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**To:** Amy L Scott/PharmUS/GSK@GSK[amy.l.scott@gsk.com] ; Lois A Nelson/PharmUS/GSK@GSK[lois.a.nelson@gsk.com] ; Lafmin C Morgan/PharmUS/GSK@GSK[lafmin.c.morgan@gsk.com] ; Ted T Geiger/PharmUS/GSK@GSK[ted.t.geiger@gsk.com]  
**CC:**  
**BCC:**  
**Date Sent:** 6/28/2004 7:31:18 AM  
**Subject:** Re: Chris V. Presentation

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Attachment names	Size (Kb)	Document Type
01-Chris_V_Presentation_062804.ppt	282112	Microsoft Powerpoint slide deck

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I think this is final - unless anyone else has made changes over weekend...

Rob

Amy L Scott/PharmUS/GSK  
25-Jun-2004 15:08 Respiratory Marketing COC - F3150 919-483-2952

To  
Lafmin C Morgan/PharmUS/GSK@GSK  
cc  
Ted T Geiger/PharmUS/GSK@GSK, Robert J Jagt/PharmUS/GSK@GSK  
Subject  
Chris V. Presentation

Lafmin,

I have made to change to slide 7 as discussed. Updated version attached.

Amy Scott  
Respiratory Marketing  
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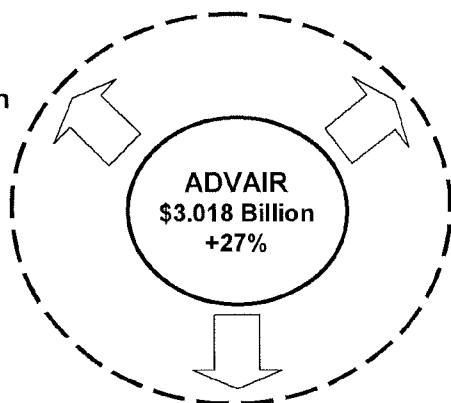
**Advair Update**

June 28, 2004

## Fueling Growth of Advair

Advair  
Safe &  
Effective  
in Children

1.2M\*



Advair for adults  
uncontrolled on  
SABA

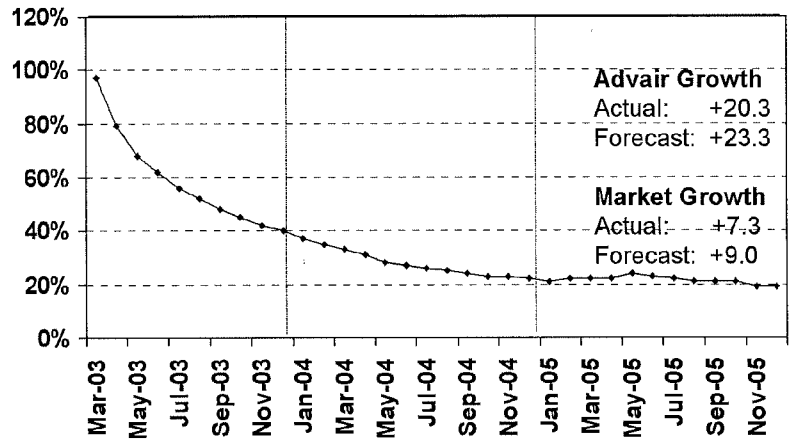
8.5M\*

Advair as foundational  
therapy in COPD

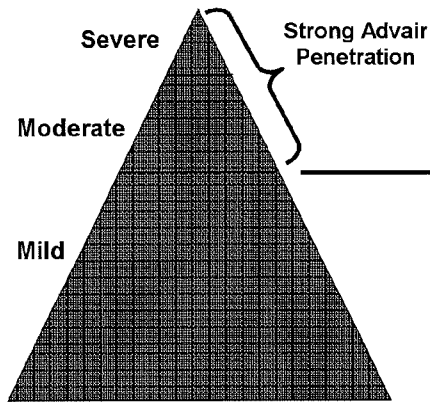
3.3M\*

\* Number of Patients not yet on Advair

# Advair TRx Growth



# Why aren't all asthma patients on Advair?



## Insight

Patients complain about symptoms  
Physicians **prevent** events  
Physicians fear of disease is greater

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Patients have low expectations of therapy and treat symptoms with albuterol  
- they modify behavior to cope  
Physicians expect patients to have symptoms and **treat** them  
Physician fear of drug is greater – minimize medicine

