



ONCE-DAILY  
**PAXIL**<sup>®</sup>  
PAROXETINE HCl

**C A S P P E R**

**Case Study Publications for Peer Review**

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## **CASPPER**

### **Case Study Publications for Peer Review**

Thanks to your phenomenal efforts, PAXIL® is one of the fastest-growing products in the SSRI class. To maintain the strong sales growth of PAXIL, SmithKline Beecham (SB) must continue to provide value to our customers and respond to the key issues affecting our prescribing base. One of the primary issues for PAXIL prescribers has been the publication of even more data on the use of PAXIL in specific clinical situations. As use of PAXIL and other SSRIs continues to increase, clinicians are increasingly interested in publishing peer-reviewed information from their everyday practices. SB encourages the publication of this information to broaden the knowledge of PAXIL and provide credible answers to competitive challenges.

To meet these objectives, PAXIL Product Management has launched CASPPER. This innovative program was developed to allow you to bring value to your important psychiatrists by

- offering assistance in the preparation and publication of case studies and other short communications relevant to the features and benefits of PAXIL
- encouraging the timely publication of responses to unbalanced information from competitors.

Publication of such articles will benefit the sales force by expanding the database of published data to support PAXIL. Along with the tangible benefits of the plan, your participation will establish and/or strengthen your relationships with key physicians and thought leaders in the psychiatric field.

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*This brochure explains the areas of editorial assistance offered by CASPPER. Although the publication process of each manuscript your physicians initiate will vary, the plan will direct their efforts through guidelines for*

- *developing a topic*
- *writing a first draft*
- *coordinating the editorial review process*
- *targeting the case study for publication in an appropriate journal*
- *submitting the manuscript for publication.*

You can start recruiting physicians for this valuable program by following the three easy steps of the turn key program.

## **PROCESS**

### **Developing a Topic**

The objectives of CASPPER, from a publication standpoint, are to strengthen the product positioning and overcome competitive issues. The development of a strong topic is the first key to a successful manuscript. The following list suggests topics that may help physicians shape their experiences for publication. However, the development of a topic ultimately rests on the physician.

- Anxiety disorders (eg, panic disorder, social anxiety disorder and OCD)
- Long-term use of PAXIL
- Effects of treating depression in the managed care setting
- Economics of depression and related disorders

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- Depression and comorbid anxiety
- Use in the elderly
- SSRI use in women
- Successful management of sexual dysfunction

Other topics that physicians suggest are welcome as related to mood and anxiety disorders.

### **Recruiting Authors**

Physicians will be eager to participate in CASPPER regardless of their professional stature:

- Physicians who are already widely published may be looking to expand their influence
- Less experienced physicians may be interested in building their reputations in the field.

Discussion of CASPPER will involve but is not limited to the following scenarios.

#### **Scenario One:**

##### **Physician Mentions Success with PAXIL**

*A physician tells you that he or she has had treatment success with PAXIL in certain indications or difficult-to-treat patient populations.*

**Initiate discussion:** Ask the physician if any consideration has been given to publishing a case study based on this clinical experience.

**Introduce program:** Mention that SB is currently testing a program to encourage physicians to publish their experiences with PAXIL. Acknowledge the demands on the physician's time

and explain that SB has contracted with an editorial staff to assist your physicians with any or all aspects of having their clinical experiences using PAXIL published.

**Outline capabilities:** The editorial capabilities available to contributing physicians include assistance with

- performing literature searches
- editing a first draft of the manuscript
- creating figures and tables
- making any necessary revisions
- preparing a submission package for publication.

**Scenario Two:**

**Physician Request for Data**

*A physician asks whether there are any published data to support PAXIL in specific indications or patient populations.*

**Initial response:** Whenever possible, you should

- provide the proper approved references or refer the physician to the Product Information department
- mention that SB is always interested in expanding the database of published studies on PAXIL.

**Introduce program:** If the physician has used PAXIL and has had success in this area

- ask the physician if he or she has considered publishing this clinical experience as a case study (as in *Scenario One*)
- notify the physician that SB has contracted with an editorial staff that can provide a full range of editorial assistance.

