have any questions, please do not hesitate to contact Christopher Law with Senator Baucus or Paul Thacker with Senator Grassley at (202) 224-4515.

Sincerely,

Max Baucus Chairman Charles E. Grassley Ranking Member

Church Shareley

# **Lexapro Documents**

CME Payments
Payments to Professional Societies
Payments for Studies
Payments to Physicians

# Lexapro FY04 Marketing Plan

Confidential FCA0017642

FOREST LABORATORIES, INC.



# FISCAL YEAR 2004 MARKETING PLAN

PRESENTED BY:

John Ameres

Liat Ashkenazi

Steve Closter

Nefertiti Greene

Laura Lavell

John MacPhee

Nikhil Nayak

Frank Preziosi

Renata Reis

Dawn Walters

Matt Warburton

Kelvin Wong

Claire Zinnes

Developed April 1. 2003

### EXECUTIVE SUMMARY

Fiscal Year 2004 (FY04) still marks the launch phase for Lexapro<sup>TM</sup>, escitalopram oxalate. This document outlines Forest Laboratories, Inc.'s marketing plan for the continued launch of Lexapro in the U.S. market. This plan covers all aspects of the launch period including a market analysis, objectives, SWOT analysis, critical issues, a detailed description of FY04 strategies and tactics, including the launch of the generalized anxiety disorder (GAD) indication in Q4 FY04.

#### LEXAPRO DEVELOPMENT

On August 12, 2002 Lexapro received approval from the FDA for the treatment of major depressive disorder. After stocking the trade and training the sales representatives, sales force promotion of Lexapro commenced on September 5, 2002. As of April 1, 2003, Lexapro has 10.4% of the new prescription market share and 7.7% of the total prescription market share. This market share demonstrates the initial success of Lexapro's launch. Lexapro is currently tracking as the sixth best launch in pharmaceutical history with a high likelihood of surpassing Viagra® (sildenafil citrate)<sup>1</sup> and Clarinex® (desloratedine)<sup>2</sup>, which began declining after initial spikes in the first 4 months of launch. Although Lexapro has encountered initial success, the aggressive launch phase continues as current and upcoming SRI competitors are increasing their efforts.

Further motivation for the competitive response can be gleaned from the fact that Lexapro's gains in new prescription market share have come at the expense of all competitors, not just Celexa. As of April 1, 2003, 50% of Lexapro's growth has come from Celexa and 50% from the other competitors, primarily the Paxil<sup>®</sup> (paroxetine hydrochloride) franchise. Since the launch of Lexapro, every SSRI has lost market share and the growth for Effexor<sup>®</sup> XR (venlafaxine hydrochloride)<sup>4</sup> has slowed down. However, since January of 2003, the competitors are beginning to rebound as Effexor XR has slowly continued its growth, Zoloft<sup>®</sup> (sertraline hydrochloride)<sup>5</sup> has steadied its declines and even the fluoxetine franchise has stabilized. Furthermore, another Eli Lilly compound, Cymbalta<sup>™</sup> (duloxetine hydrochloride)<sup>6</sup>, an SNRI used in the treatment of MDD with a potential focus on pain and other somatic symptoms is due to launch in FY04. For all of these reasons, in FY04, Lexapro will need to increase its competitive efforts in order to combat the competitive responses and new competitor entries.

EXECUTIVE SUMMARY

<sup>1</sup> Viagra is a registered trademark of Pfizer Inc.

<sup>&</sup>lt;sup>2</sup> Clarinex is a registered trademark of Schering Coporation.

<sup>3</sup> Paxil is a registered trademark of GlaxoSmuthKline

<sup>\*</sup> Effector XR is a registered trademask of Wyoth-Aparest Laboratories.

Zole it is a registered trademark of Prizer Inc.

<sup>6</sup> Cyrr balta is a trademick of Eli Lilly and Company.

#### COMMUNICATION OBJECTIVES

- Communicate the positioning of Lexapro across all promotional venues: "Lexapro, the single isomer of Celexa, is an effective first-line SSRI for all adult depressed patients, which offers superior efficacy and tolerability over all SRIs."
- Incorporate the seven key selling points in every program

#### **PROMOTIONAL OBJECTIVES**

- · Achieve first place in detail dollar share of voice in the SRI market
- Maintain SRI category leadership in number of journal ad inserts
- Maintain SRI category leadership in total number of medical education events (including CME symposis, speaker programs, teleconferences, and peer selling programs)
- Generate significant Lexapro specific news coverage to both consumers and healthcare professionals
- Have Lexapro included in all depression/anxiety related round up articles/stories that discuss treatment

#### MANAGED CARE OBJECTIVES

- Gain unrestricted formulary access for Lexapro
- Improve the formulary position of Lexapro in the SSRI class by:
  - Continue to establish favorable tiered co-pay position for Lexapro versus competitors
  - 2) Pre launch GAD data initiatives to improve formulary status
  - 3) Improve existing Lexapro formulary status to more favorable position
  - 4) Non formulary to formulary
  - 5) 3rd to 2nd tier
  - 6) 2nd tier to 1 of 2 preferred
- Exceed individual MCO market share and net sales goals as defined in account manager business plans through enhanced, targeted pull-through efforts.
- Target pull-through efforts and resources
  - 1) 60% for top tier accounts at or below national market share
  - 2) 40% to maximize potential and reinforce positive relationships in high performing top tier MCOs

**EXECUTIVE SUMMARY** 

- Increase Lexapro promotional noise level through improved communication to external customers regarding the value of Lexapro in managed care
- Establish baseline managed care training for field force beginning with Phase I training.
  - 1) Develop ongoing coaching tools for District Manager's to implement on a continous basis with field representatives
- Integrate communication between Managed Healthcare Operations, Lexapro Brand Team, and Field Sales Force

#### **CRITICAL ISSUES**

#### SHARE OF VOICE LEADERSHIP

The antidepressant market is the most heavily detailed category in the pharmaceutical industry. It is therefore imperative that Lexapro maintain SOV leadership in FY04 by:

- Continue to competitively sell: Leverage strong comparative and clinical data including headto-head venlafaxine and sertraline data in MDD and head-to-head paroxetine data in GAD.
- Maintain/increase field support: Continue leadership in Lunch & Learns and detailing, and increase samples
- Increase Med Ed efforts: More sponsorships of CME, increased level of speaker programs, maintain level of teleconferences and peer selling
- Expansion contingencies: Prepare for internal disruptions in the field due to the promotion of other products and potential launches

#### "OUT PERFORM" IN ALL MARKET SEGMENTS

In order to achieve market dominance, Lexapro cannot lag in any market segments. In FY04, Lexapro will out perform in the following market segments:

- Disorder (anxiety): Maximize pre-launch and launch efforts in GAD
- Provider (psych): Accelerate psychiatry penetration and make Lexapto the standard of care. Be proactive with selectivity message to address competitors head on
- Patient Segment (age): Generate more geriatric and pediatric data and pursue indications as necessary
- 3rd Party Access: Secure access (formularies and VAs) and pull through (LTC)

**EXECUTIVE SUMMARY** 

Confidential FCA0017652

#### INNOCULATION

In an effort to be prepared for the expected and unexpected attacks from competitors and competitive entry, it is necessary to predict and provide responses for such situations. A number of issues effecting Lexapro have been identified. They are:

#### SSRIs versus non-selective reuptake inhibitors (SNRIs, others)

There has been a trend in the SRI category of promoting reuptake inhibition at more than one receptor site as a benefit to patients in terms of efficacy. Products such as Effexor XR and duloxetine have reuptake inhibition at multiple sites (5HT and NE). Even SSRIs such as Zoloft and Paxil have promoted their more modest effects at the Dopamine and NE receptor sites respectively. The promotional message from these findings has focused on enhanced efficacy versus products that have their primary effects mediated by reuptake blockade at only the serotonin receptor site. Since Lexapro is the most selective SSRI, it could be the subject of criticism relating to this issue.

#### Pending Launch of Cymbalta

Lilly is poised to launch Cymbalta (duloxetine HCL) an SNRI that will be positioned as a dual action agent from its starting dose and as the "new standard of depression therapy." Lilly is putting focus on the somatic symptoms of pain in their depression trials and may pursue this indication in the future. Currently, Lilly has some manufacturing issues at its Indianapolis plant that has delayed the launch. However, when approved, Cymbalta could be a major threat as Lilly has tremendous resource potential.

#### Generic Paroxetine

GlaxoSmithKline is currently in litigation with Apotex regarding the patent of Paxil and the availability of a generic paroxetine. There is a strong likelihood that this will not occur until late 2004 or 2005; however, Lexapro must be prepared especially in managed care arenas with the introduction of a second generic to the class.

#### European News

Although a completely different regulatory environment exists in Europe, news and events there may have an adverse affect on the U.S. market. Labeling language and potential non-approval in certain countries may have a negative effect on Lexapro in the U.S. market.

#### SUMMARY/CONCLUSION

The FY04 tactical plan contains many field and non-field based programs to continue the successful launch of Lexapro. All tactics are designed to increase promotional share of voice and help Lexapro outperform in all market segments of indications (anxiety), providers (psychiatrists), third-party payers (managed care) and age groups (pediatric and geriatric development programs). The launch of the GAD indication will also assist Lexapro achieve market dominance in years to come. With more data and indications on the way, Lexapro promotion will remain strong throughout the immediate future.

EXECUTIVE SUMMARY

#### A. TOTAL SALES

Zoloft dominated the SRI market in terms of dollar sales in 2002, while Prozac sales were more than cut in half. Paxil sales were above \$2 billion, with Celexa and Effexor close behind at \$1.587 billion and \$1.524 billion respectively. Being a late entrant into the market in 2002, Lexapro's sales were just shy of \$1 million. While the overall market remained constant, all of the SRIs, with the exception of Prozac, Effexor, Remeron, Luvox, Fluvoxatine, and Serzone exhibited double-digit sales growth in 2002.

Table 3.0: SRI Dollar Sales

Product	2001 Total Sales <sup>†</sup>	2002 Total Sales <sup>†</sup>	Change (%)	Share (%)
	(billions)	(billions)	(70)	(70)
SRI Market	\$10.695	\$10.690	0.0	100
Zoloft	\$2.271	\$2.545	12.1	23.8
Paxil	\$2.154	\$2.341	8.7	21.9
Paxil CR	<b>\$</b> 0	\$0.205	N/A	1.9
Celexa	\$1.156	\$1.587	37.2	14.8
Effexor XR	\$1.106	\$1.524	37.7	14.3
Fluoxetine	\$0.631	\$0.749	18.7	7.0
Prozac	\$2.074	\$0.428	(79.4)	4.0
Remeron	\$0.399	\$0.388	(2.9)	3.6
Serzone	\$0.385	\$0.272	(29.4)	2.5
Paxil CR	-0-	\$0.205	N/A	1.9
Effexor	\$0.137	\$0.135	(1.6)	1.3
Remeron	\$0.045	\$0.127	182.8	1.2
Soltab				
Prozac Weekly	\$0.061	\$0.105	72.3	1.0
Sarafem	\$0,093	\$0.103	10.3	1.0
Lexapro	-0-	\$0.099	N/A	0.9
Fluvoxamine	\$0.080	\$0.062	(22.3)	0.6
Luvox	\$0.103	\$0.022	(78.4)	0.2
				(A.+)
Wellbutrin+SR +generic	\$1.201	\$1.541	28.4	

<sup>†</sup> Includes chain store pharmacies, independent pharmacies, food stores, LTC facilities, mail order houses, federal facilities, non-federal hospitals, clinics, and direct purchasing staff HMOs, home health care, misc. channels

COMPETITIVE ENVIRONMENT =

Confidential FCA0017681

<sup>13</sup> Retail and Provider Perspectives ©2002 IMS Health

#### **B. TOTAL PRESCRIPTIONS**

Although the overall trends are the same Paxil and Zoloft continue to fare better when it comes to total prescriptions as a result of continuing refills. For the year 2002, Zoloft was the market leader (22.3%), followed by Paxil (20.06%). Celexa demonstrated the second to largest growth amongst all SRIs (33.29%) and secured 15.81% of total prescriptions. While Effexor XR continues to grow, it increased growth at a slower rate of 31% [Table 3.2]. Lexapro's total share of prescriptions for 2002 was .9% and growing.

Table 3.2: SRI Total Prescriptions

Product	2001 TRx (thousands)	2002 TRx (thousands)	Change (%)	Share (%)
Market	121,910	140,072	14.90	100
Zoloft	27,974	31,229	11.64	22.30
Paxil	26,058	28,103	7.85	20.06
Celexa	16,612	22,142	33.29	15.81
Fluoxetine	7,287	21,227	+++	15.15
Effexor XR	11,321	14,885	31.48	10.63
Remeron	5,330	4,877	(8.50)	3.48
Serzone	4,671	3,065	(34.40)	2.19
Prozac	16,875	2,908	(82.77)	2.08
Paxil CR	-0-	2,386	N/A	1.70
Remeron Soltab	634	2,298	+++	1.64
Effexor	1,836	1,778	(3.17)	1.27
Prozac Weekly	705	1,312	86.07	.094
Lexapro	-0-	1,256	N/A	0.90
Sarafem	1,135	1,232	8.53	0.88
Fluvoxamine	916	1,212	32.35	0.87
Luvox	556	162	(70.90)	0.12

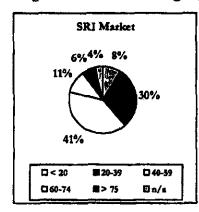
#### 1. REFILL RATES

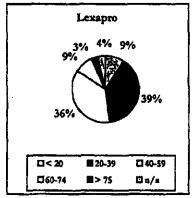
Increases in the number of new prescriptions, average prescription sizes, and refill rates have fueled growth of the SRI prescription market. Each product in the market posted equal or higher refill rates and prescription sizes in 2002 than 2001 [Figure 3.7]. The average ratio of TRx to NRx was 2.26.

#### E. USES BY AGE

Depression is an illness that affects all ages and SRIs are used for patients ranging from the very young to the very old. Eight percent of total SRI usage is for patients under the age of 20 (this age group represents 29% of the U.S. population.) SRI usage is most prevalent in the adult population. Patients between the ages of 20-39 and 40-59 represent the majority of the market at 30% and 41% of usage, respectively. Usage of SRIs in older patients (over 60 years of age) mirrors the general population at 16% [Figure 3.10].

Figure 3.10: CY 2002 Usage by Age: SRIs vs. Lexapro





Product market shares vary by age group, with Lexapro under performing in the under 20 age segment (9%). This is expected since it is a relatively new product with which physicians are not as comfortable with the SSRIs in treating children.

Despite their product profile, which makes them an ideal product for the elderly, Celexa and Lexapro do not significantly over perform in this segment. Zoloft and Paxil/CR both have a higher percentage of reported uses in the elderly population, both in patients 60-74 and >75.[Table 3.5].

Table 3.5 CY 2002 SRI Usage by Age (Columns Total to 100%)

Product	All Ages (%)	<20 (%)	20-39 (%)	40-59 (%)	60-74 (%)	>75 (%)	Unspecified (%)
Market	100.0	8.5	30.1	40.2	11.2	6.4	3.6
Lexapro	3.1	3.4	4.0	2.8	2.5	1.6	3.2
Celexa	17.4	16.0	17.9	16.4	17.7	21.5	18.0
Effexor+XR	13.8	11.3	13.8	16.2	9.4	9.2	13.8
Luvox	1.2	2.7	1.1	1.2	1.2	.07	0.4
Paxil+CR	21.0	22.3	22.1	18.8	22.7	24.4	20.9
Prozec (brand+ generic)	15.8	14.3	15.8	17.7	15.0	7.2	16.5
Remeron Line	4.5	3.0	2.9	4.8	6.2	10.5	3.1
Sarafem	0.8	0.3	1.4	0.6	0.1	0.0	1.5
Serzone	2.4	1.0	1.8	3.4	2.4	0.8	2.9
Zoloft	20.0	25.6	19.1	18.0	22.9	24.1	19.7

Paxil maintained the positions it achieved in 2001 showing movement only in the 20-39 age group (+3%) and the 40-59 (-2%) age groups. Zoloft showed significant movement only in the 40-59 group (+1%) and maintained (moving only  $\pm$  1%) in the other age groups. Lexapro's data cannot be compared to 2001, but it has the majority of its patient population rooted in the 20-39 and 40-59 age group, while Celexa's share remained constant across all age groups ( $\pm$  2%). Effector XR was relatively constant in all age groups showing significant movement in the 60-74 age group (-3%).

#### F. PRESCRIPTIONS BY SPECIALTY

Primary care physicians (PCPs) write 30.3% of all SRI NRx and psychiatrists account for another 31.1%. Together, these two specialties prescribe almost eight out of ten SRI NRx with PCPs steadily becoming a large portion. OBGs (3.6%) and neurologists (1.5%) fall well behind in terms of prescribing potential.

Celexa till has good penetration with the specialist although the gap is narrowing and although Lexapro's numbers were not huge for the end of 2002 they are steadily growing [Table 3.6]. Paxil/CR, Zoloft, and Effexor/XR also all over performs with psychiatrists—having a greater share than Celexa and Lexapro—and slightly under performs with PCPs and OBGs. Prozac and generic fluoxetine both have a higher than average share in the OBG office especially since the launch of Sarafem and its PMDD indication.

It should be noted that NRx market share for Celexa (Table 3.62) indicates that Celexa has an even distribution among all specialties and hovers around 14% in all categories.

#### e) Lexapro Oral Solution

Lexapro oral liquid was launched in late 2002. The Lexapro oral liquid is peppermint-flavored and is concentrated as a 5 mg/5mL solution. It is currently packaged in 240 mL (8 oz) bottles which deliver approximately twenty-four 10mg doses per bottle.

Lexapro oral liquid has not been aggressively promoted to physicians and has never been sampled.

Table 3.17: SSRI Oral Liquid New Prescriptions

Product	2001 NRx (thousands)	2002 NRx (thousands)	Change (%)	Share (%)
Market	166	172	3.6	100.0
Fluoxetine	16	56	+++	32.6
Paxil	53	46	(13.2)	26.7
Celexa	19	31	63.2	18.0
Zoloft	12	20	66.7	11.6
Prozac	66	19	(71.2)	11.0

#### 

#### A. DETAILING

The SRI market is a highly competitive one, with 4.5 million physician contacts recorded in calendar year 2002. This was achieved through several of the largest sales forces in the pharmaceutical industry [Figure 3.18]. Both Paxil and Prozac Weekly increased their sales forces, 18% and 15%, respectively. Remeron decreased their sales force by 53%.

in Integrated Promotional Services Audit ©2002 IMS Health.

<sup>19</sup> National Journal Audit ©2002 IMS Health.

<sup>20</sup> Promotional Meeting and Event Audit ©2002 Scott-Levin Associates.

<sup>21</sup> NPA Plus ©2002 IMS Health.

<sup>&</sup>lt;sup>22</sup> Drug Topics® Red Book® ©2002 Medical Economics Company, Inc.

<sup>23</sup> Spring 2002 LTC Promotional Audit ©2002 Scott-Levin Associates.

Solution 1000 

Figure 3.18: SRI Sales Force Size

IMS audits reported Lexapro to have 374,000 detailing contacts in 2002 while Celexa had 611,000. Zoloft was the market leader in this category with a little over 1 million detailing contacts. Paxil/CR and Effexor XR and were second and third behind Zoloft with 983,000 and 653,000 detailing contacts, respectively.

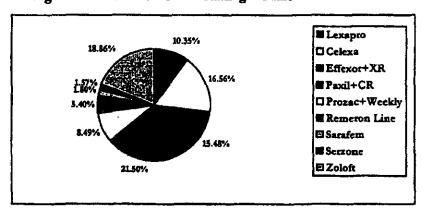


Figure 3.19: CY 2002 SRI Detailing Dollars

Detailing expenditures have increased steadily and significantly for Paxil, Celexa and Effexor XR while Serzone, Sarafem, Prozac and Prozac Weekly, and Zoloft have all reduced their spending during 2002. [Figure 3.20].

Figure 3.20: SRI Detailing Dollars Over Time

#### 1. DETAILING BY SPECIALTY

All of the SRIs spend more detailing time overall in PCP offices, given the large size of this audience. The bulk of SRI detailing time is spent on PCPs (50.9%) and PSYCHs (34.1%), with OBGs (6.9%) and Neurologists (1.8%) falling far behind in detailing emphasis [Table 3.8]. This distribution of promotional effort is proportional to the contribution each specialty makes to total SRI volume.

