



GROUNDBREAKERS AT WORK

New New New Neulasta™ (pegfilgrastim)



NeulastaTM (pegfilgrastim) Positioning

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"Once-per-cycle pegfilgrastim provides

simple protection against the serious consequences of

neutropenia for

chemotherapy patients, without the

burden of daily injections."

Patient-centric focus:

"Simple Protection for Improved QOL"





Neulasta[™] (pegfilgrastim) = Expanded Value Proposition

Physician's <u>Perceptions</u> of Neulasta[™] Are Associated With a Broad Range of Qualitative Patient Benefits

Benefits

Freedom

- Patients not shackled to physician's office
- Resume daily life
- Less burden on physician's staff

Convenience

- Fewer office visits
- Fewer missed weekend or daily injections
- Fewer admin/ scheduling issues

Peace of Mind

- Less anxiety over chemo dose delays
- Fewer reminders of their disease
- Both patient and provider feel proactive

Fewer Hospitalizations

- Less economic impact on patients
- Less fear of infection
- Less negative impact on patient's QOL

Fewer Painful Injections

- Patients dislike injections
- Fewer caregiveradministered injections



Non-personal Promotion and Education

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Publications

Internet

Symposia

Medical Education

Phase IV programs

Direct Mail



Speaker Training Events

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Location	Date	Chairperson
Dallas	Feb. 22-24	Howard Ozer, MD
New Orleans	March 1-3	Douglas Blayney, MD
Los Angeles	March 8-10	Douglas Blayney, MD
New York	April 12-14	Gary Lyman, MD
Chicago	April 19-21	Stephanie Gregory, MD

