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AMGEN[®]

Corporate Accounts

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NEW
Neulasta[™]
(pegfilgrastim)

Neulasta™ (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.”



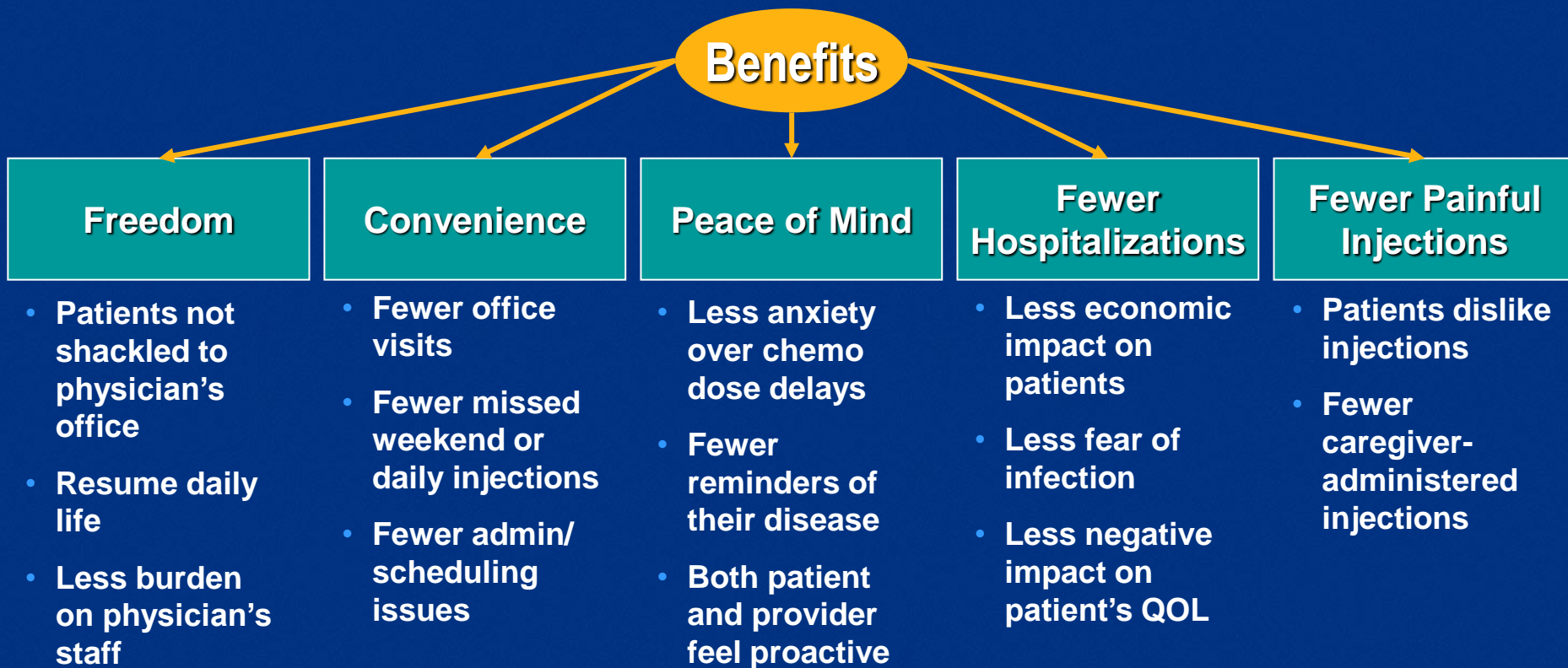
Patient-centric focus:

“Simple Protection for Improved QOL”

Neulasta™ (pegfilgrastim) = Expanded Value Proposition

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Physician's Perceptions of Neulasta™ Are Associated With a Broad Range of Qualitative Patient Benefits



Non-personal Promotion and Education

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Advertising

Publications

Internet

Symposia

Medical Education

Phase IV programs

Direct Mail





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Speaker Training Events

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



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