Table 3.8: CY 2002 SRI Detailing Dollars by Specialty (Columns Total to 100%)

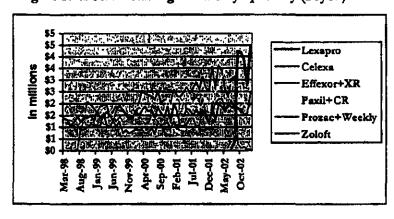
Product	All Specialties (%)	PCP (%)	PSY (%)	OBG (%)	N (%)	All Others (%)
Lexapro	10.4	10.5	10.6	8.3	9.9	10.2
Celexa	16.6	16.9	17.0	12.6	15.2	15.7
Effexor+XR	15.5	16.4	15.5	11.1	9.4	13.9
Paxil+CR	21.5	22.3	22.0	11.5	25.3	22.1
Prozac+Weckly	8.5	10.1	6.6	6.8	5.1	8.6
Remeron Line	5.4	3.7	9.8	0.1	1.2	2.7
Sarafem	1.8	1.1	0.1	16.5	0.0	0.8
Serzone	1.6	0.4	3.8	0.0	1.9	0.3
Zoloft	18,9	18.6	14.3	33.2	32.0	25.6

Table 3.8 (a): CY 2002 SRI Detailing Dollars by Specialty (Rows total 100%)

Product	PCP (%)	PSY (%)	OBG (%)	N (%)	All Others (%)
SRI Market	50.9	34.1	6.9	1.8	6.4
Lexapro	51.5	35.0	5.6	1.7	6.2
Celexa	52.0	35.1	5.3	1.6	6.0
Effexor+XR	54.0	34.2	5.0	1.1	5.7
Paxil+CR	52.8	35.0	3.7	2.1	6.5
Prozac+Weekly	60.3	26.7	5.6	1.1	6.5
Remeron Line	34.5	61.8	0.1	0.4	3.1
Sarafem	31.5	1.9	63.7	0.0	2.9
Serzone	13.0	83.6	0.0	2.1	1.3
Zoloft	50.3	25.9	12.2	3.0	8.6

In many ways, SRI performance with each specialty mirrors the promotional effort devoted to that segment. In the OBG offices, Zoloft and Prozac have a greater share of voice and a correspondingly higher market share. Effexor XR appears to have broadened its promotion to hit PCPs more. Its share of voice with PCPs is now significantly higher than its share of voice with psychiatrists. Lexapro and Celexa detailing by specialty is relatively similar with slightly higher share of voice with psychiatrists and PCPs and slightly lower with OBGs. Meanwhile Paxil has its highest share of voice with neurologists and it's lowest with OBGs.

Figure 3.21: SRI Detailing Dollars by Specialty (Psych)



#### **B. SAMPLING**

Total extended unit samples were 408.1 million as of MAT August, 2002 which is down 1.9% from 2001. [Table 3.9]. The sampling trend is a bit different than it was in 2001 when the majority of products increased their sampling. In fact, in 2002, Paxil and Paxil CR, Prozac and Prozac Weekly, Celexa, the Remeron line, Serzone and Luvox all decreased their sampling efforts. The share of Celexa samples in 2002 was 12.7%, up only slightly from 2001, and Lexapro was at 7.9% at the end of 2002. A total of 51.7 million Celexa tablets were distributed in 2002 compared to 58.9 million in 2001 (down 12%) and a total of 34 million Lexapro tablets were distributed in 2002. Celexa and Lexapro's sampling efforts were surpassed by Paxil/CR (88.1 million tablets) and Zoloft (118.5 million tablets) wich showed the most growth in 2002 (up 19%). Celexa and Lexapo were also surpassed by Effexor/XR (72.8 million tablets) which was up 10% from 2001.(Note that the tablet/capsule figures are audited and therefore may be understated by as much as 50%. However, audits are useful in determining relative levels of sampling.)

Table 3.9: CY 2002 SRI Sampling

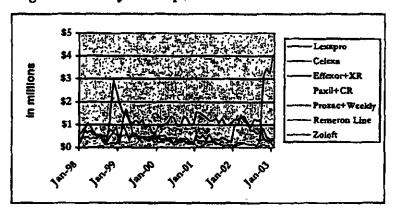
Product	Tabs/Caps Sampled 2001 (millions)	Tabs/Caps Sampled 2002 (millions)	Change (%)	Share (%)
SRI Market	416.2	408.1	(2.0)	100.0
Zoloft	95.9	118.5	23.5	29.0
Paxil+CR	94.5	88.1	(6.8)	21.6
Effexor+XR	65.5	72.8	11.1	17.8
Celexa	58.9	51.7	(12.2)	12.7
Lexapro	-0-	32.4	NC	7.9
Prozac+Weekly	42.2	14.1	(66.5)	3.5
Remeron Line	15.5	13.3	(14.1)	3.3
Sarafem	14.0	9.0	(35.7)	2.2
Serzone	27.6	8.1	(70.8)	2.0
Luvox	2.2	0.1	(95.4)	0.0

Table 3.10: CY 2002 SRI Journal Spend

Product	2001 Journal Spend (millions)	2002 Journal Spend (millions)	Change (%)	Share (%)
SRI Market	\$28.59	\$39.25	37.3	100.00
Celexa	\$14.92	\$11.87	(20.5)	30.2
Lexapro	\$-0-	\$10.45	N/A	26.6
Effexor+XR	\$4.84	\$10.25	111.8	26.1
Paxil+CR	\$2.01	\$2.63	31.3	6.7
Zoloft	\$2.59	\$2.39	(7.7)	6.1
Remeron Line	\$2.46	\$1.61	(34.5)	4.1
Prozac+Weekly	\$1.75	\$0.05	(97.1)	0.1
Sarafem	\$0.02	<b>\$0.0</b> 0	(100.0)	0.0

Through the twelve months ending December 2002, Celexa was the SRI market leader in journal advertising spend, with a total of \$15.237 million [Table 3.10]. This placed Celexa third in the entire pharmsceutical market in terms of journal advertising. In the SRI Market, Lexapro was second in journal advertising with \$10.45 million [Table 3.10].

Figure 3.29: SRI Journal Spend

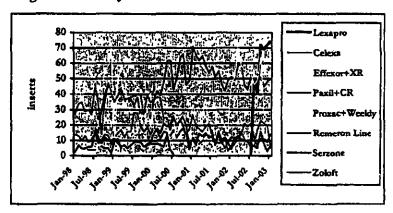


The dollars spent by Celexa remained relatively constant for most of 2002, with a dip in the latter portion of the year [Figure 3.29], and as well, the number of inserts decreased (11%) [Table 3.11]. Lexapro was third amongst SRIs in journal ad inserts with 303 for 2002 [Table 3.11] and their dollars spent was the highest at year end 2002 [Figure 3.29].

Table 3.11: SRI Journal Inserts

Product	2001 Journal Inserts	2002 Journal Inserts	Change (%)	Share (%)
SRI Market	1,539	1,930	25.4	100.0
Effexor+XR	310	602	94.2	21.2
Celexa	676	599	(11.4)	31.0
Lexapro	-0-	303	NA	15.7
Paxil+CR	133	160	20.3	8.3
Zoloft	175	157	(10.3)	8.1
Remeron Line	135	106	(21.5)	5.5
Prozac+Weekly	108	3	(97.2)	0.2

Figure 3.30: SRI Journal Inserts



#### D. PHYSICIAN MEETINGS AND EVENTS

Physician meetings and events are a crucial element of the marketing mix for any SRI. During 2002, Celexa dominated the market with 9,069 events that reached approximately 60,000 physicians. Lexapro was a close second with 7,700 events in 2002 reaching approximately 47,000 physicians [Table 3.12] [Figure 3.31]. The audited cost for these events was \$39.5 million for Celexa which was a 9% decrease from 2001 whereas Lexapro spent \$31.4 million and was third in the category [Table 3.13]. While Effexor increased their spend significantly in this category (32%), making them second amongst SRIs. While Prozac and Prozac Weekly significantly reduced their spend (-49%), the number of events diminished at almost the same rate (-35%). In terms of physician meetings and events in 2002, Celexa was the leader followed by Lexapro, Effexor/XR and Zoloft.

Table 3.12: SRI Physician Meetings and Events

Product	2001 Events	2002 Events	Change (%)	Share (%)
SRI Market	26,695	33164	24.2	100.00
Celexa	7,996	9,069	13.4	27.3
Lexapro	113	7,700	+++	23.2
Effexor+XR	4,484	6,391	42.5	19.3
Zoloft	2,699	3,411	26.4	10,3
Paxil+CR	4,237	2,895	(31.7)	8.7
Prozec+Weekly	3,602	2,321	(35.6)	7.0
Remeron+Soltab	1,366	618	(54.8)	1.9
Serzone	837	270	(67.7)	0.8
Sarafem	1,349	224	(83.4)	0.7
Duloxetine	12	136	+++	0.4
Cymbalta	-0-	124	NC	0.4
Luvox	-0-	5	NC	0.0

## CRITICAL ISSUES

#### SHARE OF VOICE LEADERSHIP

The antidepressant market is the most heavily detailed category in the pharmaceutical industry. It is therefore imperative that Lexapro maintain SOV leadership in FY04 by:

- Continue to competitively sell: Leverage strong comparative and switch clinical data including venlafaxine and sertraline (comparative data) and fluoxetine (switch data)
- Maintain/increase field support: Continue leadership in Lunch & Learns and detailing, and increase samples
- Increase Med Ed efforts: More sponsorships of CME, increased level of speaker programs, maintain level of teleconferences and peer selling
- Expansion contingencies: Prepare for internal disruptions in the field due to the promotion of other products and potential launches

#### II. "OUT PERFROM" IN ALL MARKET SEGMENTS

In order to achieve market dominance, Lexapro cannot lag in any market segments. In FY04, Lexapro will out perform index in the following market segments:

- Disorder (anxiety): Maximize pre-launch and launch efforts in GAD
- Provider (psych): Accelerate psychiatry penetration and make Lexapro the standard of care. Be proactive with selectivity message to address competitors head on
- Patient Segment (age): Generate more geriatric and pediatric data and pursue indications as necessary
- 3rd Party Access: Secure access (formularies and VAs) and pull through (LTC)

#### III. INNOCULATION

In an effort to be prepared for the expected and unexpected attacks from competitors and competitive entry, it is necessary to predict and provide responses for such situations. A number of issues effecting Lexapro have been identified. They are:

CRITICAL ISSUES

- significantly improves depression for many patients beginning at week 1 or 2 (effect may take 4 to 6 weeks)
- 4) effectively treats anxiety symptoms associated with depression
- 5) at 10 mg, overall incidence of side effects and drop out rates due to AEs no different than placebo
- 6) favorable drug interaction profile
- 7) simple 10 mg starting dose for all patients

#### IV. PROMOTIONAL OBJECTIVES

- · Achieve first or second place in detail dollar share of voice in the SRI market
- · Maintain SRI category leadership in number of journal ad inserts
- Maintain SRI category leadership in total number of medical education events (including CME symposia, speaker programs, teleconferences, and peer selling programs)
- Generate significant Lexapro specific news coverage to both consumers and healthcare professionals
- Have Lexapro included in all depression/anxiety related round up articles/stories that discuss treatment

#### V. MANAGED CARE OBJECTIVES

- 1) Gain unrestricted formulary access for Lexapro
- 2) Improve the formulary position of Lexapro in the SSRI class by:
  - Continue to establish favorable tiered co-pay position for Lexapro versus competitors
  - Pre launch GAD data initiatives to improve formulary status
  - Improve existing Lexapro formulary status to more favorable position
  - Non formulary to formulary
  - 3rd to 2nd tier
  - 2nd tier to 1 of 2 preferred

**OBJECTIVES** 

## MARKETING TACTICS

#### FIELD SAMPLES

Samples will be packaged in two forms: field samples and patient starter kits. A total of 300 MM 10 mg sample tablets will be produced in FY04. Representatives will not receive samples of the Lexapro 20 mg tablet.

#### A. FIELD SAMPLES

Lexapro field samples will be provided in individual boxes holding one blister card of seven 10 mg tablets (1x7) in a gravity-feed dispenser holding eight of the  $1 \times 7$  boxes.

60% of all samples or 180 MM tablets produced will be distributed as field samples in FY04.

Timing:

Q1 - Q4

Quantity:

180 MM tablets, 25.7 MM starters (1x7 boxes)

#### B. PATIENT STARTER KITS

Patient Starter Kits (PSKs) which contain two weeks of Lexapro samples along with an educational, branded Lexapro brochure will be sampled to physicians during FY04. The rationale for providing PSKs is twofold. First, many physicians and Managed Care Organizations (MCOs) have been asking for patient education, which is incorporated in a sample. In fact, many physicians have stated that they prescribe Paxil, Zoloft, or Effexor XR because of the PSKs available for those brands. Because physicians are requesting PSKs, their availability will help representatives gain selling time and increase rapport with key physicians.

Second, providing patient education to patients could increase the likelihood that a patient will fill a prescription for Lexapro and become a loyal user. A patient who understands what to expect from Lexapro treatment will be more likely to stay on Lexapro over the long term. The educational brochure in the PSK will be updated to reflect GAD information when appropriate

NOTE: Each PSK will contain fourteen 10 mg tablets of Lexapro along with an educational brochure. Each PSK is in a tri-fold design with six PSKs comprising a sample unit. 40% of samples will be in the form of PSKs equaling over 120 MM tablets or 1.4 MM sample units.

Timing:

Q1 - Q4

Quantity:

120 MM tablets, 8.6 MM starters (14 tablets)

Total Estimated Cost: \$15.741.464

#### Bylined Articles

Bylined articles will allow us to fold Lexapro messages into articles on depression, anxiety and comorbidity developed by (or ghostwritten for) thought leaders. We will identify a Lexapro thoughtleader to place 2-3 bylined articles in trade journals, consumer publications and on the Internet. Estimated costs include article development, revisions and honoraria for the authors. Examples of topics include co-morbidity of depression and anxiety and selectivity.

Timing:

Q1-Q4

Estimated Cost:

\$100,000

#### Paid Media Outreach

File Card

In addition to the traditional editorial media outreach, there are also opportunities in which we can increase control over the final product by paying for the placement. These opportunities, which will supplement our core activities, may include Lexapro message placement in radio programs (e.g., American Health Radio) or other "advertorial" venues. Expenses may include spokesperson honoraria, production costs, logistics and script writing.

Timing:

Q1-Q4 \$200,000

Estimated Cost.

#### VII. ADVERTISING AGENCY FEES

The advertising agency of record will work on a variety of projects supporting Lexapro during FY04. Most of the projects captured in this tactical plan are listed below. Advertising agency account time is captured in General and Administrative (G&A) fees. All creative and Out of Pockets (OOPs) are captured in individual projects. The list of projects the agency will work on include (more projects may be initiated once identified and finalized):

Annotated Package Insert	Annotated Master Visual Aid	Dosing Card
Annotated Reprints	Clinical Series and Letterhead	Rep Triggered Mail
Patient Education Brochures	Starter Kit Brochure	GAD announcement Mailer
Market Research	Convention Panels	Sales Resource Binder/POA Guide
8 Page Ad	4 Page Ad	2 Page Ad
Hospital Panels	File Card	Master Visual Aid

TACTICAL PLAN

Confidential FCA0017746

#### B. VA/DOD SPONSORSHIP FUNDS

Funds have been allocated to the Government Sales Group to increase VA/DoD formulary penetration, enhance formulary position by moving to preferred status, and facilitate pull-through at all VA/DoD hospitals through individualized programs including, but not limited to:

- Local Special Events
- Local Educational Programs
- Pull-Through Programs designed to drive Lexapro NRx and enhance compliance/length of therapy

Funding allocations will be dependent upon submission/approval of well-developed business rationale. A committee composed of members of the Lexapro Brand Team, and Managed Health Care Operations will review all requests.

Timing.

Q1 - Q4

Estimated Cost.

\$250,000 Sponsorship Funds

#### XI. CONTINUING MEDICAL EDUCATION

The general goal and purpose of the CME program is to: Sponsor the development of continuing medical education activities that will educate physicians and other healthcare providers and assist them in acquiring the most current knowledge in the diagnosis and treatment of depression and other related disorders.

#### A. ENDURING CME

In order to amortize the content from Forest sponsored symposia at academic conventions and regional programs, Forest will sponsor the development of several enduring CME pieces.

Forest will sponsor "special reports" and "brief communicators" in publications like CNS News, Psych Times, and the Journal of Clinical Psychiatry, as well as university-affiliated newsletters such as Duke University. Four of these 6-8 page CME accredited reports will summarize symposia at ADAA, APA, AAFP, and AAGP. Others will be created to educate physicians on the latest information available on anudepressant treatment.

Timing:

Q1 - Q4

Quantity:

λ. .

Cost Per Unit:

\$100,000

Estimated Cost:

\$600,000

A reporter from publications like CNS News, Psych Times, and the Journal of Clinical Psychiatry will be sent to cover key Lexapro data presented at important medical meetings. Data from ADAA, APA, ACNP, and WCP will be reported in the journal as a CME supplement.

Timing:

Q1 - Q4

Quantity:

Cast Per Unit:

\$75,000

Estimated Cost:

\$300,000

A videotaped satellite program will be sponsored to extend the reach of our medical education activities into the larger psychiatric community. The content will consist of a videotaped satellite CME broadcast of thought leaders discussing new treatments for depression, anxiety and related disorders.

Timing:

Quantity:

12,000

Cost Per Unit:

\$8.30

Estimated Cost:

\$100,000

Total Estimated Cost: \$1,000,000

#### B. INTERNET/ELECTRONIC CME

#### Online CME

Many physicians now use the Internet as a way to gain CME credits. Sponsoring online enduring CME programs is an effective way of amortizing the high cost of a live program and extending the reach of the program. Symposia sponsored at APA, ADAA, AAFP and AAGP will be placed on the Internet in FY04. Avenue-E/IntraMed will create an online webcast that will reach the audience from the two largest internet sites, E-medicine and MedScape. These CME webcasts will be available within 4-6 weeks of the live program.

Some physicians prefer the interactive format of CD ROMs as their vehicle to gain CME credits. In FY04, Forest will sponsor a CME CD ROM for this audience.

Timing:

Quantity:

Cost Per Unit:

\$120,000. - Online CME, \$200,000ea. - CD ROM

Estimated Cost:

\$800,000

#### C. NATIONAL CME SYMPOSIA

Sponsoring symposia at major meetings will allow thought leaders to present new data as it becomes available as well as address questions from their peers and attending media. Symposia will be sponsored to address key topics of interest for the medical field. The audience at the majority of the meetings will be psychiatrists and PCPs; however, there will also be meetings with OB/GYNs, managed care and others.

The detailed Lexapro symposia plan is provided as part of the Professional Meeting and Symposia appendix to this marketing plan (see Appendix IV).

Timing:

Quantity:

Cost Per Unit:

~\$167,000 each

Estimated Cost:

\$3,000,000

#### D. REGIONAL CME SYMPOSIA

Forest will continue to sponsor the central development and regional implementation of a series of educational programs to serve multiple medical subspecialties, including primary care and psychiatry. In conjunction with medical education agencies, academic health centers, medical associations and professional societies, Forest will address educational needs that are relevant, problem-based and timely. Approximately 100-200 physicians will be in attendance at each CME regional program.

A series of 80 regional programs will be run by CME Inc. CME Inc. asked Forest for an unrestricted educational grant to sponsor a series regarding anxiety. Dr. Murray Stein, Dr Mark Pollack and others will serve as the Chairmen for this series. There are also potential opportunities with Duke University and Stephen Stahl to conduct regional series on selectivity and preclinical items for psychiatrists.

Timing:

Q1 - Q4

Quantity:

145 programs. 110 Psych, 35 PCP

Cost Per Unit:

~\$42,000 each

Estimated Cost: \$6,000,000

#### E. SPONSORSHIP OF SCIENTIFIC SESSIONS

Some of the smaller, more prestigious meetings do not accept industry-supported symposia. In such cases, sponsorship of a study group or plenary session is recommended. Marketing will work with the professional relations group regarding potential opportunities. SOBP, NCDEU, ACNP and AAFP are the four meetings that will be targeted in FY04.

Timing.

Q1 - Q4

Quantity:

4 events

Cost

\$200,000

#### XII. ADVISOR RELATIONS

#### A. ADVISOR COMMUNIQUÉS

Forest will communicate regularly with thought leaders, advisors, and Lexapro investigators throughout FY04 to keep them abreast of all pertinent information with Lexapro. Monthly mailings will be developed to transmit information that will include topics like the approval of Lexapro for GAD, the filing of Panic Disorder, posters presented at important medical meetings like ADAA, APA, and ACNP, and recently published data

The detailed Advisor Communiqués plan is provided as an appendix to this marketing plan (see Appendix XI).

Timing.

Q1 - Q4

Cost:

\$50,000

#### B. CONSULTANTS

During FY04, Forest will employ the consultant services of several thought leaders as advisors to Lexapro in order to obtain critical feedback and recommendations on educational and promotional strategies and tactics. Advisors will be selected based upon their specific area of expertise and the marketing and/or medical need(s) at the time.

Timing: Q1 – Q4
Cost/Hour: \$250
Estimated Cost: \$180,000

#### C. CONSULTANTS MEETING

A two-day meeting for key escitalopram consultants and thought leaders will be held one year after launch. The purpose of this meeting will be to provide an update to our consultants on the progress of Lexapro and seek advice on the upcoming GAD launch. Half was paid in FY03 for space reservation, recruitment, etc. The remainder will be paid in FY04.

Timing. Q2
Cast: \$200,000

#### D. EXECUTIVE ADVISORY BOARDS

The primary purpose of the Lexapro Executive Advisory Board is to gain the counsel of the key opinion leaders from around the country. Ancillary to gaining advice and guidance, the executive advisory board keeps our advisors apprised of the commercial development and potential benefits of escitalopram. Market issues and their potential impact on escitalopram, emerging clinical and preclinical Lexapro data are also discussed. Two one-day meetings in San Francisco & New York are proposed for FY04.

Timing: Q1-Q4
Quantity: 2
Cast per meeting: \$105,000
Cost: \$210,000

#### E. PRIMARY CARE ADVISORY BOARDS

The objective of the primary care executive advisory board meetings is to obtain critical feedback and recommendations on educational and promotional strategies and tactics, as well as cultivate, build, and maintain professional alliances with key internists and primary care thought-leaders. The primary care advisory board will consist of nationally recognized internists and PCPs.