**Outline capabilities:** See *Scenario One*.

**Scenario Three:**

**Countering a Competitive Claim**

*The great deal of research and marketing behind SSRIs makes it possible that physicians will be familiar with published papers or anecdotal claims that endorse a competing SSRI over PAXIL. In turn, they may confront you with data from these papers and either request your explanation or tell you of their positive experience using PAXIL, which runs counter to the competing claims.*

**Initial response:** After you have addressed the issue, you may want to acknowledge that the conflicting data create a potential opportunity for them to publish their experience with PAXIL.

**Introduce program:**

- Physicians who are already prescribing PAXIL may be the best candidates to refute the initial data. Mention that SB has initiated a program that can help physicians counter inaccurate or unbalanced information in this regard.
- Ask if the physician would like to author some form of response to the paper, such as a paper examining study methodology (e.g., point out a flawed methodology or patient-selection bias) or one explaining similar results or benefits observed with PAXIL in other uses on patients.

**Outline capabilities:** See *Scenario One*.

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### **KEY CONSIDERATIONS**

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*In all three of these scenarios, it is important to remember that*

- *the opportunity for publication must be presented as a purely clinical and balanced effort*
- *only you can determine physicians' levels of interest*
- *the many features of this program (e.g., the database of potential target journals and the ability to work directly with a professional editorial staff) are designed to make this process as simple as possible for interested physicians and yourself.*

### **Contacting Plan Coordinators**

Once the author and topic are identified, it is time to contact plan coordinators and the editorial staff of Complete Healthcare Communications (CHC), the agency that has been contracted to assist your physicians in the preparation of their manuscripts. A voicemail system has been set up to help you initiate the coordination of CASPPER. Call the number listed below and leave your relevant author and topic information. A plan coordinator will forward your information to the editorial staff of CHC.

Once you begin working with CHC, we recommend that you handle the distribution of all drafts to the author and editorial staff to streamline the process. In your role as the liaison between the author and the editorial staff, we suggest that you

- deliver drafts personally
- pick up edits
- obtain final sign-offs
- deliver the submission package.

**VOICEMAIL NUMBER**

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*Dail 1-888-721-5258*

*Mailbox Extension: 7999088*

For your convenience, you can fax a copy of the "Publication Request" fax form, which is included at the end of this booklet.

**EDITORIAL CAPABILITIES**

The full range of editorial assistance that CASPPER can offer contributing physicians includes

- developing a topic
- coordinating the editorial review process
- submitting to the target journal.

For some physicians, writing the manuscript is about all their schedules can accommodate. When presenting CASPPER, take the opportunity to remind physicians of the numerous details that CHC is prepared to coordinate, including

- copy editing and proofreading
- production of tables and graphics
- preparation of the submission package
- follow-up.

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## **Preparing the Manuscript**

Manuscript preparation can be a time-consuming task that includes the development of an outline and a first draft, editorial reviews, and revisions. CASPPER coordinates these responsibilities for contributing physicians, making available not only the services of CHC's editorial staff but also

- published literature
- available internal support
- literature search results
- a database of journal submission criteria, including
  - types of manuscripts accepted
  - audience
  - contact information
  - circulation
  - frequency
  - length of review period.

The journals database enables the preparation of manuscripts that meet a target journal's submission criteria to improve the likelihood of acceptance. The plan's editorial team will work closely with contributing physicians to ensure the rapid dissemination of consistent data and messages. These features will benefit authors seeking to publish timely, relevant articles.

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## **Editorial Review Process**

The editorial review process generally requires the approval of an outline and two revisions to the manuscript. Physicians who take advantage of the full capabilities of CASPPER will be able to respond to and build upon the framework of the outlines and first drafts that they prepare. The typical steps in the editorial review process are outlined here.

### *Step 1:*

**Prepare first draft.** Working with the first draft of the manuscript, the editorial staff at CHC ensures proper styling and creates figures and tables. The manuscript is proofread and any queries for the author concerning missing information or the need for clarification are included before the manuscript is sent to the author for review.

### *Step 2:*

**Author reviews first draft.** The author ensures accuracy of material, updates references, supplies missing information, etc.

### *Step 3:*

**Incorporate author comments.** Following each review, the editorial staff at CHC incorporates author revisions to the text and revises figures and tables.