## How did we address the insight?

### 2003

- Asthma is Variable;
  - mild now is severe later
- Asthma is unpredictable
  - Mild patients are at risk of exacerbations
- Use Advair to effectively treat both components of asthma in all patients

### Barriers to success

- Professional Efforts focused on disease
- 'Those aren't my patients'
  - mild patient is different for each doctor
- Risk benefit ratio:
  - Advair is too much medicine for my 'mild' patients

## How will we address the insight more effectively?

### Barriers in 2003

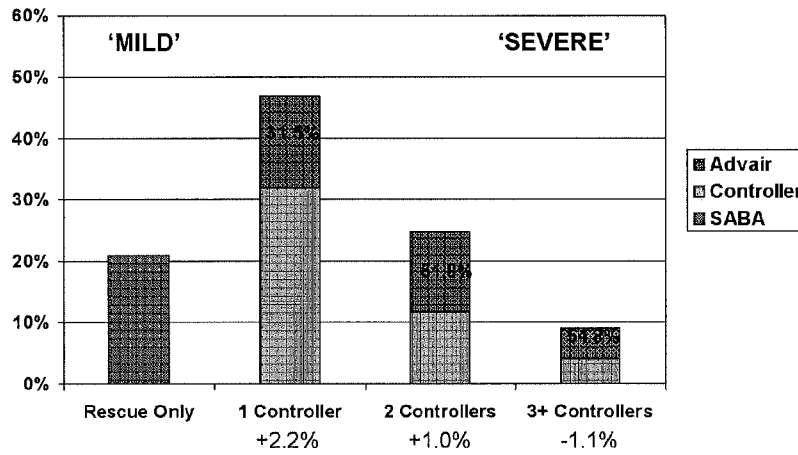
- Professional Efforts focused on disease; not Advair
- 'Those aren't my patients'
  - mild patient is different for each doctor
- Advair is too much medicine for my 'mild' patients

### 2004

- Efforts focused on benefits of Advair, not disease
- Specific 'mild' patient target; not ALL patients
  - symptoms on SABA
- Same objection should still arise
  - Address the objection with variability, burden, and unpredictability of asthma

# Why do we think this approach will work?

Share of Treated Asthma Patients by Rx Therapy (Jan '04)



Source: SDI 'SLEDs', Jan'04, filtered for asthma total, includes all ages and all specialties



## **Asthma Strategy: Make Advair the First Controller**

### Core Message:

- Advair should be the First Controller in patients symptomatic on albuterol.

### Supporting Data

- Advair Gains Control as Early as Day One (Murray and Calhoun)
- Advair Provides Sustained Control (Murray and Calhoun)
- Advair Diskus is an Easy-to-Use Device

As I mentioned earlier, our promotional focus for semester 2 is to drive earlier use of Advair. Our core message is to “Make Advair the First controller and help prevent symptoms”

Our support data will help you effectively communicate the messages that Advair allows patients to gain control as early as day 1 and provides sustained control overtime.

These messages will supported by two key studies: Murray (SAS 30017) et al and Calhoun et al.

In the Study by Dr. Murray et al, Advair was superior to Flovent in every efficacy measure. Patients in this study were symptomatic on albuterol alone prior to randomization. This study has been submitted for publication.

In the study by Dr. Calhoun et al, Advair was superior to Singulair 10mg on every efficacy measure. Patients in this study were also symptomatic on albuterol prior to randomization.

We feel confident that the results from these studies and our core message for semester 2 will be helpful in achieving our objective of driving earlier use of Advair.

## Asthma Strategy: Make Advair the First Controller

LEVER	EMPHASIS	PATIENT TYPE	MESSAGE
Adult Field Promotion	2 selling teams	Uncontrolled on SABA	Make Advair the first controller
Childhood Asthma	1 selling team	Uncontrolled on ICS	Advair safe & effective for 4 and older
Asthma DTC	Avg. 125 GRP/mo (Aug-Dec)	Fewer Symptoms Coping w/asthma	Advair increases symptom-free days
Asthma PR	Childhood Asthma in America	Parent and their Children with asthma	Missed School Missed Work Activity limitations
Market Development	Asthma Care Net ACT	Uncontrolled asthma patients	Raise Expectations of Asthma Control