The agenda of these meetings will cover an update on the status of Lexapro clinical trials and clinical development plan, and a discussion of marketing strategies to primary care physicians based on the outcomes to date.

 Timing:
 Q2-Q3

 Quantity:
 1

 Cost per meeting:
 \$100,000

 Cost:
 \$100,000

discussion on marketing related topics they deem important to their markets. A total of 200 local advisory boards will be conducted in FY04.

Approximately 40 speakers participate as moderators/presenters for the Lexapro local advisory board program. These speakers will be brought together for a training and feedback session on the program. This would allow us to train them on the most current data, including GAD, and address any issues with the program.

 Timing:
 Q1 – Q4

 Quantity:
 200

 Cost Per Unit:
 \$28,000

 Estimated Cost:
 \$5,600,000

#### B. REP PROMOTIONAL PROGRAMS

Through the approximately 2,000 psychiatrists and PCPs that have been recruited and trained to serve as faculty for the Lexapro Speakers' Bureau Program, reps will organize speaker events. These meetings may be large-scale dinner programs with a slide presentation, small roundtable discussions or one on one advocate lunches. The trained psychiatrists and PCPs include national and local thought leaders.

These meetings are necessary to maintain the strong presence and share of voice of Lexapro. In addition, dinner programs provide an opportunity for the rep to interact and build relationships with a number of physicians in their territory.

Timing:

Q1 - Q4

Quantity:

15,000 (1,942 reps, avg. 7.7 per rep)

Cost Per Unit:

\$2,300

Estimated Cost:

\$34,700,000

#### C. SPEAKERS' BUREAU ADMIN FEE

The agency will provide all logistical support for the Lexapro Speakers' Bureau. Activities covered may include processing of speaker honorarium, travel and expenses, RSVP management, invitations/posters, and setting up a venue for the program.

The agency's fee is based on the level of their involvement in the planning of the program. The different levels are summarized below:

Allocation 1 - Agency involvement includes securing a speaker and processing honorarium/expenses for the speaker and providing invitations and posters to the rep for distribution.

Allocation 2 - Agency involvement includes securing a speaker, and processing honorarium/expenses for the speaker and coordinating all travel arrangements. Agency will also provide invitations and posters to the rep for distribution.

Allocation 3 - Agency involvement includes full event planning - securing a speaker, developing invitations and posters, managing RSVPs, all logistical arrangements (venue and menu selection, AV needs) and processing honorarium/expenses.

Timing.

Q1 - Q4

Quantity: Cost Per Unit: 15,000 \$300, 650 or 1,500

Estimated Cost:

\$4,280,000

#### D. SPEAKERS' BUREAU SLIDE KIT

A speaker's slide kit containing a comprehensive review of Lexapro data has been developed. The slide kit will be updated as new data, including GAD when approved, becomes available. Speakers at promotional events such as dinner programs, roundtables, grand rounds and other events will use the slide kit

Timing:

Q1 - Q4

Quantity:

2000

Estimated Cost:

\$400,000

#### E. SPEAKER TRAINING

Three speaker training meetings will take place during October - December 2003. The meetings will be located in New York, Florida and Los Angeles. 1,000 existing speakers from the speaker's bureau will be recruited and trained on new Lexapro data including GAD. The trained psychiatrists include national and local thought leaders.

Webcast/CD based speaker training will be rolled out in FY04 as well. Divisional Managers will have the opportunity to train additional Lexapro speakers. This program or one similar may be used to update existing speakers who cannot attend a live speaker training meeting on new data.

Timing:

Q1-Q4

Quantity:

Cost Per Meeting:

\$800,000

Estimated Cost:

\$3,300,000

#### F. SPEAKERS BUREAU ON-LINE COMPONENT

Communication and training of thought leaders and speakers can be optimized by offening them an online resource to alleviate the burden of:

- Disseminating new data
- Training
- Provide current materials

A small secure site will be built for these physicians. Potential site features will include:

- Promotional guidelines
- Slide decks and slide deck updates
- Relevant literature and literature updates
- Press releases
- Travel expenses
- Contact list for Forest

Timing:

Q1 - Q4

Estimated Cost: \$300,000

#### XV. LUNCH AND LEARNS

Providing lunch for a physician creates an extended amount of selling time for representatives. It also gives them the opportunity to utilize other selling tools like the lunch and learn video, teleconferences, etc.

Timing:

Q1 - Q4

Quantity:

1,942 sales reps \$18,500/rep/ year

Cost Per Rep. Estimated Cost:

\$36,000,000

#### XVI. FIELD AIDS

Field aids provide support to the field force to help drive Lexapro prescriptions. In FY04, the sales force will be armed with strong clinical and promotional support for Lexapro. These materials will provide vehicles for rep utilization that will generate interest and help the rep engage the physician in a consultative discussion.

The Lexapro marketing team will provide new selling materials each POA to prevent rep fatigue. In addition, product and category updates will be delivered for reps to keep physician calls relevant and engaging.

#### A. CLINICAL REPRINTS/POSTERS

The following reprints will be made available in FY04:

1. Gorman J. et al. Efficacy comparison of escitalopram and citalopram in the treatment of Major Depressive Disorder: Pooled Analysis of Placebo-Controlled Trials. CNS Spectrums. 2002;

Purpose: To compare the efficacy of escitalopram 10-20 mg vs citalopram 20-40 mg.

2. Burke, W. et al. Fixed dose trial of the single isomer SSRI escitalopram in depressed outpatients. *Journal of Clinical Psychiatry*. 2002;

Purpose: Compare the efficacy and tolerability of escitalopram and citalopram in the treatment of Major Depressive Disorder.

3. Wade, A. et al. Escitalopram 10 mg/day is effective and well tolerated in the treatment of depression in primary care. International Clinical Psychopharmacology. 2002

Purpase. Demonstrate the efficacy and tolerability of escitalopram at a dose of 10 mg/day.

Additional reprints will be made available during FY04.

The following posters will be made available during FY04:

designed to include clinicians that may not be able to attend a dinner meeting due to scheduling conflicts or geographic challenges. Ten physicians from around the United States are convened by teleconference to discuss their experience with Lexapro and to hear specific clinical messages about Lexapro prescribing. Lexapro Peer Group moderators host each 90-minute TeleMAP session.

Both MAPs and TeleMAPs give Forest a way to reach healthcare professionals with strong, consistent product messages and to provide peer-to-peer dialogue. The Peer Group will dialogue with product management to facilitate ongoing training and provide new data to the moderators in order to create synergistic programs that leverage sales efforts as well. The participants of each program will receive a pre-meeting and post-meeting survey along with relevant literature provided by Lexapro Product Management at each event. Each participant will also receive an AMA approved honorarium valued at \$100 for his or her participation.

Timing:

Q1 - Q4

Quantity:

MAPS - 480

TeleMAPS - 720 MAPS - \$4,800 TeleMaps - \$3,300

Cost Per Unit: Estimated Cost:

\$4,800,000

#### XXI. **SPONSORSHIPS**

#### A. ASSOCIATION SPONSORSHIPS

Funds have been allocated to aid the Professional Relations Group in their mission of establishing mutually beneficial long-term relationships with appropriate professionals and associations. These relationships will further best medical practices and policies in the treatment of depression and will optimize commercial opportunities for Lexapro. These relationships will also provide the basis for advocacy development and issues management, and will establish an appropriate environment for commercial and policy activities.

Additional information on associations of priority is provided as an appendix to this marketing plan (see Appendix VII).

Timing:

Estimated Cost:

Q1 - Q4

\$1,900,000

#### B. EMORY UNIVERSITY UNRESTRICTED EUCATIONAL GRANT

The CNS marketing team has committed to Emory University to provide funds to the Department of Psychiatry and Behavioral Sciences (Department) at Emory for a period of three years; FY04 is the final year. The annual grant will create a fund for scientific discovery to support activity and programs related to juntor faculty advancements within the Department and recognition of outstanding commitments in the field. Public relations activities surrounding this initiative to raise the awareness of Forest's support in the field of psychiatry will be explored.

Timing:

Estimated Cost:

\$100,000

#### MEDICAL SCIENCE LIAISONS

The Medical Science Liaison (MSL) group for Forest Laboratories, Inc. is dedicated to providing thought leaders with the most current scientific and clinical information. Critical areas of contribution are developing and identifying strategic opportunities through phase IV research initiatives, publications, and establishing a close rapport with key members of the medical community important to Forests therapeutic areas of interest.

Comprised of, but not limited to, professional industry Medical Liaisons, PharmDs, and MDs, these positions form the outreach network emanating from the Medical and Marketing departments assuring continued interaction with local, national, and international opinion and thought leaders within the global medical community.

The 19 CNS MSLs are charged with establishing, developing, and maintaining long term sustainable working partnerships with members of the medical community whom may have regional, national, and/or international impact. Through these collaborative relationships, 19 MSLs promote awareness of medical knowledge and issues relating to the company's ongoing development efforts, and marketed products essential to the organization. This group also serves as a front line, advanced medical/technical force to be tapped into by regional/local opinion leaders. In addition, these individuals serve as a medical information resource to managed care efforts, and facilitate various company educational programs, most notably the speaker's bureau, regional advisory boards, and regional scientific programs and symposia.

#### A. MSL INVESTIGATOR GRANTS

MSL Investigator Grants cover the cost of Thought Leader Initiated Phase IV studies with Lexapro. In each of these cases, the investigator approaches an MSL with his/her concept and protocol for the study.

The detailed Lexapro Phase IV program is provided as an appendix to this marketing plan (see Appendix V).

Timing:

Q1 - Q4

Quantity:

45

Cost per study:

~\$87,400

Estimated Cost:

\$3,934,000

#### B. MSL REGIONAL CME SYMPOSIA

The MSLs will fund regionally developed and O/TL initiated CME symposia. Symposia will be funded based on the specific educational needs of the region. The symposia will be conducted in conjunction with academic health centers, medical associations and professional societies. Approximately 100-150 physicians, mostly psychiatrists, will be in attendance at each regional CME program. Cost for cosponsorships is based on 2 co-sponsorships of established CME symposia per MSL in a year at a cost of \$20,000 per co-sponsorship for a total cost of \$40,000 per MSL per year. Since we have 19 MSLs, 2 cosponsorships/MSL x \$20,000/co-sponsorship x 19 MSLs = approximately \$750,000.

Timing;

Q1 - Q4

Quantity: Cost per grant:

38 (2 per MSL; 19 MSLs)

Estimated Cost:

\$20,000 \$750,000

#### C. MSL UNRESTRICTED GRANTS

MSL unrestricted grants cover non-symposium educational programs, publication grants, travel grants to enable O/TLs to present Lexapto posters or presentations, support of local chapters of the APA at the request of an O/TL etc.

Timing:

Q1 - Q4

Budget per MSL:

~\$40,000 (about \$2,100 per O/TL)

Estimated Cost:

\$750,000

#### D. REGIONAL GRANTS

Regional grant funds can be used to support local or regional symposia. RDs can provide up to \$20,000 in the form of unrestricted educational grants.

Timing:

Q1 - Q4

Cost:

\$20,000/RD (26)

Estimated Cost:

\$520,000

#### XXII. SEMINARS AND TRAINING

#### A. ANNOTATED MASTER VISUAL AID

The annotated sales aid provides helpful hints and ideas so that representatives can better understand the content of the Master Visual Aid. Each bullet point in the MVA is explained and helps to provide a consistent message to the field force. The annotated sales aid will be updated once for each POA. This piece is for training purposes only and will not be used in promotion.

Timing:

Q1-Q4

Quantity:

11,000 (1,942 reps, 5/rep)

Cost Per Umt:

\$8.75

Estimated Cost:

\$90,000

#### B. ANNOTATED PACKAGE INSERT

The annotated package insert allows representatives the opportunity to review the key points of the package insert and the selling messages that the points reference. The annotated package inserts will be used train representatives on the revised package insert which will include GAD information when appropriate. This piece is for training purposes only and will not be used in promotion.

Timing:

Q1-Q4

Quantity:

2,000

Cost Per Unit:

\$9.00

Estimated Cost:

\$15,000

#### C. ANNOTATED REPRINTS

As new reprints are selected for promotional use the representatives need to be trained on them. The annotated reprints allow representatives the opportunity to review the key points of the clinical study and the selling messages that the points reference. These pieces are for training purposes only and will not be used in promotion.

Timing: Q1-Q4 Quantity: 40,000 Cost Per Unit: \$3.15 Estimated Cost: \$120,000

#### D. MEETING WORKSHOPS

POA workshops will include PI and MVA reviews, clinical reprint and objection handling workshops, and role-plays. A vendor will be responsible for designing the workshops and will create all necessary leader's and participant's guides. Three POA meetings are scheduled for FY04.

Timing:

Q1-Q4

Estimated Cost:

\$1,300,000

#### LEARNING SYSTEM- DEPRESSION

The Lexapro Depression Learning System has been developed in FY03 and each contains six written modules, five audiotapes, two videotapes, and a complete glossary. In FY04, we expect to reproduce approximately 1000 due to expansion and other training needs. The contents of each module are:

Module 1:

Fundamentals of Neuroanatomy and Neurotransmission

Module 2: Basics of Depression and Other Disorders

Module 3: Therapeutic Options for the Treatment of Depression

Module 4: The Competitors and the Marketplace

Module 5: Understanding Lexapro

Module 6: Celexa Overview

Timing: Quantity: Q1-Q3 1,000

Cost Per Unit:

\$100

Estimated Cost:

\$100,000

#### F. LEARNING SYSTEM - ANXIETY

The Lexapro Anxiety Learning System will contain 4 modules with audiotapes/videotapes. The GAD training will most likely begin in September 2003 and the Panic Disorder training in January 2004. The suggested contents of each module are:

Module 1: Anxiety States

Module 2: Lexapro and GAD

Module 3: Competitors and the GAD Marketplace

Module 4: Competitors and the Panic Disorder Marketplace

Timing:

Q2-Q4

Quantity: Cost Per Unit: 2,000

Estimated Cost:

\$100 \$200,000

#### XXIII. CONTESTS

#### A. CONTESTS

The Lexapro 20% market share club will be introduced to the field during the June 2003 National Sales Meeting. Each representative will receive an individually chosen high value gift item when they reach 20% new market share for Lexapro. Gift items are still under development but will likely be a small selection of carefully chosen items ranging from watches, wallets to candle stick holders. The ongoing Lexapro fast start contest will also be funded during FY04.

Timing:

Q1-Q4

Estimated Cost:

\$350,000

#### XXIV. CONVENTIONS

The presence of a Lexapro booth display and promotional activities at medical conventions serves to increase awareness of Lexapro and its benefits for the treatment of depression with target audiences.

The detailed Lexapro convention schedule is provided as an appendix to this marketing plan (see Appendix I).

#### A. ABSTRACTS-ON-DISK

Forest will continue to sponsor the Abstracts-on-Disk program at the national meeting of the APA and ACNP. The Abstracts-on-Disk program makes all of the abstracts and new data submissions at the meeting available to meeting participants.

Timing:

Q1-Q4

Quantity:

2

Estimated Cost:

\$45,000

#### B. ADVERTISEMENTS

A Lexapro advertisement will be placed in convention meeting booklets which are handed out to meeting participants. The advertisement is designed to be a reminder ad to physicians.

Timing:

Q1-Q4

Estimated Cost:

\$190,000

#### C. BOOTH AND PANELS

The Lexapro convention booth panels will be updated in FY04 to reflect new Lexapro data. The purpose of the panels is to attract and retain booth traffic with captivating graphics and a powerful product message. Also included are panels for tabletop and in-line displays.

Timing:

Q1-Q4

Estimated Cost:

\$100,000

#### D. DRAWS/GIVEAWAYS

Every professional association meeting has its own character. Appropriate booth activities for each major meeting will be developed in order to encourage booth traffic and complement the meeting's overall tone. Forest will take advantage of many meeting sponsored "door drops" by inserting a Lexapro promotional piece that is meeting-specific (symposia invitations, etc.), booth draw (giveaways, coupons, etc.) or brand message. The Lexapro Interactive Challenge will continue to be offered at various meetings. This activity is designed to engage meeting participants in a fun, learning activity where they learn about Lexapro's promotional messages.

Timing:

Q1 - Q4

Quantity:

26 conventions

Cost Per Unit:

\$30,000

Estimated Cost:

\$755,000

#### E. MEETING RECEPTIONS

Opportunities for Forest medical and marketing staff, as well as MSLs, to interact with opinion leaders (in both small and larger groups) will be scheduled at a number of major medical meetings during FY04. The purpose of these events is to develop personal relationships and provide intimate settings for scientific discussion. Programs may include dessert receptions with association members and other special events. Invitations will be issued via the MSLs. Among the meetings targeted in FY04 are the following:

- College of Psychiatric and Neurological Pharmacists (CPNP) May 2003
- \* American Society of Health System Pharmacists (ASHP) May 2003
- New Clinical Development Evaluation Unit (NCDEU) May 2003
- \* American College of Neuropsychopharmacology (ACNP) December 2003
- \* Anxiety Disorders Association of America (ADAA) March 2004

Timing:

Q1 - Q4

Quantity:

5 receptions @ \$24,000

Estimated Cost:

\$120,000

#### XXV. PUBLICATIONS

Publications will be geared toward psychiatrists, PCPs, pharmacists, osteopaths, nurses, managed care organizations, LTC and others. Articles will appear in several formats, including original reports, review articles, and journal supplements. It is the brand team's intention to aggressively disseminate all new clinical data analyses when available.

#### A. ABSTRACTS AND POSTERS

Emerging preclinical and clinical data, as well as pooled analyses of Lexapro data, will be disseminated in poster (or occasionally oral/slide) format at all appropriate medical meetings. During FY04, approximately 70 abstracts/posters (both original and retread) will be presented at

TACTICAL PLAN

U.S. meetings with a similar number of abstracts/posters presented at European meetings. The focus of the presentations in FY04 will be comparative and switch data in both depression and anxiety, clinical data in depression, GAD, panic disorder, SAD, and safety data. There will also be ample preclinical data and data from investigator initiated studies.

See Appendix II for the detailed publication plan

Timing: Q1 ~

Quantity: 50

Cast Per Unit: \$6,000/poster Estimated Cost: \$300,000

#### B. MANUSCRIPTS

As detailed in the Forest/Lundbeck Escitalopram Poster and Manuscript Preparation Plan (Appendix II), publications will be generated based on preclinical and clinical data, as it becomes available. Articles will appear in several formats, including original reports, review articles, and journal supplements. Approximately 10-12 manuscripts based on original data (generated by Forest) will be developed and submitted for publication during FY04, supporting the usefulness of Lexapro in the acute and long-term treatment of depression, and in the treatment of anxiety disorders (GAD, panic disorder, and SAD). There will also be publications on the comparative trials with venlafaxine, paroxetine, and sertraline, as well as the switch study with fluoxetine. Additionally, up to 10-12 review articles will be developed and submitted for publication during FY04. Articles will include reviews of Lexapro-specific pharmacology, efficacy in depression, efficacy in anxiety disorders, and safety including geriatric and pediatric patients (e.g., targeted to psychiatry, primary care, psychopharmacology, and pharmacy/formulary journals), as well as articles that include Lexapro data within the context of a broader review (e.g., safety in the geriatric population, current approaches to treating anxiety disorders, and selectivity of action).

See Appendix II for the detailed publication plan

Timing:

Q1 - Q4 24 manuscripts

Quantity: Cost:

\$700,000

#### C. PUBLICATION PLANNING AND STRATEGIC COUNSEL

Publication planning includes all agency time spent managing the publication grid, researching potential publication topics and attending all publication related activities and meetings. Strategic counsel and input to marketing activities as well as the development of strategic and tactical plans for the FY05 marketing plan.

Timing:

Q1 - Q4

Cost:

\$350,000

#### D. ROUNDTABLES

Closed roundtables provide opportunities for a small group of experts to discuss topics especially relevant to the positioning and marketing of Lexapro. The deliverable from a roundtable is a journal supplement that is disseminated to a much larger audience. Closed roundtables can be held in conjunction with major medical meetings, or as stand-alone events. It is recommended that four

TACTICAL PLAN

closed roundtables be held during FY04. Suggested topics include: 1) Panic Disorder; 2) SAD; 3) Geriatric; 4) Pediatric; and 5) Somatic symptoms associated with depression and anxiety.

Timing:

Q2-Q4

Quantity:

4 events

Cost:

\$500,000 (Includes event only)

#### E. SUPPLEMENTS

As part of a comprehensive publication plan, journal articles and supplements will be developed based on important content of particular Forest-sponsored symposis and roundtables. These published manuscripts will help disseminate relevant Lexapro data and messages to key target audiences, including psychiatrists, primary care physicians, managed care organizations, long-term care medical directors, and others. This amount assumes submission and publication of four supplements, and includes editorial support and page charges and does not include costs for reprints.