### *Step 4:*

**Author reviews final draft.** Author comments on final draft; returns his or her final revisions with a Sign-Off Form.

## **Submitting the Manuscript**

The editorial staff at CHC will guide submission of authors' manuscripts through the following steps:

### ***Step 1:***

***Targeting a journal.*** While the manuscript is being written, it will be targeted for submission to a journal that can maximize its impact. The appropriate journal will be selected from a database compiled by the editorial staff that assesses the target audience from among psychiatrists, primary care physicians, and managed care administrators.

### ***Step 2:***

***Preparing a submission package.*** When the manuscript is approved, the editorial staff will help the physician prepare a complete submission package, including

- the required number of hard copies of the manuscript, tables, and figures
- an electronic file (if necessary)
- a sample cover letter.

The physician will complete the letter and place it on his or her letterhead before submitting the package to the journal.

### ***Step 3:***

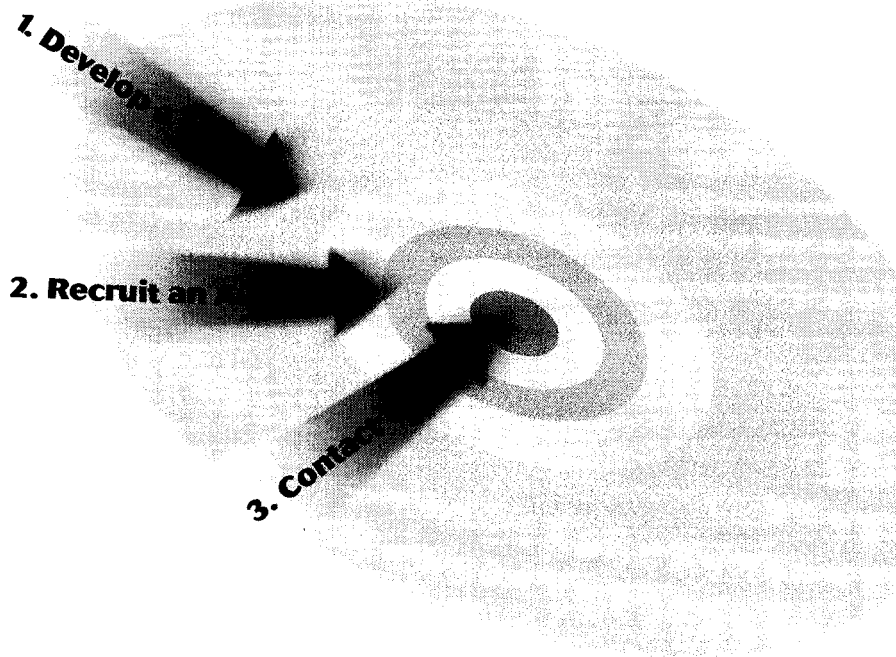
***Follow-up.*** After submission, CHC will assist the physician in responding to queries and other follow-up requests from the journal as the manuscript undergoes peer review. Until the manuscript is published, there is often a series of follow-up details that CHC can administer through the plan.

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## **CLOSING REMARKS**

PAXIL Product Management has budgeted for 50 articles for 2000. Your participation in CASPPER will enable your physicians to add to the literature supporting the use of PAXIL, strengthen your relationships with key physicians and thought leaders in the psychiatric field, and ultimately, help you meet your sales goals.

## **Hitting Your Target**



\* Mark Riotta or Jim Slade

# C A S P P E R

## Case Study Publications for Peer Review

SmithKline Beecham Pharmaceuticals

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### PUBLICATION REQUEST FAX FORM

Please fax form and  
any supporting

documentation to

**CASPPER**

c/o Complete Healthcare

Communications, Inc.

Fax: 610-358-3636

**CASPPER@CHCinc.com**

**TO: CASPPER**

c/o Complete Healthcare Communications, Inc.

Phone: 610-358-3600

Fax: 610-358-3636

SB Representative name: \_\_\_\_\_

Date: \_\_\_\_\_

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Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Office address: \_\_\_\_\_  
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E-mail: \_\_\_\_\_

Best time/way to contact: \_\_\_\_\_

Topic: \_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**For information or help, please contact CASPPER:**

c/o Complete Healthcare Communications, Inc.

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