



Low Dose Prempro Publication Plan

Since 1997, DesignWrite has worked with the Women's Health Care team to develop a comprehensive, peer-reviewed publication program in support of the PREMARIN Family of Products. The specific objective of this program is to increase physician awareness of the documented benefits that Low Dose Prempro provides for postmenopausal women.

We propose to continue this publication plan for 2003 with the development of additional scientific communications materials that support the current strategies of the Women's Health Care team. These strategies will focus on the importance of treating menopausal symptoms and the benefits of lower doses of CEE and MPA.

Types of Publications

The following are some specific types of publications that may be prepared for the publication program:

Review Articles

We recommend that full-length review articles (2500-5000 words) be published and that these reviews are in peer-reviewed journals.

Clinical Trials/New Data

DesignWrite will assist with the publication of clinical trials that are sponsored by Wyeth in leading peer-reviewed journals. The timing of the publications will be planned so that physicians will frequently come across new information on Women's Health Care products.

Editorial Assistance

On an as needed basis, DesignWrite will work with Wyeth in support of Women's Health Care products in their development of response papers, modifications of existing manuscripts, or other ancillary items that require scientific writing expertise.

Posters/Abstracts

DesignWrite will produce abstracts and posters from clinical data for national and international congresses. We will work closely with medical affairs and clinical research departments to ensure that the scientific content is accurate and that the presentation materials are uniform for all Wyeth research presented at each meeting.

Publication Development Budget Estimate

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1) Development of New Papers

- Review for Pharmacists.....\$25,000
- Review for Nurses\$25,000

2) Edits of 2nd Year Papers

- Endometrial\$10,000
- Bone responder\$10,000
- BMI and body weight\$10,000

3) Posters/Abstracts

- 3 Abstracts for COGI, HHS, FIGO\$4,000*
- 3 Posters developed and produced (COGI, HHS, FIGO)\$10,500*
- Abstract/Poster for Endocrine Society (Zinaman).....\$12,500
- Abstract/Poster for ASBMR (Lindsay).....\$12,500
- Poster for AANP (Freeman) (poster development and production).....\$8,500

Total Costs To Date.....\$128,000

*Cost based on previously negotiated discount