Timing:

Q2 - Q4

Quantity:

\$162,500

Cost Per Unit: Estimated Cost:

\$650,000

TACTICAL PLAN

# APPENDIX I

#### CONVENTION SCHEDULE

APRIL	45)5//E(/2>35->===================================		Pooling Processing States of the Control of the Con
1 – 3	AAN - American Academy of Neurology Honolulu, Hi	8,000	10x10
3 - 5	PRI-MED WEST Long Beach, CA	7,000	20x30
3-5	ACP/ASIM - American College of Physicians American Society of Internal Medicine San Diego, CA	6,000	20x30
9 – 12	AMCP American Managed Care Pharmacy Minneapolis, MN	3,000	30x30 MIK
28 – 30	ACOG – American College of Obstetricians & Gynecologists New Orleans, LA	5,000	20x30
MAY			
14 - 16	ASCP - American Society of Consultant Pharmacists Midyear Geriatrics '03 -Tampa, FL	1,500	20x40
15 – 16	AGS - American Geriatrics Society Baltimore, MD	2,500	20x30
18 – 21	APA - American Psychiatric Association San Francisco, CA	16,000	60x80 <b>MIK</b>
JUNE			
9 – 10	NADONA/LTC Cincinnati, OH	400	10x20
19 – 21	PRI-MED MIDWEST Rosemont, IL	7,000	30x30
19 – 21	US GERI - US Geriatrics & Long-Term Care Congress San Francisco, CA	2,000	30x30

JULY	SIMOMENTAL		Information Klosk
10 - 12	Nurse Practitioner Symposium Keystone, CO	1,500	10x30
AUGUST			
23 - 27	NACDS - National Association of Chain Drug Store Pharmacists Philadelphia, PA	2,600	10x30
EPTEMBER			
OCTOBER			
2 – 4	AAFP - Am. Acad. of Family Physicians New Orleans, LA	6,500	30x50 MiK
2 – 4	APNA - American Psychiatric Nurse Assoc. Atlanta, GA	2,000	1 <b>0x2</b> 0
12 – 15	AOA - American Osteopathic Association New Orleans, LA	3,500	20x30
16 – 18	PRI-MED MID-ATLANTIC Washington, DC	5,000	20x30
19 – 22	ANA - American Neurological Association San Francisco, CA	1,300	10×20
10/30 11/1	APA-I - Am. Psychiatric Association – Institute of Psych. Services Boston, MA	2,200	20x30
??	NAVY ACP Location?	200	Table Top
NOVEMBER		· · · · · · · · · · · · · · · · · · ·	
6 – 8	US PSYCH & MHC - US Psych & Mental Health Congress Orlando, FL	3,000	30x30
7 - 9	PRI-MED EAST Boston, MA	7,000	30x40
12 – 14	ASCP Annual - American Society of Consultant Pharmacists San Antonio, TX	2,000	30x30
?? DECEMBER	ARMY ACP Location?	200	Table Top
PERPEK			
8 ~ 11	ASHP - American Society of Health System Pharmacists New Orleans, LA	18,000	30x30

ANUARY		MiK = Medical Info	ormation Klosk
BRUARY			
13 15	PRIMED WEST Long Beach, CA	8,000	30X40
MARCH		_	
1-4	NMHCC – National Managed Health Care Congress Washington, DC	3,000	1 0x30
4 – 6	AMDA – American Medical Directors Association Phoenix, AZ	1,200	20x20
12 - 15	AAGP - American Academy of Geriatric Psychiatry Atlanta, GA	1,250	30x30 MIK
??	ADAA - Anxiety Disorders of America Location??	350	10x20
28 – 30	APhA - American Pharmaceutical Association Seattle, WA	5,000	20x20

## APPENDIX II

## PUBLICATION PLAN

# APPENDIX II

## **Publication Plan**

				1 ubilcation	L ACCAR					
				Forest/Lundbeck Escitalopram Studies						
				Poster and Manuscript Pre	paration	Plen				
Shuthy	Ime:	Descusion	Study Director	Key Mestages	Emal Benot	Abstract Dist. Date	Meetno/ Date	Manuscreil Submussion Dafe	Publication Onto	Journal/Comments
K Dela 47	7 F.		***	製造を対する。在は、これでは、	·	14 14 1		31.3		· 诗· 177 . 425年11.
PK-01	PK	Desipremine/Fluoristine in vivo 206 pathway	FRX	Escalatopum has the lowest potential for drug interactions	Nev-00					Dela insulicient to support publication To be included in PK review article
PK-02	<b>P</b> K	Pilonavinho control in vivo 3A4 pathway	FRX	Exclusiopram has the lowest potential for drug interactions	Jan-01		SOSP May-01 NCDEU May-01			
								Sep-02	Apr-03	Ctrical Therapeutos, in press
PK-03	PK	Metoprotos/Paroxetine in vivo 206 pathway	FFIX	Escitaloprarie has the lowest polential for drug interactions	Dec-00					Osta maufrosent to support publication To be included in PK review article
PK-04	PK	SE tablet marketing vs clinical	FRX	ina .	Jan-01	NA	NA	NA	NA_	NA
P1C-05	PK	Pharmacolimates in healthy alderly vs healthy young adult valunteers	FRX	Escristopram has an excellent dosing profits	Sep-00					To be included in PK review article
PK-06	PK	DE oral solution vs tablet (1004 effect)	FRX	Escrisiopram has an excellent dosing profile	Mar-01	NA	NA			To be included in PK review article
PK-07	PK	Oreg interaction with werland	FFX	Excitalopram has the lowest potential for drug interactions	Apr-01					
PK-13	PK	Pharmacolumence in pediatric patierns	FRX	Escheloprem has an excellent downg profés	Planned					
96106	PK	Single dose study to compare the pharmaculinetics and tolerability of eschalogram and chalogram	HLu	Escitalopram has an exection downg profile	Avallable		MCDEU May-01			To be included in PK review article
96107	PK	Double-blind, multi-dose, two-way crossover comparing the phenoscoldnetics and totembery of excitatopram and citatopram	HLW	Eaciteloprem has an excellent dosing profile	Avallable	NA.	NA	NA	NA	Daza maufficient to support publicatio To be included in PK review article
98113	PK	Ondging study of IPOX and HLu chrical formulations and dosage form equivalence	HLu	NA	Sep-00	NA .	NA	NA	NA.	NA
99106	PK	Ocea-proportionality at 10, 20 and 30 mg. also assesses effect of age	HLu	Eschaloprem pharmacokinetics is linear and only modestly allered by age or gender	Oct-00					
n vero P450 Isosrayunes	PK	R-CT, B-CT, R-DCT, and S-DCT are weak or negligible whitehers of human sylactromes P4SO. This is unlikely to be of clinical importance.		Excisiopeen has the lowest potential for drug interactions	Avadable			Nov-00	Published Aug-01	vol Molike et at , Drug Meteb Depos 2001,29 1102-9
				]	Ì		APA May-00			
		}	1	ľ	1		ASCPT	1		1
	l		i	1	i :	<b></b> -	Mar-01			1
	}	1	1	}	<b>,</b>	\	SOBP May-01	<b> </b>		1
Maria A	de War.	是一个事情的的人。 1000年	25. 72.2	STEEL OF CORN	<del></del>	<del></del>				

·· <del>·</del>	<del></del>		<u> </u>	<del></del>	-						, —	<del></del>	-	ī .	
dumaticoments	Surfa et al., J Cim Paycherry 2002, 63°331°308	primery seaute poster	readits people with additional positing fine good date from: MD-01, MD-02 and 99003 (efficiacy companion of 9-CT with CT) MD-01, MD-02 and 99003 (companion of 9-CT and 90003 (companion of 9-CT and CT on aministry 3b)	grimary results poster	remits poster with additional posters the pool data from.	eomparism of GCT with GT IAD-01, MD-02 (comparism of effects of S-CT and GT on sexistly Std	AID-01, MD-02, 89001, 99003 (salety comparison of S-CT and CT)	Power posts data from MD-01, MD-02 (comparison of effects of S-CT and CT on an analytic St.)	Poster based on MADRS single ham analysis	Poster pools data from MD-01, MD-02, 99000 (efficient comparison of CT)	Poster posts data Inem MD-01, MD-02, 99001, 99003 Grafety databases	Foreign poots data from AP-01, ARD-02, 99001, 99003 (safely database) w SCT NF CT comparison	Poster pools data from MO-01, MO-02, 90000 (efficiesy in severety of publishe)	Poster pools della from MO-01, 99001 for IAADRS single item analysis	Poster poots data from MD-01, MD-02, 99001, 99005 (efficienty in serverely if contents)
Patricipo	Property of the Control of the Contr														
Macancator, Subrriamon Cate	Submitted Mar-01												_		
Months Date		ACMP Dec-00	APA Abay 01	NCDEU		WCBP		APA- Octor	S SS	AG May 22	APA May 02	750CM	9 45 Pr 08		\$ <b>₹</b>
Abstract. Date Date										l 					
Erul Report	Dec-00					<u>-</u>									
Ker ivensedes	Enclasionam represents a new more selective and/or potent generation of 55Files	Eschaloptem is an effective line institueed for depression	Exclatorem has a levorable ende effect prote Eschatorem has an excellent dooing prothe Eschatorem is the active leomer of creatorem in telms of entidepressions effect	Excitatoran has improved side effect, drug elekatrice, and safety profiles neathing from the removal of the instrine money, the R-entantional	Eschabran a seinement of clabpsan in lema of anticoprassen affect and typerabety										
State Director	F.		<u> </u>												
Description	Fleed Done Comparation of the Salany and Efficiety of Eschalpyren, Chilopyren, and Placeton in the theolment of Major Ospitesiye Dopicier														
Ivan.	0														

	Posier pools date from MD-01, MD-02, 98001, 98003 (efficacy et severety il patients)	Poster pook data from MD-01, 99001 Kongat of effect in baid dase shubes)	Poster pools data from MD-01, MD-02, 99001, 99003, 99024 (safety in genetric potente)	Practice pools data from MD-01, MD-02, 99(D1), 95000, 80(224 (safety) in gentation presents)	Poster pools data from MD-01, MD-02, 88001, 99003 (efficacy in severely ill patrante)	posters prod date from MD-01, AID-02 and 99000 (efficacy comparison of S-CT web CT)	MID-01, MID-02 and 99003 (comparison of effects of S-CT and CT on anxiety St.)	powers pool date from	MD-61, MD-62 and 99003 (effeacy, companion of S-CT with CT)	MD-01, MD-02 (comparison of effects of	S-CT and CT on annually St)	MD-01, MD-02, 98001, 99003 (suitely companion of S-CT and CT)	Prater pools date from MD-01, MD-02 (comparison of effects of 8-CT and CT	On animaly End	(efficiely comparison w/ CT in flexible (dose studies)	Poster poots date from MO-01, MD-02,	arcura (ancara compansor w to	Poster pools date from MD-01, MD-02, 98001, 99003 (safety-detaband)	Poster pools data from MD-01, MD-02, 99001, 99001, 99000 (selety database) w/ SCT	vs CT compension	Poster pools data from MD-01, MD-02, 89000 (efficacy in severally ill palients)	Poster poots data from MD-01, MD-02, 99001, 99003 (efficingly in severely if patients)
Publication Date						i																
Mensernot Submerson Date																						
Mostro/ Oals	ECMP Ont-02		2012O	AAAGP Mar-03	CPNP Apr-03	VdV	Mayor			WC8P			HAN		ACNP Dec-01	dΞV	May-02	APA Mey-02	NCOEU	1	CANP Jun-02	WCP Aug-02
Abetract Due Date					Feb-03																	
Final Report				•	:	00 00 00 00																
Ser. Menasca					:	Escislopan represents a new more selective and/or polent generator of SORs.	Exclatorem is an effective first fine treatment for depression		Escilatopean has a lavorable aute effect profes	Escribiogram hes an excellent dosing profile	Exclusionam is the active isomer of chalippram in terms of smildepressant effect.		Escritopiam has improved side effect, drug interaction and safety profess resisting from the	namoval of the macine mostly, the A-crientomer	: :					-		
Stude						Ĕ																
Description						Finatio Duse Competens of the Sakiny and Elicacy of Eschalopson, Chalopener, and Pacabo in the Treatment of Major Dispressive Decorder																
Ä						0																
**						80-0N										9	E S					

E.	Description	A A S	Kay Messones	final Beson	Abstract Due Date	Machool Date	September Onto	Patricajon Sate	Journal Comments
						ECNP Octo2			Poster poole data frent MD-61, MD-02, \$9001, 99003 (efficacy in severely 6 patients)
						95 50 52 50			Postes pools data from ND-01, ND-02, 99001, 89000, 99024 (talety in gemeint patrents)
<del></del>						AAGP Mar.00			Posser poos sale iron MD-(11, MD-02, 99001, 89003, 99024 (safety in gerietis: petients)
					Feb-03	CPNIP			Poster prots data from MD-01, MD-02, 99001, 98003 (efficiely in serveraly if patients)
<u>                                     </u>	Placeho Centrified Evaluation of the Salety on Efficiely of Eschiopern in the Percentage of Community States	Ě	Eschaptem represents a new more selective and/or potent generation of SSR is	Oct-01			Draft Jan-03		J Ofn Paychiatry
			Eschabban is an effective first fine treatment for chaptession						Possible 2nd publicable on withdrawelf decommensers efficie
-			Egiziatoram has a tavorable side effect probe			ACNP Dec-01			
			Eschatopram has an excellent dosing profits			AEP May Co			
			Excelengeren is the active isomer of catalogram to temps of articlepressant effect			MCDELL			
<del></del>			Exchalprem is a reinservent of chalepran in larms of amildepressent effect and tolerstifting			25 EE			Primary results poster and 2nd poster with switch date
						WCP (WPA)			Primay resufts porter and 2nd poster with switch data
				- <b>-</b>		1 8 B			
						9 8 8 8			Poster pode date from MO-03, 88002, 99022, from-term selections
_				- <del>-</del>	F86-03	9 S			
<u> </u>	Peinths Dose Competion of the Seleny and A. Ethcary of Existancean, Chalonoran, and Placeto at the Trestment of Panic Disorder	£ X	Evolatoprám representa a new more selective andior powy quantum of SSRs	Feb.42			Draft Jan-03		J Cin Psychaety, submissió
			Eschaopen u. an elective his ine healmont for aniety deorders			A Si			
			Escheloprem has a tavorable side effect profile			APA Parent			
_			Eachdopram has an excellent doshig profits			N SOE			
			Escatopram is the active attract of cultoprath in ferms of existolytic effect.			Sen oz			
_			Eachahgram has improved side effect, drug						Premitry naturals poster
			enteraction and safety product resulting from the removal of the mactive modely, the R-enterhorner		٠	Ang-is			and peeter pook date from MD-04, MD-05, 98012, predmice (analogyic effects ordered by some analysis)
_	-		-						

		5	2	٦	ŝ		8	#		]	5	T	-		Ţ				9		500	果	1	g		8		g S #		Ś		, 000	1	8	 <u>5</u>	_	900	œ,
Agenal/Comments	Primary teeulis pooler	The second state date of the second s	DS, 99012, prechnos (amediate effects	predicted by animal models.	Poster poots data from MD-D4, N	99012, precincal (annual)to effects	Peaker pools data from MO ON NO OS	98012, precimical (anxiogés effects	predicted by greenal models	4	ruphen es part of populat analysis of GAD their?						Permeny results poster		2nd poster pools date from MO-04, IMD-	us, myork, propriesa (annuajes enece (condicted to someon existent	Porter pools date hom MD-04, MD-05,	99012, precinsual (associytic effects	predicted by greeneri exoclete)	POSTER DOOR CARE INCH. MU-OV, MCI-CO.	ervic, precede (axadyr, precis predicted by transf models)	Pecier poets data from MO-05, AID-06,	MD-07	Found (2008 0348 HOSS IND-OR, MC)-US, 89012, precinetal (associate effects	predicted by sering models)	Additional contra profes data from MC-	US, MD-06, MD-07	Puster pools date from MD-05, MD-06,	20 Cm 30 Cm 1 Tm 10 Cm 1	romes pode data inom morcos, in \$40-07	Publish as part of pooled analyses of	GAD Imple?	Paster poots data from MD-05, MD-06, MD-09,	Poster pools date from MO-05, MO-06,
Putterinn																																						
Menericani Subergrama Date										i	\$ E																								Q.	10 mg		
Deta Deta		APA.	8		ECN	ğ			3				1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ACDED.		3 4		WCP (WPA)	AmpdZ		1 7 67	9		ECN	8 8 8	VON	200		¥	3		CPNP		My-03			ACNE	VQV
Atelraci Des Bals								¥04-€Z																					NOV			£		Jen-03				3
First Report						-					Dec-01																									ğ		
Ker Messages										Eschalopram represents a new more selective andfor	potent generation of scribts	Excitational is an effective trut the treatment to	anxety decorders	Eschatopram has a lavorable sude effect profile		(t.SO) and the sea described a desired profite		Eschaboram is the active isomer of chalopram in	terms of anticolytic effect																Eschaboram represents a new more selective and/or	COCKER'N GENERALINE OF COCKERS	Existingment is an effective list line leadment for animaly choolden.	Escushopram has a tavorable ande effect profile
Shaty. Denotes											Ĕ																								(	Ĭ		
Describion										Planohe Dose Companson of Safety &	Elicacy of S-CT vs Placebo in the Treatment of Generalized Ansiety Disorder																								Flexible Dose Comparison of Safety &	elicatoy of S-C1 vs Process in the Imalment of Generalized Amonty Charder		
1	Г			_				_	٦		<																									<del>-</del>		
Trans.	L	_	_		_		_		_	_						_		_			╄	_	_															_

ğ	Descriptor	a a	Ker Hereaus	Fruit Report	Abstract Pare Date	Meeto	Parameter Pe	Publication	JanuariCostmont
			Eschelopiem has an excellent doeing proble		8	2 S			Poster poots data from AD-05, NO-06, NO-06, NO-06, NO-06, NO-06, NO-06, NO-07
			Caritatopramile the active momer of celaspiram in Verms of amorbias effects		to-set.	APA May 60			Poster profs date from MD-05, MD-08, MD-08, MD-07
	Perths Dose Comparison of Salaty & Efficiery of S-CT vs Pacebo is the Treatment of Generalized Answely Discrete:	Ĕ.	Esclatopran represents a new more adective and/or polyare percetor of SSRs	84			Deaft Jen-03	2 < 0	Depression and Analony, submitted Mac publish as part of pooled analysis of GAD least?
			Eschädigten is an säschre first fine treatment for except describes			ACMP Dec/02			Primary efficacy poster Additional paster pools data from MD. OS. MD-OR. MD-O7
			Excessionan has a terorable side effect profile		Nov-CZ	ADAA Me-03		3.0	Innay shooty poster vasilens poster pools data from MD- NS, MD-06, MD-07
			Eschaluprian has an excellent dolling profile		Feb-03	C Para	<u> </u>	<u> </u>	Primary efficacy positer Additional positer pools data from MD- 95, MD-06, MD-07
			Esolutoprem is the active isomer of chalquen in lears of smotyte effect		SD-val.	APA By-03			Primary efficacy positor Additional passer pools data from MO-
	20 mg Confinuation in 8-CT Norresponders from Pecemence Study	Ě	Cacialquan represents a new more selective and/or powerling generation of SSPIn	No62					
	Presenting Steep, Fined dese comparties of establishment and succession in patients with MOS, deaths blood, randomized, presided mostly.	Ě	Saddeloyean veprenants a new more selective andler potent generation of SSRs	20-10G					
			Exteloprom is an effective limit the bestment for depresent						
			Eaclabopram has a lawor this side effect protie Eaclabopram is the active betwer of clabopram in Terris of articlepressant effect						
	Psychometer / Alochol Interaction, Newtor plants are acceptant and alcohol in neeting volunteers.	Ě	Eaclaignen does not polemitale effects of abound Exclaingram has a favorable side effect proble	89-180	So-tack	NCDEU			
	Depression Recurrence-Switch Open-lebal setumence in setponders after explicit from ether SSR4s to 6-CT	Ę	Eschaforan represents a new more aclective andior podent generation of SSRts	Feb-02					
	Response to S-CT in previous noin- maporature to other SSFIs		Egizacjam is an efective first the fresident for depression	Apr-02		CINP Jun-02			Response to S-CT in provious AE Grops with other SSRis
	Perpotes to S-CT in previous AE drops with other SSPis	·	Eschalapen has a lavorable side effect profile	Apr-02		WCP (WPA)			Response to B-CT in previous AE drops with other BSRs.
	Dardis-Und recurrence in S-CT respondens		Eachplapsen is the active isomer of oblighten in terms of antidepressure effect	Aug-02		# 25 25 25 25 25 25 25 25 25 25 25 25 25 2			Response to S-CT in previous AE drops with other SSRIs.
						7 8 8 68 8 68			Response to 3-CT in previous AE drops with other SSRIs.

		П								Ι	<del></del>							г		, ,		
dounted Control 25																					Wade at al, International Clinical Psychophernacology 2002,17 85-102	SCT 10 mg vs phiembo
Publication. Date																					20-Lujve	
Sidminacon Sidminacon Date																					Dec-01	
Method Date																			APA May-03	NCOEU May-63		to-sty divos
Ategoric Des Date																			Jan-03	SG-ver		
Erral Report	Aug-13	Jen-Ok	Jan-02			_				Nov-52	•				Aug-03	Oct-03	Apr-03	Jun-03	Feb.04		Avadable	
Kery Afestrans			Escullopram represents a new more selective andlor potent generation of SSRbs	Esclatopram is an efficience first two treatment for deprossion	Escatalopram has a lavorable arde effect provie	Eschalopram has an excellent dismig prolée	Escratopram is the active womer of chalopram in tems of antidepressant offect	Escalebosan has improved subselfed, drug massachan and safety prodites resulting from the namoval of the inactive momity, the R-enandomer	Escalalopram a a reforement of calalopram in terms of problepressant effect and lobesthing	Eschalopram represents a new more selective and brokent generation of SSRs	Exclusions as an effective fest has treatment for annually decrees:	Escullapram has a tavorable side effect profile	Excellibyram has an excellent dosing profile	Escalopram is the active fromar of clabopram in terms of annualitic effect		Eschaispram apresent a new more selective and/or potent generation of SSRIs	Excellipram represents a new more selective and/or potent generation of SSRIs	Escalopram represents a new more selective and/or potent generation of SSRB	Eschilopran aprezents a new more selectivo and/or polent generation of SSRts		Pecialopiam ispraesits a new more selective andfor polarit generation of SSFIIs	Eschlebosen is so effective first and treatment for depression
Swetz. Director		Н	10 M	Esciziopez deprotsion	Escatalop	Eschalopi	Escendor Tomas of a	Eschadora marachan removal of	Exclatoprama antidepressa tolerability	Eschalopram represents a r potent generation of SSRs	Escheloprem s. a.	Excellegram has	Eschalopram has	Escalopram is the activities of smoothing office		Esclatopram potent genera	Exceptions potent gener	Escratopram potent genera	Eactalopram potent genera		Ecclatoman represents a r potent generation of SSRNs	Eschelopram depression
~ 4	FRX	HX	FRX FR	Escribio	Escatatop	Eschalopi	Esocatopa Verma of a	Esciatopeu meracion a removal of a	Exclatopram artitlepressa tolerchitity	Eschalopram reg	Eschrioprem e a	Excellipram has	Eschalopram has		FRX	FRX potent general	Escaleptan FRX polent ganer	Escalopram FRX potent general	Eschilopram FRX polent ganera		Eckinopram tepr	Escitatoram depression
Description		П		Escizio	Escielo	Eschalop	Esocator ferms of a	S months and the second of the		FRX	Eschisprent & Statement St	Escalaboram has	Escheboren her		П	of Safety & Efficacy of FPCK		TH.				Escatelopeaen degreentos
·	Vertakarine comparative	FRX	MDO FEX	Euclato	Escretop	Eschalop	Excession (Excession)	Employees		Institute of Safety & Edicacy of FRX Instituted Observation		Excelliprism has	Enchancement has		FRX	y & Elicacy of FRX	yof S-CT vs Generalized FRX	Æ	X		7	Excitation (Excitation of Excitation of Exci

H N	Kar Missass	Frost Report	Par Det	Mento/	Submertol P	Date	Anger of Comments
- 10 mg dose - primary care salang - no difference in AE	-10 mg dose primary care setting - no delevence in AE dosp cuss vs placebo			wCBP Jul-01			8-GT 10 mg va placebe addeznaf pester poste data from MD-01. MD-02, sector, 99003 jesebry companien of S-CT and CT).
Eschaftgram has a lavorable aids effect profile	stile aida effact profite	<del></del>		Non-Oil			SCT 16 mg vs plmosbo
inchaltopram is a refinen mideprossam ellect an	Exclatoran is a refinement of chalopsen in terms of emberossest effect and rotorability	<b>4</b>					
			-	A PA			Porter pools data from MD-01, MD-02, 99001, 98003 (sellety driabase)
		<u> </u>		NCDEU Am-02			S-CT 10 mg vs placabo And posser pools data from MD-O1, MD- 02, 99001, 99003 (seledy dashase) wf NCT as CT commentees
		<b></b>		P S			Poster poste date hom MD-01, MD-02, 89001, 89000 (effcacy in severely al posteria)
			-	WCP (WPA)			Poster pools data from MO-01, 99001 for MADRS single from analysis
		L		60 SE			Parter pools date from MD-01, 99001 for overet of office in lived date shickes
		.L		001-02 001-02			Popler pools data from MD-01, MD-02, 98001, 99002, 99024 (safety in gerlanic palients)
		<u> </u>		AAGP Mar-63			Ponter posts date from MD-01, MD-02, 99001, 99003, 89024 (azitery in perfairs: potients)
Eacdalopram represents a Poblant generation of SSRIs	O	Feb-02			20 <b>-74</b> -05	Nav. 03	OBT.
Enclatopram is an depression	Exchalopraen is an effective first line treatment for depression			SCNP Apr-62			
actalopram has	Escratopizm has a favorable side elloci profée			San Ce	l	-	
actatopram has	Eachsopram has an excellent drawing profite		•	NCP (MPA) Aug-02			
schalopram is the little of aniedspro	Eschalopram is the active isomer of chalopram in terms of anichoprassant another effect			ECMP Oct-08			Primary results, tong-term eficacy Phatter pools data from MO-CL, 99002. 99022, florat-term toleratidity)
icielogram is a rindepressant of	Exclusiogram is a refrequent of oralogram in terms of antidepressant effect and tolerabolity			(FMAD Nov-02			Preter present tong-term efficacy of esclaroprent esclaroprent Second poster presents date on smich trans cathories

Asunal Connects	Long-term efficacy of eachstopram	T80	4-week data combined with PCL_104	Montgomeny et al Pharmacol Tossock	peties 4-week tared dose, B-week Seadle dose	poster 4-mest timed" dose	additional positer pods data from MD-01, MD-02 and 98003 (ethnory	comparison of S-CT with CT)	MD-01, MO-02 and 99003 (companion of effects of Q-CT and CT on emissy Ski)	posters 4-week "kned" dose	additional posters pool data from	AID-01, NO-02 and 99003 (efficiary	MD-01, MD-02, 89001, 99003 (selety	Poster pools data from MD-01, MD-02,	99003 (companion of effects of S-CT	Poster pools data from MD-02, 99003	(eficiary comparison w/ CT in femble dose seutras)	Poster posts date from MD-01, MD-02,	asuus (ameany contranson w C )	Poster ponts date from MD-01, MD-02,	Poster pools data from MD-01 MD-02	99001, 99003 (safety database) w/ SCT vs.CT commences	Poster poots date from ND-01, ND-02,	(caterial)	Poster pools data from MD-01, MD-02, 99003 (efficially in aeversity it patients)	Premary rebuilts positer	2nd poster podts date from MD-01, MD-02, 89003 (efficacy in severely it	Poster pools data from MO-01, MD-02,	(Symmetry)	Premary results poster
Putteration		OBT		Pro T														,												
Submission Submission Date		Ē															İ								·					
Meetho	SCINO ACINO				SCNP Pro-P		ş	Serve S			ALC SP	5			9	97.5	Dec-01	VE.	May-02	APA Share		Aun-CR	\$ S		WCP (WPA)		9 84 84 84 84 84 84 84 84 84 84 84 84 84 8	asco	8	11/40 14/40 14/40
Abstract Due Date	Co-user	i																							`					
Errat Benort		Available				•																	_							
Korthesinors		Eschalogram represents a now more selective und/or polent generation of SSRIs	Escheleprom is an effective first line treatment for	depression	Eschaloprami has an encollent dosing profee		Exclaboram is the active isomer of chalopram in terms of antidepressant effect	Escratopram has a favorable side effect profée			Eschalopram has improved ade effect, drug	effection and safety profits resulting from the fatherest of the matrix mosts. The A-constitutions		the second of th	antidepressing effect and folimatility															
Partie		井		_									_														-			
Descaption	·	Mentile dose comparative of othiopram and secketopram																												
Ĭ,		0														_														
ä		99003																20068	je S											

ag	Sheth	Kay Massach	Enal Berrol	Ove Date	Medina		Detain	
			•		AAGP Mar-03			195001, SECUL SECEN (heleny in gentantic patients)
				SD-ref	SCNP Apres			Premary restults probler
				Feb-63	CPNP Après			Poeter peobs dets from MD-01. MD-02. 99091, 99003 (effcacy in severe) lit perfects)
-	<u>∓</u>	Exclusionan represents a new more selective and/or potent generation of SSNs	3ep-01					
	<u>7</u> €	Extlatoram is an effective first and instrument for depression			CHP Jun-02			Poster, prode data from MD-03, 99002, 99022, (hng-sem interabaty)
	<u>di</u>	Exchetorum has a tavorable side effect profis			20-8ny IVANA 43M			Poster peots data from MD-03, 99002, 99022, (long-som tolerability)
	<u> </u>	Esthaloprem has an excellent dosing prolég			ECHP Cot-02			Poster poots data from MD-03, 99002, 99002, flong-term toterstally)
	<u> </u>	Lectaborém is the active rooms: os chiziopram in inmis os antidopressam ellact			FIAAD Nov-02			
	<u>. 0.5.5.</u>	Estatopern has enproved side ottoc, drug historican and safety prodes estating tens the removed of the estative molecy, the R-chambones		Jan-03	SCMP Apr-03			
i	₩ 5	Eastalopean is a retinement of clattonam in terms of anticommental alect and pleasably.		Mar-00	80.00 80.00			
T.	3 2	pchiloppen represents a revimore selective andros noticini generation of SSRts	Sep-01					Data insufficient for publication
	<u>n 4</u>	Eschalopran is an effective less tine treatment for depression			0.00 0.100			Puster pools data from MD-01, MD-02, 95001, 95003, 90024 (salery in gertain: patients)
	<u> </u>	Escristoprem has a lavorable side effect profile			AAGP New-do			Poster posis data fem ND-01, MD-02, B9001, 99003, 99024 (safety in geneletz perfents)
	<u>ii</u>	Eschalopram has an excellent dosing protec	-					
ı	<u>w 9</u>	Esclatopram is the active fromer of citalopram in terms of antidopraesant effect						
x	<u> </u>	Eschäldpran represents a new store selective andlog polent generation of ISSRIs	Nov-01			Dec-0	OST.	TBO
	<u> </u>	Excitatoren is an effective brat fine bestment for anniety disorders			ADAA Mar-02		ĺ	
	Φ.	Sackelogeten has a favorable side effect proble			SCNP Apr-02			
	<u>ш</u>	Englistopram has an encellent doeing profile			AEP May-02			
	<u>u 2</u>	Exclaipment is the active former of chalopneth in terms of anaidiful effect			May-O2			

Jameli Contents			Primary seaults poster	2nd poster pools date from MD-04, MD-	05, 99012, precingal (arenolytic effects	conducted by sourced products	Poster coots date from MD-04, MD-05.	On 12 contact framehar offert	proceedings to some a protect.	Promote consideration		2nd poster pools date from MO-O4, MD-	US, 98012, prochacel (amonths effects	predicted by anaryl models)	Poster poots data from MD-04, MD-05.	99012, prestrucal (anxiotyte effects	predicted by averal models)						PE evaluation			Person results poster and two P/E posters		Primary results poster and PrE poster	Purnary results poster	PAE eviduation of response vs non-	PERDONES	Permany seauth poster and two PVE posters						
Publication																						İ																
Setmentol. Setmanon. Date																																						
Meeters/ Date	CBABO	Am Ca		A C					Ş			1	Š		****			9 8	FRAD	80.40 <u>V</u>		ROPE	Mary-03			AD/AM Mar-00		May-03	NCDER	2 5 5	May-03	9 S		Apr-03	Sep-03			
Abetract Date Date								•								Hov-62					Jan-03		8			Nov-CC		19 ver	SD-Wegn		Jan-CIS	Mar-03		fan-08	Mar-03			
Enst Report											_							Jun-02						Nov-01	Sep-02	20-da								Meros				
Ker Mensons																										Exclatorem represents a new more edicative and/or polarit generation of SSRNs	Exertification of the effection feet has the stone of the	Anniety departors	Escribigram has a faverable sufa effect profile	Eschalopram has an excellent doping profile		Eschiopram a the active isomer of chatopram if terms of anisotytic effect		Eschaioptan represents a new more selective andler potent generation of SSRs	Eschibopram is an effective frait line treatment for answery disorders	Escrisiopram has a lavorable side effect profile	Escraboram has an encellent dosing proffe	larens of andolytic effect.
Shedy																		Ę						HLu	Мu	N. M.			_					3				
Descring																		Vertatesmo						Proprieck	Elderly lang-tarm	Ptrocto-Controlled Evaluation of the Salety and Efficacy of Enclasiopers in Social Analety Discoder, Flort dose 10-20 mg sechiopers vs pforceto, relatives prevention								Phocebo Cornolled Evaluation of the Salety and Efficacy of Eschalapters in Social Avendy Descript, Dose-Innoting 5 mg, 10 mg, 15 mg eschalapters, placebo and parasetine				
Ä				_	_					_		_	_	_	_		]		_				_			<				_	_		$\prod$	≺				
A A																		69067						19187	9528	98286								99270				

	П		Ī	Τ	T	ŀ	<del>ا</del>	<u> </u>	Т						7		T		1					_					Τ		Т		Ŕ		Τ-	т
John W.Commont							180	manuscript combines data from PCL- 001, PCL-002, PCL-001, PCL-101, PCL- 101, PCL-107, PCL-302, and in Who	Appleto Inhibitori Aposte combines data Iron PCL-601.	PCL-802, PCL-303		•				Poster combines data from PCL-001, PCL-001,	Popier combines data from PCL-001.	(003, 101, 103, SSRs in anxiety.	Poster combines date from PCL-001.	des, 101, 103, Sores in armely,	Journal TBD	manuscript combines data from PCL- nos PCL-nnz, PCL-nns PCL-101, PCL	103, PCL-107, PCL-302, and in view update inholition	poster combines data from PCL-001,					Poster combine data from PCL-001.	OCC), 101, 102, BSPhs in errolety,	Journal TED		Manuscript Companies Caps Inches P.C. 001, P.C.L. 602, P.C.L. 603, P.C.L. 101, P.C.L.	103, PCL-107, PCL-302, and hiving	Pester combines data from PCL-001, PCL-003	Poster combines date from PCL-001, 000, 101, 100, SSRs m anosh,
Date Date								_			_							-																		
Para for								10-01														Jul-01											10-64			
Meathno									ACKP	Dec-00	ě	9 de	MCDEN	WCBP	0	2 S	QNC)	<b>Ser</b> 62	ECN	Oct-62		_		ACNP	APA	i Godina	100	WCBP				_			SCNP Aor-62	C Set
Abscrat Due Date												_																								
Frai Reogt	Merco	Q1 2005	2002	7	2005.10			Averlabba										•	•	_		Avadable	-									-	Avadable	-		
Key Hestman						1		Eschaloprian represents a new more selective and/or potent generation of 257th	Exclaimment in effective that fine treatment for	antiety disorders	The state of the s	Company of anisolytic effect										Eschalogram represents a new more selective and/or potent ceneration of SSRs		Electalogram is an effective first two treatment for amount described	Escription is the active former of chalopram in	Serving of anticolytic affect						potent generation of SSFNs		Capacitation in an endown first are recommit for		
	T T	H	3	3	i			3														3											₹			
	Parametra	GAD relative prevention	13AD done finding			これでは、これには、これでは、これでは、これではないできる。		ultimane vocalization, CT and S-CT potentity inhalted footshook induced ultimanic vocalization			The maximum wheelign was 60-70% for CT			Contomics SSRk RCT& SHTP	augmentation							Comparators SSRts, RCT, 5-HTP	Contraction of the Contraction o									Pario-Be Ambery, tooshock induced	utratoric vocafeation Concernion R-	Bushania Tambania Tambania		
M	0	¥	<	٥		4		<							_	_		_				<u> </u>							_				<			
		L	L	ļ.		ŀ		PCL-891														PCL-002									l		20.00			

M	Ker Message End Read		One Date	d a	Summers Date	
			***	ECAP Oct-08		Power certifices data from PCL-001, 003, 101, 102, SSRs in animay, depression, Rebession
H.L. Cocker	Eschalpter Appearate a new Rose selective and/or Averable potent generates of SSRIs	*	· · · · · · · · · · · · · · · · · · ·			poster combines data from PCL-003, PCL-004, PCL-005, PCL-006
Eschalogram is a enskey disorders	Socialogram is an effective first the Mestingol for implety discretess					
Exclusionary Serve of soid	Embleropean is the active somes of castopram is terming at antichtic effect.	-	-			
Hu Esctalogram polant gener	Existingment represents a new more selectivo and/or Avaisable polent generation of SSPRs		~ 3	308P		poster continues data from PCL-003, PCL-004, PCL-005, PCL-008
Eschalopram at a answery decorders	Exhibitorism is an effective limit the treatment for innerly discussing		0.5	2		
Eschaloperm is the activity to the activity of the control of the	Esotatopasm is the active somer of cideopsam in Series of arrantifice effect.		0.4	Aug-Ce		
Euchtopram represent a r potent generation of SSRMs	Electricities impresents a new more selective and/or Averable polest generation of SSRs	4				
Exclusional to a senders	Exchanges in an effective first two treatment for annially depictors	<del></del>	<del>-, ,</del>			
Eschalopram is the activities of the activities	Ecotologism is the active atomer of citalogism in terms of estualytic effect. Ecotologism has a testing onest of action		<u>-</u>		ļ	· .
Hits Eschalopram represents a potent generation of SSRRs	Eschalopish represents a new more selective andler Planned potent generation of SSPHs	12				
Escretopiam e a anxiety deordern	Society, and a shoctive institute bearment for incitety theoriess.	<del></del>			<del></del>	
Eschalopram is the activities of an analysis of activities of annual and annual and annual and annual and annual a	Sections of the active somer of chalogram in stress of streshing shad				<del></del>	
His potent generation of SSRIE	Escalopiam represents a new more selective andor polant generation of SSRIs.		W 0	G CAE		May be stand-alone
Escalopean & a	Sexulogram is an effective list the treatment for many decrease				<del></del>	
Coccepopera	incondopan is the schee some of conform in othe of anathric effect					i
HL Eschelopuerh potent genera	Eschilopian inpresents a new nore selection and let Planned potent parention of SSRIs.	P	   			
Eschelopean in a anidely disorders	Exclationary is an effective first line heatment for anniety disorders				<u></u>	
Esclatopra-	Exclusioprams is the active isomer of clashquam in lymin of exception effect					
Has Social operation of SSRIS	epresents a new more selective andler	#	_			Photodate by ACCTS Launce

8		PCL-001.	PCL-081,	PCL-102		PCL-10E.	ita from		क्र-छ		PCL-001, nely,			7.		<del>_</del>				
- Instruction		Poster continues data from PCL-001, 000, 101, 100, 859th in emisty,	Potter combines data from PCL-001, 003, 101, 103, 85File in annety.	poster combines data from PCL-102, PCL-103 and PCL-303		poster combines date from PCL-102,	Adherent can combine deta hone PCL-102 with PCL- 106		poster combines data from PCL-102, PCL-103 and PCL-303		Poster combres date from PCL-001, 003, 101, 103, 88Rbs in animaly,							Psychaneuroendochiology		
Putstration Oatle																				
Manuscust Submateur Date							Sep-01													
7	CHAP ANI-00	CANP Jun-02	ECMP Oct-02	ACNP Dec-00	SOEP May-es	WOR			ACMP Dec-00	3085 48908	\$ 55 \$ 45 \$ 45 \$ 45 \$ 45 \$ 45 \$ 45 \$ 45		APA May-01	NCDEU May-01	WCBP JAPOS	Novole	9089 1044			
Abstract Date Owin																				
Frui Report				Avadable					Available				Avsalable					Organg, may be de- continued	-	
Kerkhasanaa				Escisiopram represents a new more selective and/or polent generation of SSRs.	Eschalopramite an effective first inte treatment for depression	Escheborum is the active isomer of otblopnem minimum of arbitogram m	Enchalopram has a lester onset of enfolgorestant action.	Eschäupram in a refinement of dissippean in terms of an idepressant effect and Identityly	Eschilopram represents a new more selective and/or polent generation of SSRIs.	Eschatopramia, en elfective lett ime beatmont for depresson	Eschalopram is the active somer of ctalopram in terms of anhidepressant effect.	Exclatogram is a retrurnent of collaboram in terms of intelligenessent effect and follesticity	Excitituation represents a new more selective and/or potent pervention of SSNs.	Eachstopram at an effective first the treatment for deceasing	Eachabarism & the active roomer of chalopters in terms of anhietenssum affect.	Escalopram at a referensis of Chalopram in ferms of antidepressen effect and follerability	Eschalogram has a faster onset of antidopressent action	Exclatopen represent a new more selective andfor potent generation of SSRe.	Excasiopan is an effective linst the treatment for depresent	Escretions in the active isomer of claricyses in
Santa Oracido A				ž					妻				ž					3		
Descroint				Depresson/Onsel of action, Agrostic Behavior Rat, Paul Michel	Petitifs from the lest study undotes that establishings on more than two as power as CT or acute test. The chronic study	attiggests an activiprossant profes it is recommended to perform followup markes follow an accept in PCA -10m	1) Complete dose response relatoratio S- and Pt. 8-CT, test PCT alone less	Commission of Kana 5, 1850 4 1 2) Chest of scion study eachages vs CT with daily assessment for 7 days.	Oujeresson, bodstad appreserve mice Nether CT cor de essellomers inhibaci accresses betracks of bathed natio	CT and B-CT but not RCT Inhoded aggreence between pitternly if they were co-	Companion SSNs, RCT, 1-5-HTP augmentation		Depressor/Onset of action, Effect in chronic rate stress model, rat, M. Papp. Comparitors, CT, R-Receive	S.C.T.wica as polent as P.·fluoxeme, onset at week 1	2 options S-CT compared with P-filtroxishne S-CT compared with CT		:	Depensation/Onset of action, HPA axes function.	Assessment of transless and stress induced obserges of milkA POPAC expressor in anterior plustery and servin	corrections in rate heated activity and chromoally, respectively, with S or Pi-
Inc.				٥					٥				٥					۵		
ă				PCL-102					PC. 103				P.C194					70.18 8		

Study	Instal	Describen.	Study	Key Negstons	Final Report	Allestraci	Meeting/	Manusciel Submission	Publication.	Joseph Compania
			Oferciar		11-11-10	Date Oate	Carrie	Date	Cate	03-311-0-2-1-2-1-2
				Eschaloprers to a infinement of citatoprers to lervis of antidepressent effect and tolerability				ĺ		
				Exclusiopram has a laster onset of antidepretabel school						
PCL-108	D	Depression/Onset of action, Agnostic Behavior Paul Mitchell. Results from the first study indicate that exclutogram is more than two as patent as clutogram in ecute test	Мц	Escaladoram represents a new more salective andror potent generation of SSPIs	Avadetic			Sep-01		manuscript can combine data from PCL-106 with PCL- 102
		The cheetic study suggests on antidepressent profile. It is recommended to porform follow up studies.		Eschalopram is an effective hist line treatment for depression			APA May-01			poster combines data from PCL-108 and PCL-107
		1) Complete dose resiponse relationship S- and R. S-cialopram, lest R-citalopram alone Vest combination of R and S, raile 4 t		Esclatepram e the active reomer of crtalepram in terms of antidepressant effect	ļ		WCBP Jul-01			poster combines data from PCL-102 with PCL-108
		Creek of action study escriziopains vs chalopram with daily assessment for 7 days Comparator CT, RCT		Excisiopram is a refinement of otelopram in terms of antidepressant effect and follerability						
	<u> </u>			Encludeprism has a factor enset of antichiprosecution						
PCL-107	D	Dephasion, Forced ovim test, moe R- Reporting, variousing	HLu	Excitatogram represents a new more selective anchor potent generation of SSRs	Avaitable			Jul-01		Journal TBD  manuscript combines data from PCL- 001, PGL-802, PGL-003, PGL-101, PGL- 103, PGL-107, PGL-302, and ix vites epitals inhibition
_				Excitatoperm is an effective first line treatment for depression. Sectiatoperm is the ective learner of custoprars in terms of additioproperationact.						
PCI,-108	D	Ospresson, Chromic mild stress. Ventafamne, seritaling, percenture	HLu	Excitatopratin represents a new more selective and/or potent generation of SSPMs Expeatapratin to an effective livet line interiment for degression Excitatoprant is the Schive Instrumer of Octoprant in larms of antideprayment effect.	Planned					
PCL-201	s	To determine effects on aniture threshold, Effect in models of comulation-hiplicity, Comparation: SSRIs, CT metabolities alone and with threshold dose of phonyloin	Film	Eschilopeam represents a new more selective and/or potent genteralism of 33 PMs	Available					Data mariticiere lo support publication
	1	!	[	Escluloprem has a feverable side offset profile	•	}	<b>\</b>	}		1
				Escalatorem has improved ade effect, drug interaction and safety profiles resulting from the removal of the inactive mostly, the ft-onemover						
			<u> </u>	Esclisiopram is a sighternest of citalogram in forms of antidepressant effect and foliasibility						
PCL-202	s	Acuse ellect di SSRts, Serual Behavior male rat, Comparatora CT, paromitine, fluoredine, Pi-Reconstrue	HLu	Escilatopram represents a new more adjective and/or potent generation of SSFIts	Available			Mar-01	Mar-02	Psychonouroendocranology
		-	}	Excitalogram has a favorable side effect proble	}					

Dethermon Assemblicanomia				Alliquenenanquenanques			Probler combines data from PCL-302, 208, 320, 322, 308, 304; seper authority in vitro and its even	Poster combines data from PCL-302, 208, 330, 122, 808, 304; separ									
Submercion Date	╄																
Patency							를 됩 기록	2 5 0 5 0 6						8 8 8 8 8 8	Soll Soll Soll Soll Soll Soll Soll Soll		
Andred Ose Date															g B		
Enal Passed			:	Proposed			Ongong				Proposed						
Ser Hessages	Eschalopram has a lavorable side effect profits	Encatopram has invoved subselhed, eves untersollen and satery protites resulting from the namoval of the lessifive mosely, the R-exambaner	Eschakpran is a refinement of chakpram in terms of antidepeasem affect and colorability	Esthalopran representa a nav more salactivo and/or potent generation of \$537a; Esthalopram has a tavorable side effect proble	Eschafepram has emproved sude effect, drug histoschen and safety profess resulturg from the removed of the inscise morely, the R-emerkomer	Emblatopann is a refluenteri of clatopram at terms of anadepressant effect and tolerability	Exclusionen represents a new more adactive andor potent generation of SSRIs	Escappan has a favorable side effect prole	Econologican has improved able effect, drug resocion and selety profess resulting from the removal of the tractive molety, the P-chandomet	Eschelopzan is a nelimemani of chalopram in terms of anhalopsesseni effect and injerability	Escialopras represanta a new more selectivo antitor potent ganamismo of 85Rhs Escialopram has a tavombie ante ellect profile	Eacharippean has largoved able effect, dug Wenschen and zafely profiles resulting from the removal of the inactive meety, the R-deanflower	Escietypen is a refinement of oldsopram in terms of antidepressant affect and infereshing	Enclatopiam represents a new more selective and/or priem generatori of SSRIs:	Eschaloprant has a favorable side effect profes Poststeinmen has bronseed ente aftern denn	connection and suitered sou area, and interestion and suiter profiles resulting from the energy of the P-enemberrer	Exclaingram is a refinement of chilopram in terms of pridepressant effect and inferentially
	+	Ender Temory	A Party Part	a de la companya de l	Enchance	Enchange		Esciatopra	Eschapean referencion a removal of B	Eschelora		Eachalogue Marachan I removal of	Escuetopara		Eschalopran	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1 1
Parch.	+	Encountry of the Part of the P		X.	Excluse	Eactato		Escapora	Eschalgeran Meración la removal of th	Fertalopes	FRIXALLA Eschalogram Eschalogram	Eschabora interaction i removal of i	Eschaloprer		Eschalopran	**************************************	Ferman
	+	Economic Constitution of the Constitution of t			Enchange	Eschaige	Secarity/formstance, Chandlescodescribe valued shop time, FRML, potent on release orders do	apprantio	Econologies Therapies Therapies of the Construction of the Constru	Eschelora Phydebroa		Enchalopea infernicien i infernoration	Fecatope	nuti dystanchon, Ellecte on blood fra and othors and NOS activity in FRXARLy sex de Tejadh, Conquestor	Eschaloper	D pacousas	Encla
Back. Circles	+	DECOUNT CONTRACT CONT		ž	Esching	Enchaige	ne unfluced sheep time. FRXMLu		Econological Education in Educa	Exidence Exidence	FRICHE	Enchalopea elementalen I elemental of I	randapjue			) paoussa	BONG .

									<del></del>	<u> </u>	, g	<u> </u>	<del></del>			Т			1	
Soumal/Companys										Journal TBD	manuscript combanes della from PCL. 001, PCL-002, PCL-003, PCL-101, PCI 102, PCL-107, PCL-302, and m vito sectale artifation.	poster presents mouse deta cembred with PCL-101					Poster combines data from PCL-302,	200, 320, 322, 209, 304, super selectivity in vitro seed in vivo	Annual consequence and offers principal contracts	PCL-331
Peterton															•		-			_
Setement Date											10-10-1									_
Merchani Date												Sec. 98	SCBP May-00	NCDEL	S S	9	Med 1	Available	<b>10.40</b>	A Series
Abetract. One Date																				
Exalt Bissort			1	Preposed			Aveletie				Avadable									
May Married	Eschalgram has a laverable side effect profile	Escisionen has emproved ade effect, drug enteraction and salety proteins residing from the removal of the mactive mostly, the R-ensistemen	Eschalopram is a reference of chalopram in ferms of amotopressant affect and splicitality	Escalaryram represents a new more selective and/or profest generation of SSPHs Eschadyram has a taverable ande effect profile	Establishmen has myrowed ade effect, drug entreaction and salety profess resulting from the removal of the traction movely, the R-enterdomer	Escalogram is a reknament of charuptam in terms of arrifographent effect and tolerathing	Establocan represents a new more selective and/or potent generators of SSRIs.	Esclaiopram a the active learner of claiopram in Servic of arhidepressantendolytic offect	Eschalopiam is a reknament of colaboram in ferms of anidopressant effect and interability		Exclaiopare represents a new more selective and/or potent generation of SSRs.	Escritopiam is the active isomer of coloopiam in terms of shidopressin/fermolytic affect	Exclasopeam is a nativersal of calebrain in terms of amplepressant effect and inferentially							_
Oreside Distriction				¥			3				ž				_					
Oracoon				Osconfinator Study, Comparitor parametina			Hypophage Mechanilic model for ecreane SHT caput in rale Effect measure is decreases white all chrosime milt. Comparators CT, RICT, R. Broselend				1-5-HTP potentiation in muse and rate Comparators CT									
jacok				w			£				₹									
-	<b>!</b>						<del></del>			<del> </del>				_						

	Γ-	T-	_		Γ-	<b>—</b>			<del>-</del>	7	7		Т-						Τ			Т-	1
AngoliCommute	Poster combines data from PCL302, 205, sume sidectively in who	Poster combines date from PCL-302.	selectivity in vitro and in vivo	Poster combines data from PCL-302, 208, super selectivity in vivo	Poster combines data from PCL-302,	selectivity is vitro and in vivo	posler cambinas data kom PCL-601. PCL-602, PCL-303	24d poster combines data from PCL- 102, PCL-103, PCL-300	poster combenes deta hom PCL-102, er;nn er;nn	porter combrass data from PCL-401.	PCI_002, PCI_303	poster combines des from PCL-001. PCL-002, PCL-303	poster combines date free PCL-001, PCL-002, PCL-303	Overs et al Bid Psychiatry 2001.30 345-350					Poster combines data from PCL-302,	204, 320, 322, 209, 304, super selectivity in vido and in yivo		Poster combines data from PCL-304,	Poster combinue data from PCL-302, 208, 320, 322, 209, 304; super
Publication. Date														Published Sep-01									
Menuscia. Semesion Date											_ 	•		00-dag									
Meetings Date	SCH	a de la composition della comp	Star CC	WCP (WPA) Aug-02	ECMP	g Q	ACHP	00-00-00 0	agos T	¥d¥	Mayot	MCDEU May 01	WCBP		APA May-00	NCDEU Frances	CS#6	Meun- actence Nov-00	Forum on Mood &	Percent	SCH For G	SCH	2 5
Abelian: Dest Date																							
<b>Finel Beggd</b>							-	Avadable						Avadable									
Key Messags							Escladuran represents a new more selective andfor	octent generation of 55A is	Excitatopram is the active somer of climboram in	actalopram has improved side effect, drug	embrail of the Insche molety, the R-emerhanter	Exclatogram is a softnerness of otalogram in forms of antidegrepsisted effect and tolerability		Eschilitoriam represents a new more selective shidlor polent generation of 89Rts	Exclatiguess is the active fromer of obstorers in terms of antiferressentian observed	Escharopean has a terorable side effect profes	Eschelopram has improved ade affect, drug hibrarclen and safety protess meuting how he sensoral of the huckey mosty, the Renandonost	Eschalopram is a refreement of claitopram in terms of endopressant effect and tolorability					
							Escitator	potent p	E per de par	E	SACTORIAL STATES	Escristo		Eschala Polent ga	Eschato	Enchantop	Eschado Priemode removal	Escusion					
Sherk.		·				-		Podent D	Entitle	Escape	Page	Esociatop		FRIX Eschelopy polent ge	Eschaton ferme of	Enchange	Eachadon	Entitle	<del></del> -	···- <u>·</u> ····			
Descrizings							2 *	2	Eschan	Escado	PACHEN	Encisto			Albo determine attemp for alphas, MI, HI, 6- HTZC receptors, Owers,	Comparators facustine, P-Rucassine, Rucounnine, sentratine, parazasine, CT Exchatop	Escherich Marrache Marrache Marrache	Eccasio	,				
							Briding at 314-B.CT, 244-RCT and 314-Rub-	- Sept	Enchang	Ecchie	prouest	Enotating		Æ	-alphasi, Mi, Hi, 6-		Eschings Schoolings Schoolings	Eccasio	,				

Shuly	Ivne:	Descreton	Study Descript	Ker Messages	Final Record	Abstract Dan Dafa	Mastro/ Date	Manuscrot Publication Sylvanian Onto	Journal Comments
							WCP (WPA) Aug-Q2		Poster combines data from PCL-304, 322,320, super selectivity in vitro
							ECNP Oct-02		Poster combines date from PCL-302, 206, 320, 322, 209, 304, super selectority is vivo and in vivo
PCL-305 In wire		Ellect S-CT & RCT on rat monoamne transporter briding and function, Comparators SSRts, ventelasine, reboxistine	HLu	Escalogram represents a new more selective and/or potent generation of SSRIs	Available		-		Data maulicient to stand alone, combine with data from depession model antifor antisty model
				Escitatopram is the active learner of chatopram in terms of amidispressant/antickyte effect Escatalopram has improved side effect, drug interaction and safety profiles resulting from the removal of the Inactive movely, the R-enanticmer					
				Eschloppem is a refinement of cteloprem in terms of entidepresent effect and tolerability					
PCL-308 In vitro		S-HT release in synaptosome. Assessment of 6-HT referency properties of 5- enentioner in rist brain synaptosomes, Compensors CT, fenturamine	Httu	Escisiopram represents a new more selective and/or potens generation of SSRIs	Available				Data insufficient to stand alone, can be combined with other data
				Escisiopram is the active reemer of citalopram in farms of antidepressenthanischies effect. Eschalopram has improved side effect, drug interaction and eating profiles resulting from the removal of the inactive morely, the Ft-anantomer					
	 	İ		Escalopram is a refriement of calaboram in terms of amodepressent effect and tolerability	,				
PCL-307 in vitro		S-HT transport and electrophysiology in oxicylati	HLu	Escalelogram represents a new more effective and/or potent generation of SBRIs	Cagoing CR-00			Oct-Ot	Date insufficient to stand alone, can be combined with PCL-310 and PCL-311 Journal TBD
		1) Studies of 5-HT uptake inhibitory properties of 5-,R- and R,S-citatoprem in cocytes expressing h5-HTT		Escitatopram is the active acriser of citalopram in terms of antidoproceant/annolytic effect			ECNP Oct-02		
		2) Studies of effect of S-,R- and R,S- ctalopram on ion current properties of h5- HTT, Wiberg Asitivs		Escalelopram is a retinement of caleboram in terms of antidepressant effect and tolerability		Mar-03	ECNP Sep-03		
PCL-308 in valo	MA	Binding of 3H-S-CT to human S-HT transporter and its displacement by RCT. Mile Owens	FRX	Excitatopram represents a new more edective and/or potent generation of SSRs	Ongoing			Oct-01	Date mouticers to stand alone, can be combined with PCL-310 and PCL-311 Journal TBD
				Excissiopram is the active somer of otalopram in terms of amidepressant/aminohim effect. Excissiopram has improved side effect, drug interaction and salidy profiles resulting from the namoval of the inactive snowey, the FI-estantiomer					
				Esclutopram & a remement of casiopram in forms of entidoprassant official and totalshifty					

Janes.	Ä	Dendefat	State	Key Mestanan	Entel Report	Abelraci Dee Date	Mertmo	Menuscon. Schmason Date	Outsaion Date	JeannaitCommonte
P.C309	1	Effect on S-FT-1A recoging mediated invarid recibing presention current in DPN, rel. CT. Recentifina, D. Berjiles	X	Exclutionan represents a new more selective and/or potent generation of SSRIs Exclutionant is the softwa konner of conforma in terms of underpresent white indispresentations and select grades meating from the remarks of the bactore models, the R-eventures of the bactore models, the R-eventures of the bactore models, the R-eventures of antidoprary is a references of classification in terms of antidoprary and effect and telerability	Pipmed					Oue free (Cont) is stand alone, can be combined with POL-310 and POL-311
PCL-310 m who	\$	Misodolym study in cat corlex to measure 5-kT and DA after chronic treatment. Sansamin, Complexions CT, RCT	HLe	Figurations represents a new more adective andlor posteric generation of SSNs.	Ongoing			Ochat		Walt to publish until EU approvel Journal TBO
				Enskatopram is the active acomer of citisopram in terms of endotoprassavioralizatory ellect Eschalopram has improved side effect, divig interaction and safety program reasons to the interaction the community of the section			CMP Junge WCP (MPA)			pharmacology review poeler will include information the propertion of the poeler combines data from PCL-310, PCL-311, PCL-319
				Exculption is a refinement of Clathyram in terms of entidepressant effect and jointhings			ECAP Cos do			passiv combines data from PCL-310, PCL-316, PCL-316 possiv combines data from PCL-310,
1	T						ACM See See			PQL-311, PQL-318 positer combane data from PQL-310, PQL-311, PQL-318
P.C.S.II	ž	Microdishink shoty in rat corter to meastere 8-41' whe stude system; and took headment, Comparation; CT, RCT, connotine	3	Eschalopram represents a new more adective ander potent generation of SSRMs	Chyang			ID-19Q		Weal to pathfish and EU approval Journal TBD
				Exchidoram is the active fromer of claropram in firms of amilitanistisalierusobytic effect			S CS			pharmacology review poster will include mountainess clea
				Exclusionan has improved this effect, drug telespitus and safety pockes resuling from the removal of the fractive mostly, the Pt-confidmen			WCP (MPA) Aug-02			poster combines dess from PCL-316, PCL-311, PCL-319
				Escalopramits a refinement of ortalopram in terms of article opmassent effect and tolerability			ECNP OSI-GE			poster combines data from PCL-310, PCL-311, PCL-319
<del></del>							ENA.			poster combrus data from PCL-310, PCL-311, PCL-318
			,				ACN Dec G			poster combines data from PCL-310, PCL-311, PCL-319
PCL-313 in who	<b>≨</b>	SPECTRYET fraging of 5-HTT is monkeys, Cleann Nats, Comparators CT, ACT	¥ .	Exclusiopram represents a new more selective andity potent generative of SSRIs. Estilatopram is the active feomer of ortstopram in the active feomer of ortstopram in the active feomer of antidepresential feomer of antidepresential feomer of antidepresential feomer of antidepresential feomer of antidepresential feomer of antidepresential feomer of antidepresential feomer of antidepresential feomer of antidepresential feomer of antidepresential feomer feo	pesodova					
				Enclaiopram has improved side ellect, drug interaction and salety problem resulting from the jeamonal of the fractive molety, the R-enantioner						

					CL-311						_				
Journal/Connects					Data insufficient to etand alone, can be combined with PCL-310 and PCL-311 Jeunsal TBD						Date insufficient to stend alone			Data msufficient to stand alone	
Putication. Date									·						
Menusorol. Submission Data				-	10-100										
Meeting/ Date															
Attebact. Due Date															
Snal Barod		Proposed		- "	Available		Ompoing				Ongoing?			Plenned	
Kor Masanosa	of ctatopram in terms of probably	r more selective and/or	r of chalopram in c effect	ol antidepressant	norte solocieve ancibor	of etalogram in	ore selective and/or	f ctalopraen in plant	arhidepressant	abbram in terms of	Ys selective and/or	d chalopram m effect	Mopraen in same of	e solecieve and/or	of chalopiam in effect
	Escaloprants a refinement of chaloprant in lerms of antidepressant effect and identically	Eschibpram represents a new more selective and/or potent generation of 53/14.	Georgiagnam at the active moment of custopram in terms of antidepressant/amodytic effect	Exclatopram has a fester crient of antidepressant action	Exclaidopan apresent a new more adective andler potent generator el SSRs.	Cachabgram is the active soomer of chalopram in Name of antidepressantiamostric effect	Excisopan nemasink a new more adiodive andly patient generation of SSRs	Escalopram is the solve somer of otalopram in terms of antidepressentfermolytic offers	Exclainment has a laster orast of arridopressent action	Escratopram is a refinement of ctalopram in terms of antidepreseart effect and tolerability	Eschalopram represents a new more adrective and/or politici gameration of SSRNs	Escisiopism is the active former of chalopism is terms of anticipressant/immoryto effect	Eschalogram is a referentent of obtogram in sems of ambidopressant effect and inferablety	Esclarigizan represents a new more schedaro and/or potent perenation of SSRs	Eschaloptern withe active facinist of chaloptern in femine of antidepressanilanishing effect.
Starte Depote	Exclarations is a refinement and solution and solutions	Hu Eschiopram represents a ner potent generation of SSRs	Geodelogram is the active isome serve of antichpressantlannich	Egodatopram has a fester creat action	H.u. podent generation at SSRts.	Cachalogram at the active soomer	Exclatogram represents a new marketing a new marketing potent generation of SSPNs	Excessorem to the active memor of the active memory of the contract of the con	Eschalopram has a laster onset of action	Escripton s a refinament of constitution of the second constitution of the second collection of	Eschädgram represents a new m polent ganaration of SSRNs	Excelepram is the active former of terms of anticepressant/annotytic (	Eschalagram a a velmement of ots ambdepressant effect and infeable	Eschiliogram represents a new mo	Cechilopram is the active borner or terms of antidepressantian widylic
	Keoriaties is mercylatoria.		Encladoran a the active aons fears of antispressantahmotys	Esotatopram has a feeter creat actom			T	Encalogram à the soive seme c teme of entidopresenthemolytic	Exclaiopam has a fester oned of action	Escuziopzen is a refinement of ct antidepresant effect and tokerable		emantomen to calepnants effects on 54rd Eschelopzen is the active borner of terraport, J Passech, Comparators CT, data on the SSPMs on the	Exclaigoram as a reformement of ott ambdepressant effect and inferrable		15-FT uptake whiteless or has been informed on this and publication invasions ons CT. RCT
Starcts	Memorian e si merciciatos) Sentidepresente elect and sid	ž	Geschafopran a the active some fearns of antidepressantlaneolys	Esotatopram has a feeter creat action	Æ		me, CT. FRX	Encalogram is the solve semes complete of entalogressent/sexacts/sc	Existations white a faster or earl of action	Escusiopram is a refinement of cit antidepresium effect and tolerable	Ĕ	nen's effects on 5-417 innparators CT, data	Exclusiogram as a estimated of other analysis of the contraction of th	3	inhibitori Nomed on Cahin Inhabitori

1			atoms, can be wed PCL-311	n PCL-310.	r PCL-310,	#PCL-310.	n PCL-310,	Professor.	n PCL-302. usper No	n PCL-304, in vibo	n PCL-302, luper	on PCL-302			Mone, can be nd PCL-311	
LauraniChettranta			Data Insufficient to stand stone, can be continued with PCL-316 and PCL-311 Journal TBD	Poster combines date from PCL-519, 311, 319	poster combines data from PCL-310, PCL-311, PCL-319	poster combines date from PCL-310, PCL-311, PCL-319	poster combines data from PCL-310, PCL-311, PCL-319	Poster combines data from PCL-304, 322,320, super schedsky in view	Poster combines data from PCL-302, 805, 820, 322, 209, 301; super salectionly in vitro and in who	Postar combines data from PCL-3DA, 322,320, super selectivity in vino	Poster combines data from PCL-302, 208, 320, 322, 209, 304; super selectady in vito and in vivo	poster presents rai data from PCL-302 continued with PCL-321	<u> </u>		Oats insufficient is stand alone, can be combined with PCL-310 and PCL-311	Journal TBD
Publication																
Schmission Date			Octo										,		10-10	
Messnor Oute				WCP (MPA) Aug-02	ECNP Oxfc2	MOP-CZ	ACMP	SCH Aprile	Forum on Mond & Amety Disorders Nov-Ot	WCP (WPA)	ECNP CR48	BCNP Apr-01	APA May-01	WCEE		
Abaraci Den Dan											]			! :		
First Beard		:	Available									Available				
Key Magnetin	Exclusionan has improved able effect, drug infrestion and safety probles, resulting from the ramoval of the fractive mostly, the ft-crisinalmar	Eschalopean is a retherment of chalopean in terms of antidepressant effect and tolorabley	Estilatopem represents a new more selective and/or potent generalize of SSTES	Eschibiggen is the active recense of chalapran in lower of antidepressant/antidyfic effect	Excitatoran has erpatovid side ellact, drug interaction and salety praints medling from the verticout of the Inspires makely, the R-cristitioner	Exclangram is a velocment of cotaboram in terms of entidepressure of end and tolerability		Eschidorea represents a new more solective andior potent generation of SSRs.	Eschlageran has improved also effect, drug briteraction and instely profess resulting from the removal of the hacker inclesy, the R-charbonner	Excelleges is a reference of observe in terms of and depressed effect and therefolly		Eschalquam represents a new more selective andfor poleting generation of SSRs.	Escusiopeant is the active isower of cristopeans in Newto of antidepressantiansicities effect	Esculatopicam has a laster enest of antidepressant aution	Eschelopramite a refinement of cislopsam in tomis of	entidepressent effect and tolorability
A HEAD	!			4 5	3 1 5	3.5	L	18		and de		Fee	3 5	E CE	<u>#</u>	<u> </u>
			7 <b>.</b>	25	211	31		1	The state of the s	Eschel		Feedbar	Escu	E GE		<u> </u>
Deregation				<b>3.5</b>		31		1		Enchara Single S			Sport	See S		_
Iven: Description			7 <b>.</b>		of T	31		3		Econal Endon		CHOS.	Spent	969		

	CL-302.	25.384. 87.484.	A302.	7.30¢	7-305.		7001. enneety.		
Standiconnects	Pouter combines d'aa from PCL-306, 206, 320, 322, 208, 304, eeper astecherby in vero and in vero	Poeter combenes data from PCL-304, \$22,320, paper selecifelit in vitro	Posier combres data from PCL-302, 206, 320, 322, 209, 304, super selectivity in vitro and in vivo	Poster combines data from PCL-304, 322,320, super selectivity at vitro	Poster combinies defis frem PCL-302, 208, 320, 322, 208, 304, super selectivity in vitro jard in vivio		Poster combines data from PCL-001. 003, 101, 100, 323. SSRNs in animaly, dispression, aggression		
Publication									
Membernol. Sutrainmen Date									
Medicol Data	Ferom on Mood & Annely Oworders Nov-01	SON ST	CINE Ser-08	WCP (NYPA)	ECNP Oct-02	WCP (WPA)	9 % C C C C		SPM Jun-01
Abstract Due Cate									
Enal Becar	Arradable								Available
Koy librations	Eschalpusen represents a new more selective andlor potent	Eschalopram is the active isomer of obsopram in ferms of antidopressant/aniaotytic effect	Esculatoram has empreved ande effect, drug entescelon and salety profiles researing from the semoval of the mactive money, the R-ententeumer	Eschalopram is a refinement of citalopram in lerms of unidepressant effect and tolerabely		Socialitorem represents a new more selective andlor potent generation of SSRIs.	Esculatogram is the active somer of odaboram in terms of articopressart/amoching effect	Escisiopram is a refinement of chalopram in terris of antidepressant effect and tolerability	
Swot.	FF.					FRICHELL			를
	uators S-CT.	_				n bran Freetment			X to S-HT
Dancarison	r profile, Compil					Effects of S-CT on S-HT uptable in synaptosomes after choose ord in			Ketamine affects binding of S-CT in registre after
Lene: Describio	MA SOCT, SOCT								affects binding of S.C.

ž

FCA0017851

### APPENDIX IV

#### PROFESSIONAL MEETING AND SYMPOSIA PLAN

#### A. PSYCHIATRY

#### Society of Biological Psychiatry (SOBP):

- 5/15/03 5/17/03 in San Francisco, CA
- Expected attendance of 600

#### American Psychiatric Association (APA):

- 5/17/03-5/22/03 in San Francisco, CA
- Expected attendance of 18,000

#### New Clinical Drug-Evaluation Unit Program (NCDEU):

- 5/27/03 5/30/03 in Boca Raton, FL
- Expected attendance of 1,000

#### Collegium Internationale Neuro-Psychopharmacologicum (CINP):

- 10/12/03 10/15/03 in Beijing, China
- Expected attendance of 5,000

#### World Psychiatric Association/World Congress of Psychiatry (WPA/WCP)

9/10/03 - 9/15/03 in Cairo, Egypt

#### American Psychiatric Association Institute on Psychiatric Service (APA-I)

- 10/29/03 11/02/03 in Boston, MA
- Expected attendance of 2,000

#### U.S. Psychiatric Congress

- 11/6/03 11/9/03 in Orlando, FL
- Expected attendance of 3,000

APPENDIX IV SYMPOSIA PLAN

#### American College of Neuropsychopharmacology (ACNP)

- 12/7/03 ~ 12/11/03 in Puerto Rico
- Expected attendance of 1,300

#### International Congress of Geriatric Psychoneuropharmacology (ICGP)

• 12/12/03 - 12/14/03 in Puerto Rico

#### American Association for Geriatric Psychiatry (AAGP)

- 3/12/04 3/15/04 in Baltimore, MD
- Expected attendance of 1,200

#### Anxiety Disorders Association of America (ADAA)

- 3/04
- Expected attendance of 650

#### PriMed Psychiatry Updates

- Fall 03
- · Miami, New York, Chicago, Washington, DC, San Francisco, Los Angeles

#### B. PRIMARY CARE

#### American Academy of Family Physicians (AAFP)

- 10/1/02 10/5/03 in New Orleans, LA
- Expected attendance of 20,000

#### American College of Obstetricians and Gynecologists (ACOG)

- 4/26/03 4/30/03 in New Orleans, LA
- Expected attendance of 5,000

#### U.S. Geriatrics and Long Term Care Congress

- 6/19/03 6/21/03 in San Francisco, CA
- Expected attendance of 2,000

#### American College of Physicians-American Society of Internal Medicine (ACP)

- 4/3/03 4/5/03
- Expected attendance of 10,000

APPENDIX IV SYMPOSIA PLAN

#### American Geriatrics Society (AGS)

- 5/14/03 5/14/03 in Washington, DC
- Expected attendance of 2,000

#### Pri-Med Regional Meetings

- Mid-West: 6/19/03 6/21/03 in Chicago, IL
- East: 11/7/03 11/9/03 in Boston, MA
- Expected attendance of 5,000 at both

#### C. OTHER ALLIED HEALTH PROFESSIONS

#### Academy of Managed Care Pharmacy (AMCP)

- 4/19/04 4/12/03 in Minneapolis, MN and 11/10/03 11/15/03 in Pasadena, CA
- Expected attendance of 4,000

#### American Medical Directors Association (AMDA)

- 3/4/04 3/7/04 in Phoenix, AZ
- Expected attendance of 2,000

#### American Society of Consultant Pharmacists (ASCP)

- 5/14/03 5/16/03 in Tampa Florida and 11/12/03 11/14/03 in San Antonio, TX
- Expected attendance of 4,000

APPENDIX IV SYMPOSIA PLAN

# FCA0017861

# APPENDIX V

#### LEXAPRO PHASE IV CLINICAL STUDIES

	LEXAPRO PHASE IV CLINICAL STUDIES																					
		of a lost	101 100																			
											) - ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) (			13 (14) 13 (14) 1							100 - 1 - 7 - 7 - 7 - 7 - 7 - 7 - 7 - 7 - 7	
LJCP-1		A Emphasive Single See, Open Lated Simily of the Valley and Elitary of Beamingtons up the Thursteet of Champtol Disposers and Disposers and Disposers and	Ampapliro, Inj U Pesa	ecolor -	drag arquist 167 (446	16	\$ 79:304 40	S disa	W Y	V	Y	greened guerated guerated	204			63	534,971 46	2%	Drug required 3/28/83	APA NCOEU		Spring 2005
LXP-2	1	Sir & Bayershop angle Tool Opphase Depart			Alebi Alebi	10	1 44 500 CB	\$ 6450	00 Y	Y	V	Lawing Lawing	2/04	¥28/2003		03	\$16,621 00	27%	Hong Mappe	APA MCDEU		Spring 2005
LIO-)		Ear of Surly Dynamyda: Dannels	Parling Enternal States Scoperal		drug requested V22/05	P	\$ 63.200m	3 430	40 Y	Y	۲	ordizaci circuled 3/97/01	2/04			01	317 071 88	27%	drag required Name?	APA NCDEU		Spring 2001
LX07-4			-	-		N	\$\$ 10 000 re	\$ 430°	BV	7	۲	circinal encinal	2/04	184243000	"	45	£17,000 m	603	Under 50% Variation	APA MCDELI		Spring 2001
LXFS	13	Ere To for made outspects which PTER	Hepian Thomas MCSP	40	Period Treeds Treeds	16	1 44 00000	\$ A GCA	₩ Y	۲	۲	customed customed 7/9/502	301	1/2/2001	1	254	534,000-00	25%	Cledar 50% Excepted	APA MCDEU	_	Spring 2005
ejg-6	IJ	Emilejenteis Major Danteman Personagement	freeware, Management to of AZ		N.I. 2002 Quali ancheriz	20	S #1 120 GO	1 4 64	TO Y	ľ	ľ	I (NOEVOS E ALCARACI En MARACI	3/04	2/3/2001		0.4	520,33000	25%	Died Hybro	APA INCIDEU		Sheet 3000
Off?	μ —	Considerate Transport of Myre Papeason and Constant Street Assess Decedes	Schooler, Freehoor SY'S Toyah Institute			20	\$ 25 919 (0)	\$ 439	92 Y	Ţ,	Y	eventure eventured SPI 1/02	344	10/13/2002	1	254	542 959 50	10%	Chadry 50% Crawlind	APA HCDEU		Wyster 2004
LIGP 6	¥	Estra Quarte Parèn	Commer Sathermar Date Gerr	3000	क्षेत्रम् (स्थाः क्षेत्रम् (स्थाः	12	\$1 (9 750 GG	1 947	177	1		over act consided 2/29/01	201			92	527,875 00	20%	contract executed	APA INCIDEU		Spring 2001
CATP-#	-	Effecty of Ear in the To of Internet Addresses	Helizader Erro' Wit Sage Valded of Med	•	12/29/02	13	5 \$4 web 00	3 745	17 Y	۲	Y	erativaci esperatual IJ/JJ/02	901			01	\$13,617.25	21%	drug requested 13/20/82	APA RICIDEU		Water 2004
LKT-10	4 <b>1</b>	Open Label Flenible Dane Randomatid 23- White Changed Buil of the Series and Difference of Estandary of Treatment of POU	Bular Processy Concession VA Musi Contey	Raty	ingong	100	540s. 675 vo	3 30	30 Y	Ť	TV TV	Migues arrective annuage	darju	10.41001		27%	536 718 75	244	Limiter 30 M Procedient	2004 AAFP		Spring 3003

you and the same of the same o	, og 6446	Sold Sample	Spring 2007	20 A 71 A		TORK SEQ.	Water 2004	ž.	Page Passing	Spring 2005	V 000 200 V
AAA ACDEU	Ann richer	MON MONEUS	ALCO MODELL	ACA ACA	a de la companya de l	APA ROBEU	AN PODEN	DECOM VAN	APA NUTSEU	DE VAN MCDEN	A*A NCDEU
<b>1</b>	j	Line and the second	11	į	Court Per Eventer		1 3	<u>1</u>	e P	1 12	N P
	5		21,05 to 25%		\$47.05 St.CDS		17. OK 607. IS		347 00 304	23.625.00	74 M S 80 23.5
*	•	75	122		rbs ss	s	7 IS	1	#	<u> </u>	\$5 \$5
				5	22			<u>s</u>	1000		2002
					1/14/2007				1007/25/1		20034   101 7/2507 20034
		<del></del>		7 7 7		1	POR TO STATE OF THE STATE OF TH		Parameter Section 1997	SOCIETA Company Williams	T P CO CO
<u>*</u>	-		>	<b>&gt;</b>		<u>-</u>	<u>-</u>	<u></u>	<u>-</u>		
<u>*                                      </u>		-	<u> </u>		<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u> -                                    </u>	-	-
7 See 28	214	A STURE S	A 23916 Z 5	A CUMPTER	A 5111 S	_	A ISTORY .	9 (6)	A CEPT S	2000	¥ 00 194 0
5 40 Wine 5	on eth st	3 29 79e 40	\$ 27,340,60	00 EE 0011	7007. 1915.	N #55000	8 2 2	8 8 8 8	80 E34 60	00 005 745	911
a cristano de la cris	to be grade to the state of the	E per ray by	1,	70 70 70 70 70 70 70 70 70 70 70 70 70 7		# 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	(GU)	Caren Caren Caren	8	n I	2
<u> </u>	1	į			į	<u> </u>	1	į	1.	Tages	
00.00	MATA MATA Comment in Medical Comments in Medic				12 5 6 3						
			1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0								
= = 2		R S	2	20 10 10 10 10	3	2 2	64 87-027	\$1 **-43	2 2	5	3 5

100 E.		Mater 2024			Syrang 2005	1000 danud	VORE Swarfs	2 R	SCOCK Servey	Pote garage
<del></del>										
ACOA ACOE	DOO! NEW MCDEU	USCON AND	APA MCDEU	SPA HCDBU	APA NCDEU	APA HCUGU	QV 18	BOI VOIS	NA HCDCU	ADVA ADVA
, 15r - 15r		Under 58% Z	A Paris	į	Ì	<u> </u>		į.	1	
	£	£	<u>\$</u>	<u> </u>	£	\$	452	ļ	ž.	**
	25 <b>all</b> (12	219, 405 00	8 9 9		511 090 10	8 8	# 050 8		es curitos Sur l'As	ध्युक्ता म
	<u>\$</u>	=	5	<b>5</b>	<u>5</u>	\$	š .		<b>8</b>	<b>5</b>
	(0864)	i undow	1000001				1/28/2003		[14530]	1/26/2001
	Š	7564	ğ	g.	10%	ğ	parents 2004	ş	ğ	88
	10,102	Complete Company Complete Comp	10413	A PERSON	1 1 2		para para para para para para para para		De Carrier	1111302
<del></del>	<u> </u>	<u>-</u>	>	<u>}</u>			<u></u>		-	>
<u>*</u>	<b>-</b>	-	-		-		<u>-</u>	<u> </u>		>
A 12 14 78	A 71 608	\$ 2,374 00 Y	7. Tage	) 22.0 (1.2.1	7 X X X	2 (M)	2 E E E E E E E E E E E E E E E E E E E	9 9	2 29460	249 M Y
	399 447 00 179,445 00	S77.230		8 9 3 7	Pag Province	B 04.65	8 10 8	90 (3×5) 10 0m 255	8 8	396,175 CD &
	# <del>-</del>	2	8	<u> </u>	Z	<u> </u>	<u>.                                    </u>	8	<u>,                                      </u>	
		15 15 15 15 15 15 15 15 15 15 15 15 15 1	<u> </u>	E STATE OF THE STA	Many Stranger	and type form	200K	parties of the control of the contro	2 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	orni rojami (AAQ)
!	<u> </u>	5	ţ	5	1	11	Ī.	11	,	# 'S
Trees of the Control of Control o	illi		)		N Kedense Star & Broom			1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
		Elleray of Establishment Buth Annual	An Open Cabo	P. Taranasis, S. College, St. C	4 10	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Parties of Constitution of Con	Constitution of the consti	Erickyson fr for Tourness of Militaria See Polising	Minute of Control years of Suppose to 2001 Suppose to 1844 But for Pener
\$			   D	2	=	R	z	<b> </b>	2	
Š	\$	5 6 7	8 2 3	Š	ii.	<u> </u>	7	ST-UT	X-425	(Caper)

Spines 2001	Spot Smark	Series 2001	LOGE Smalle	100	ya jan	VOX Pruis	F.4. 2605	Start grant
SDY	FEAT NAME OF THE PERSON NAME OF	289 AAA FEDBU AAGF AGS	APA HCTPEU	Ara Access	APA (CDEU	FERCE W.	2004 / ACTHP 2004 / ACTHP 2004	MPA NCTRELL
Control of the contro	The same	3.	1	2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		Mary Mary Mary		
200 GB (B) (B) 15	512,77%	212 ST 885,112	415, 409 400, 214 414, 414, 414, 414, 414, 414, 414, 41	12 12 12 12 12 12 12 12 12 12 12 12 12 1	254,945.000 21%	8	23(2)3668	\$15,466 75 23-6
55	ž Ž	\$	\$	\$	\$	£	*	\$
L Brosser	1,000,001					1000000		
ā.	-	¥	700	<u> </u>	ğ	š	77	ž
Populari Populari	Property of the second	EUNT E	W con	Section 2	Comit au prescuera 4/3/07	QVIZ/I	1 4 4 E	Constant Printed
<u>-</u>	-		-	-	*			>
2.534.80 F	2,487 St Y	7.04.5.00	A es es s	т н	A 20 18 7	2 2 2	8	> 8
542,730 00 5	2. 78. 78. 00 2. 00 2. 00 3. 0	S S	\$ 193,000 \$	X 12 20 20 20 20 20 20 20 20 20 20 20 20 20	5 00 997 945	2 2 3 3 3 4 5 1 7	20.23.00 \$1,43.00	542,275 to 54, 106.50
20 VI 11 XXX	Corp.El	end by dec	Li sep fa pen	of case of the bear	Signature of the same of the s	Market drug (Sales)	mend ray duca	Company from 12
ì	ž	11	1 7	Į.	1	\$ .	1	<u>.</u>
	CA B Petronic Conversion of Consession of Contents	Comment of the commen	The Contract of the Contract o				The Market Marke	P CONTRACTOR OF THE PERSON OF
Operators was been and a real after season and after seas			Conference of Townson	And the second s	1			
15.450	± arver	11 0-67	7 P	\$ \$	7 17 18 18	7	54 CP-42	- F

SQC Pandy	Spenic June Spenic July Spenic	NOW Red	jąg dauj	COOK Running	Perse 2001	Serve 2005	SS SS SS SS SS SS SS SS SS SS SS SS SS	
I'veg Maleyed 20004 APA ACDEU		TO PERSON	SCHOOL ATA	2004 APA INCOGU AACIP	APA PECTRU	APA NEDEU	Arce Archeu	
A SEPTIME			The second	H <sub>NYS</sub> Be <sub>14</sub>	1	Table State	Drug Shipped	50
£	£	*	ž	£	ž	\$.	264	
328,656,21	20 20 20 20 20 20 20 20 20 20 20 20 20 2	9, 116'US	* 127'409		8 44. 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	220,378.25	00 974 575	
5	Š	<u> </u>	\$	\$	<b>\$</b>	\$	5	
1,090727		2002/4491	LOCKALLO	VOREN			(002-820)	
<u> </u>	ž	<u> </u>	ž.	Ř	700	2	ž	
DOMENT CONTRACT	Land A	0.000 M	Target Co.	CONTRA D	English	Customa Customa CUSA	Decario Decario	Are for
<u>.                                    </u>	-	<u>-</u>	<b>-</b>				<u> </u>	<u>-</u>
<u>.                                    </u>	<b>&gt;</b>	>	<b>-</b>	<u>-</u>	<b>b</b> -	<b>-</b>	<u>-</u>	<b>&gt;</b>
A 16 800.50	7 Yet 2 49	9,000	F 100		A 25 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	7 02 M	× 68	A figure design
16 501/15 00 179 CBS	382,240.00 54.642.40	578,1% 600 S4,212 'Q	25,115 20	8	S 80 215 MS	300000000000000000000000000000000000000	3 93 93 94 340 68	Apr. Bag
Ξ	2	=	2	2	•	2	2	<u> </u>
CONTOX HAND	rapide pr	luadea	nestra Berlin		Ultrari seel (18 rg		Umach drug request	mend ray de Co.
1		j	Į.	]]	5	1	11	r de la composition della comp
Name Press Comment Maked University of State Cardina	Mark V	UTAB	j. j.		Control of Control of	COST SECOND		Second Community of
December of the Transmer of Countries Among December	Econoption of the Transmiss of Trade-offensions	An Open Last Substantial of the Substantial of the	Part Part Part Part Part Part Part Part	And Open Land	A CONTRACTOR OF THE PARTY OF TH		S. Marketter of S. Marketter o	
	<u> </u>	Į.	ī	,	<b>5</b>	2	*	4
S1 42-421	\$ . \$	(2) (4)	j a	ž Š	25.45.2	84 G	\$ 560	25 04)

Confidential FCA0017865

<del></del>			<del></del>		·				
				redi gen		!			
	-			ķ			<u></u>		
	$\dashv$	<u> </u>		3	ACM ACM		<del></del>	<del> </del>	
	1			APA HODBU	ž Ž	ļ			
·	7	3	, , <u>,</u>	¥ ¥	Ĭ	1	1		
	-			11_	<u>.</u>		ga casala		
,	$\dashv$		<u> </u>	\$	162	· · · · · · · · · · · · · · · · · · ·			
					00 000'02'				
	$\dashv$				8	<u> </u>		<del></del>	<del></del>
	-			<b>.</b>				<del> </del>	
···	+							g	
								\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	
					îi i				
	_			<b>3</b>		1			
_	Agentue 2	Apr. 2	10	1000	10.00LC	STRON STRON			
	-		<b>}</b>	-	>	<u>-</u>		-	
	_			<u>-</u>	<b>-</b>	<u> </u>			
			}						
	,	<del></del>	5	amp	3	21 ag	8 (4	110	
	1		13 17 17 10 24 14 ( 1)	_	,				
	14 17		865,050	546,272 ( 60	80 CDU ORS	A 100 A 100		1 1 1	T T
			R	R	<u>s</u>	3	2	7	<u> </u>
						1 2 1		1	
				Transport of the last of the l	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	<u> </u>	Comment of St.	rosiro.	
<u> </u>		- 1	1		\$	<u> </u>	1	1	
Ottobress		A STATE OF THE PROPERTY OF THE		Seator Comme	Service Constitution of th				
111011	1	11131	*****	a Transmit	1			i . I	
			To the state of th				A CONTRACTOR OF THE PARTY OF TH	j	
	,	<b>i</b>	1	E	5	<u>#</u>	la.	, I	. [
	Š	,		# 9 93	\$	ÿ.	29 45	ž	- <del>- 3</del>

Citizen and the citizen and th	<del></del>					,
	İ	·				
			;			1
	Į.		Į		•	
				<del></del>		
		ı	İ			
	]		_			
	1	7				
			<del></del>			
	, ,					1
						}
		ļ	ļ			
						<u> </u>
53,121 33	SE CH'S S		SE (25) 30		00 (000) r 5	
53.1	ž		<u> </u>		9.5	
	1272,000 00		8		80 000 00 to 100 00 00 00 00 00 00 00 00 00 00 00 00	
SYCONO W	0.170		8		04.15	
	72		<b>S</b>		9.	
	7	: 1	ŕs.i	*		9
				med protected	ment bees moderned by BSC moderned	posessi pri
111	II		<u> </u>	<u> </u>	1111	1
-		!		į		4
Control of the Contro		Developed (Developed (	12 11	Jeri L. Omender Calenda U.C. See Dropo	.Y.	lami C Cyny (llent) o Umeny o site Resplans Madrel Com
Codes S Barrier Codes S Barrier Codes S Barrier Codes S Barrier Codes S Barrier Codes Codes	Memy Sen/JCSD	ĮĮĮj	Constitution	1 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	Personal Property of the Prope	ų į į
Comments of Commen	7.	265%		*2	*****	35EX
			A Total Constitution of the Property of the Pr			
An Operitoria	0.3		Endone Control of the	Constitution of the Treatment of Comments Symptoms to Symptoms r>Symptoms to Symptom Symptoms to Symptoms r>Symptoms to Symptom Symptoms to Symptom Symptoms to Symptoms	And And And And And And And And And And	Econópion A Company A Company Company A Company A
	1	ļ			ę.	
	<u> </u>		<b>-</b>		<u> </u>	
	<u> </u>					

produce planting			<b>[</b> ]		Įž	On Hope	
	<del></del>						
	52.162%	03.545.55	8 10 CC	00 00674	8		
	QQ 5.297 MS	\$91,732 co	599, 357 dd	201,808,00			
Zombo pressible observant pres		8	8	Constitution of the consti	Parametria (	E	Parents care.
1	j	j.		3	1	i į	•
	Control of the Contro	Reposal C Table S Com Market	Hite Pridate Nyt Kommen Ourth Others	Dona Damer. Hart Reproof. Check St.	Abrama American	Colores Stead Ober 46 Pindangh	Date Court
		League to the Transment of Transment of Marie and Marie and	A Phie Dube Ball Spring of C Edition of C France of Type A Abshiles	(James sak maj m djadijade )	Party Company of the	Establishen in the Thomas of Anta Superior Amenty A Phila Standary	Service Company of th
	1	<u> </u>	=	2	<u> 2</u>	2	<u> </u>

Product	Prodheg The 2	Pressure There's	1 T	Province 7 July 2	Production of the Part of the	Įį	
57.00		774		27		*	
0.539/95 00.046/445 SI	201 ding andy thrug andy	100 States 85.000	F	14 567,500 00 84,821.43		120 drug only (Grug erf)	
14	Ĭ	eved piles des Venede Zedes	y	Fernátz er	need full protocol and Egget builded		Stroth seed lid protect, selvo budge, and adverce prodes
Danky of the State States States States States and Stat		Secretaryment for Seas Secret And Transment of Unrecenty of Wash Department Orthon and Information or of Secretary of Secretary Secretary or of Secr	Speciment Cyanas Myramand and Prace Wernamed Dammin A Calmania Potential genuine University Syndrome	Treatment of Enty Burstonend Burstonend Depression A Statest they of Parents Plant States they are an in the states they	Chickeyenen D Chickeyenen of Addresses were Addresses Guden Chrosses As Emiled IT Sport Libid Softwestern Sworty	Gaerga Marie Abergeoutus/ presiden bry Fredhylmspe	Eschiptores in Anton II  By Previous Mandriday  Character Agent Ag
18111111			11111	11111	10 10 00 0 B	905	a service services

					<del></del> 1
			NO.		
<b></b>					
			APA .		
			ZDDI APA		
Pending The 2	Persolng There			Pending Tite 2	Penglag Titor 2
	14	**	36.7 16.7		<u> </u>
<u> </u>					
li		i			:
			<del> </del>		
	<u> </u>		704		
			<u> </u>		
			⊁		
		7864	4	24,994.75	00,000' £3
			<u> </u>		
	}	z	Ì	00 907 665	275. ABB 90
		<u> </u>		, a	N .
1	1		1 I	19 a	<del></del>
need full protect end specied it also	need backback and secured back		Wegan to comment	pep pep per un de la composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della compositi	a de la composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della composition della comp
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		±		111	111
One College and Miller Amelica Harrand Calversory	Figure 7 feet	Abon Operation and Keyen Wagnes/UTAB	Barbers J Manual Manual Sabool of Madigan	Tari B Loss Books of Tari B Loss Tari br>Tari B Loss Tari	Memory Memory Properties of Wester Jahrens Memory M
Mile Ander	[1]	10 m	Market State of State	Donata Book a Book a	Total Control of the
18	17 11	George Company (1994)  Control of Company (1994)  Control of Company (1994)  Control of Company (1994)  Control of Company (1994)  Control of Company (1994)	Description of the control of the co	An Open Lead Fundis Days Fundi	2 2 2
3.5			Townson of the second of the s	1000	Lengano for Transment or Passent in the Money of Patency of Cancer
Open Color This	2	#0<04 <n< td=""><td>*</td><td>2</td><td>S STERRES</td></n<>	*	2	S STERRES
			\$ <del>}</del>		
<u> </u>	L	L	<u> </u>	L	L

FCA0017870

				٠		
	pineppa. ueeg turmiji	Daniel E MIL	Need Deen Conferred	Panding The 2	Pleart Boom represent	Pener'i Preser Preservi
						·
	80				500	8
\$	00 000'84	19 ICI'NS DO 088' A88 21			00 600,28 po cooq,0018 ps	20 20 80 300 00 00 00 00 00 00 00 00 00 00 00 0
define treams define treams define treams define treams define treams define treams define treams		j		Peece	heid for Silent for Si	Chesco Ch
This Use of Commence of Commen	Checumes in Checumes in Checumes in Checument	No Ellect of Constitution of C	167 CBASE Magnivities Augmentation Treach Univ. (or Treatment of Texas SW Cheers Cheers Cheers	Exclusions in the statement of generalized Common Deceder in Editory in Telegonas (Albertan)	Exceptions to the Treatment of Connotted Connocted Account and Account Threes Killery 172 Departments AASC.	An Oper-Label Study of Be Transferror for Transferror of Transfer of Transfer of Transfer of Transfer of
-		*	<b>2</b>	-	-	Ç=

and Darker	Land Land	100 E1,206,623 000 E10,200 E25,000 E25		OC 125.83 TO 8830113	
	Tanad to a		T		

# APPENDIX VII

# PROFESSIONAL ASSOCIATIONS OF PRIORITY

#### AMERICAN PSYCHIATRIC ASSOCIATION

The American Psychiatric Association (APA) is recognized worldwide as the premier psychiatric society. Its 44,000 U.S. and international physicians specialize in the diagnosis and treatment of mental and emotional illnesses and substance use disorders.

In FY03 Forest Professional Relations provided an unrestricted grant and technical support to create collaboration between APA, AAFP and ACP to develop "reasonable practice" guidelines for the management of chronic depression in primary care practice. The clinical objective is to improve the percent of patients who adhere to the full duration of therapy. The first step, identifying a Standard of Care evaluation instrument, was completed in October 2002.

In 2003 the Workgroup will determine a Standard of Care Intervention Strategy and identify the instructional materials needed to implement the strategy in office setting. The strategy will be tested in each organization's Practice Research Network to validate its ability to improve adherence and prolong duration of therapy. The Workgroup seeks to publish the results of each step in a peer-reviewed Primary Care Journal to begin dissemination of the reasonable practice guidelines.

At the State level, APA Chapters engage in significant lobbying of State Health Departments to maintain mental health care budgets, including support for open Medicaid drug formularies. Forest has expanded its involvement with APA in this regard, creating an information collaboration to assist mutual efforts at the State policy level.

# AMERICAN ASSOCIATION OF GERIATRIC PSYCHIATRY

The American Association of Geriatric Psychiatry (AAGP) represents and serves the field of geriatric psychiatry. The mission of AAGP is to enhance the knowledge base and standard of practice in geriatric psychiatry through education and research and to advocate for meeting the mental health needs of older Americans.

In 2002/03 AAGP is developing, for the first time, evidence-based Practice Guidelines for Late Life Depression. Publication is expected in 4Q03. An instructional "toolkit" to assist guideline implementation and an updated depression slide kit will also be issued. Forest Professional Relations is the sole support of these projects, providing an unrestricted grant and technical support.

#### AMERICAN COLLEGE OF NEUROPSYCHOPHARMACOLOGY

The American College of Neuropsychopharmacology (ACNP) is an elite, research-oriented professional organization with limited membership of 600 nationally recognized scienusts. Members are elected based on their original research contributions to the field of neuropsychopharmacology, representing behavioral pharmacology, brain imaging, clinical psycho-pharmacology, epidemiology, genetics, neurology, neurophysiology, psychiatry and psychology.

The principal functions of the College are research and education in mental health, including aubstance abuse. ACNP provides investigators the opportunity for cross-disciplinary communication at scientific meetings, and promotes a multi-discipline approach to research in the pharmacology of brain and behavior.

Forest is a major contributor to ACNP annual programming, and is a founding sponsor of it's newly created International College of Geriatric Psychopharmacology (ICGP).

# AMERICAN ACADEMY OF FAMILY PHYSICIANS

The American Academy of Family Physicians (AAFP) is one of the largest national medical organizations, with more than 93,000 members. The Academy has a strong educational and policy platform, representing comprehensive primary care to patients and their families. AAFP has a rich catalog of marketing opportunities and communication vehicles to their members and their patients.

Forest has been a Corporate President's Circle Sponsor of AAFP since 2001, which provides additional marketing opportunities. Forest is also a major sponsor of the Academy's Doctors wit - Heart philanthropic program.

In conjunction with physician specialty groups (e.g. APA) AAFP develops evidence-based practice guidelines, which must be ratified by their Board of Directors at the Annual Scientific Session. AAFP is actively participating in the Forest-led collaboration with APA to develop reasonable practice guidelines for managing chronic depression in the Primary Care Physician office-setting.

Forest is actively participating in the AAFP's Annual Clinical Focus: "Caring for the Aging in America," a year-long comprehensive educational program (October 2003 – 2004). The objective is to increase the Family Physician's ability to identify and effectively manage health conditions in the elderly. Late Life Depression and Alzheimer's Dementia are key elements of this comprehensive educational program.

#### AMERICAN COLLEGE OF PHYSICIANS

# [PREVIOUS NAME: AMERICAN COLLEGE OF PHYSICIANS - AMERICAN SOCIETY OF INTERNAL MEDICINE]

In 1997 the American College of Physicians (ACP) and the American Society of Internal Medicine (ASIM) merged to form the nation's largest medical specialty society with over 115,000 members. Since 1997, they were known as ACP-ASIM. In May 2004, the College changed its name back to simply ACP.

Over 95,000 of ACP members are general Internists (Internal Medicine), while about 20,000 physicians have a sub-specialty, including cardiology, nephrology, rheumatology, neurology, pulmonology, allergy and immunology, and gastroenterology. Thus, this organization is influential across much of the Forest product portfolio.

ACP is headquartered in Philadelphia and maintains an educational focus for members. Their Washington, D.C. office represents the strong policy arm of the organization and actively lobbies on health care issues. The D.C. office also houses the department responsible for creating office-based programs aimed at improving the practice of medicine.

Forest became a Corporate Sponsor of ACP in FY03, which provides additional marketing opportunities. ACP is actively participating in the Forest-led collaboration with APA to develop reasonable practice guidelines for managing chronic depression in the Primary Care Physician office-setting.

# AMERICAN GERIATRIC SOCIETY

The American Geriatric Society (AGS) is the premier physician organization dedicated to improving the health and well being of all older adults. The majority of the 6,000 AGS members are Primary Care Physicians. In the last decade, AGS has become a pivotal force in shaping attitudes, policies and practices regarding health care for older people.

Most AGS members practice Internal Medicine, and may also be members of ACP.

# AMERICAN MEDICAL DIRECTORS ASSOCIATION

While the majority of the American Medical Directors Association (AMDA) members are Medical Directors of Long Term Care Facilities and Nursing Homes, the organization has always served the interests of both medical directors and attending physicians. AMDA currently has over 8,700 members and a database of over 2,000 attending physicians, all of whom are Primary Care Physicians.

Forest has been a Corporate Sponsor of AMDA for the last few years. In 2002, AMDA revised their Depression Guidelines for Residents of LTC/NH, and expect to publish them by mid-2003. Forest Professional Relations is the major sponsor of this endeavor, providing financial, technical, and information support.

Forest helped co-sponsor AMDA's major project in drug safety in LTC/NH, Multidisciplinary Medication Management Tool Kit, focusing on reducing errors. Selection of drugs with low potential drug interactions and drugs that are well tolerated by an elderly population are the core themes. These Kits, which were introduced at AMDA's Annual Meeting in March 2003, may be purchased for distribution to LTC/NH as a high-value added program.

Forest has committed to provide major sponsorship of AMDA's Practice Guideline on the Management of Falls in LTC/NH. A body of evidence supports changing the current Guidelines: evaluating medication for potential drug interactions, changing drug therapies to reduce drug interactions and side effects, rather than discontinuing anti-depressants.

Forest has committed to provide major sponsorship of AMDA's Practice Guideline on Dementia, which is scheduled to begin revisions 4th quarter 2003. Publication is estimated as second-half 2004.

#### AMERICAN ACADEMY OF CHILD AND ADOLESCENT PSYCHIATRY

The American Academy of Child and Adolescent Psychiatry (AACAP) focus is treating children affected by mental, behavioral or developmental disorders, and improving the quality of life for their families. The majority of its 6,500 members are child and adolescent psychiatrists, who actively research, evaluate, diagnose, and treat psychiatric disorders.

During FY04 Forest Professional Relations will work with AACAP to explore the potential for consensus guidelines on treatment of pediatric depression. Results from any AACAP projects will be shared with APA, AAFP and the American Academy of Pediatrics.

# NATIONAL ALLIANCE FOR THE MENTALLY ILL

The National Alliance for the Mentally III (NAMI) is a nonprofit, grassroots, self-help, support and advocacy organization of consumers, families, and friends of people with severe mental illnesses, such as schizophrenia, major depression, bipolar disorder, obsessive-compulsive disorder, and anxiety disorders. The "traditional" focus of NAMI has been on more severe mental illness, though they have recently begun involvement with more moderate disorders that are managed in a non-psychiatric setting.

Founded in 1979, NAMI has more than 210,000 members who seek equitable services for people with severe mental illnesses, which are known to be physical brain disorders. Working on the national, state, and local levels, NAMI provides education about severe brain disorders, supports increased funding for research, and advocates for adequate health insurance, housing, rehabilitation, and jobs for people with serious psychiatric illnesses.

NAMI has an active lobby effort, operating primarily at the State level with some action at the Federal level. Insurance parity and open formularies are two of their positions.

Forest has been a major Corporate Sponsor of NAMI since 2000.

# NATIONAL MENTAL HEALTH ASSOCIATION

Established in 1909, the National Mental Health Association (NMHA) is the country's oldest and largest nonprofit organization addressing all aspects of mental health and mental illness. With more than 340 affiliates nationwide, NMHA works to improve the mental health of all Americans, especially the 54 million individuals with mental disorders, through advocacy, education, research and service.

NMHA's foundation is consumer-oriented education. In recent years, NMHA has become a strong lobby in support of insurance parity and open formularies. Their national/federal lobbying effort is as strong as their chapter-based State activity.

Forest has been a major Corporate Sponsor of NMHA since 2000, and participates in several of their educational conferences.

NMHA has a very effective grassroots organization, which devotes significant effort in lobbying State Health Departments on maintaining mental health care budgets, including supporting an open Medicaid drug formulary. Forest has expanded its involvement with NMHA, creating an information collaboration to assist mutual efforts at the State policy level.

# DEPRESSION AND BIPOLAR SUPPORT ALLIANCE

#### [PREVIOUS NAME: NATIONAL DEPRESSIVE AND MANIC-DEPRESSIVE ASSOCIATION]

The mission of the Depression and BiPolar Support Alliance (DBSA) is to educate patients, families, professionals, and the public concerning the nature of depressive and manic-depressive illnesses as treatable medical diseases; to foster self-help for patients and families; to eliminate discrimination and stigma; to improve access to care; and to advocate for research toward the elimination of these illnesses.

The DBSA is the nation's largest patient-directed, illness-specific organization. Of the 3 largest patient advocacy groups, it is the only one that focuses on depression disorders. DBSA has a nationwide grassroots network of chapters and support groups. It is governed by a 15-member board of directors and guided by a 65-member Scientific Advisory Board composed of the leading researchers and clinicians in the field of mood disorders.

Forest has been a major Corporate Sponsor of DBSA since 2000.

# ANXIETY DISORDERS ASSOCIATION OF AMERICA

The Anxiety Disorders Association of America (ADAA) is the only national, non-profit membership organization dedicated to informing the public, healthcare professionals and legislators that anxiety disorders are real, serious and treatable.

Members include clinicians and researchers who treat and study anxiety disorders, individuals with anxiety disorders and their families, and other interested individuals.

ADAA is a relatively small organization, which hopes to expand its influence in the next few years. ADAA is very open to active collaboration with industry, including participation in public relations activities. Forest has been a Corporate Sponsor since 2000.

Marketing opportunities with ADAA will increase when Lexapro labeling expands to include anxiety disorders. At that time, Forest can take advantage of opportunities to disseminate important brand information to their members.

Confidential FCA0017928