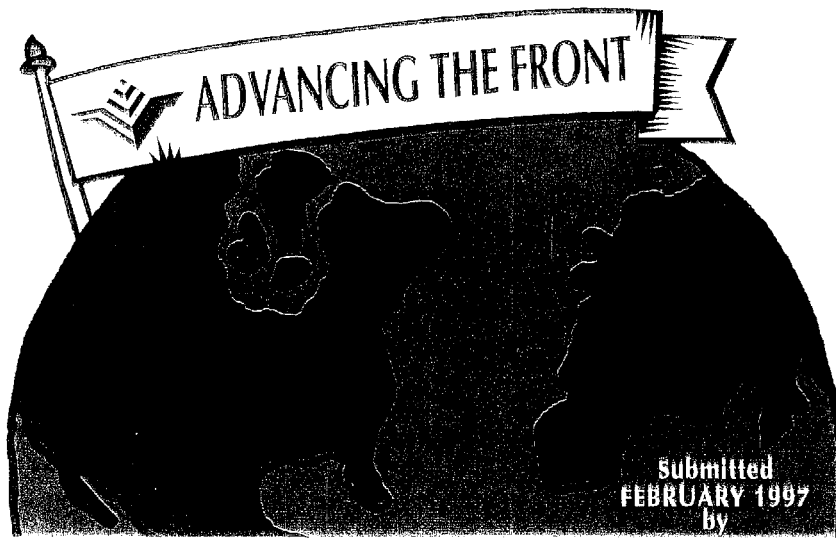


Risperdal 1997 U.S. Strategic Offense Plan



JANSSEN  • PHARMACEUTICA •
• RESEARCH FOUNDATION •

KETCHUM PUBLIC RELATIONS
W O R L D W I D E

KETCHUM 000456

State of Texas v Janssen
D-1-GV-04-001288

PX 2181



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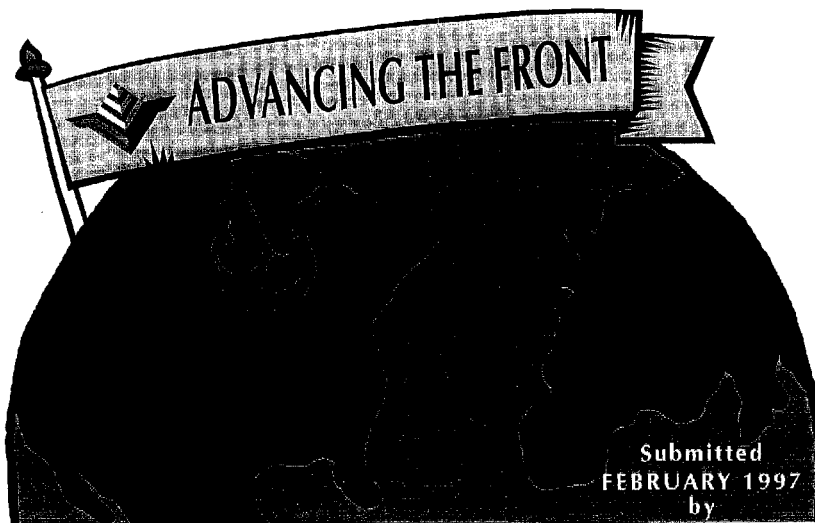
KETCHUM 000457

*Prepared by Ketchum Public Relations
February 3, 1997*

KETCHUM 000458

TAB 1

Risperdal 1997 U.S Strategic Offense Plan



JANSSEN



• PHARMACEUTICA •
• RESEARCH FOUNDATION •

KETCHUM PUBLIC RELATIONS

W O R L D W I D E

KETCHUM 000459

1996 VICTORIES

- Established Risperdal as #1 antipsychotic among media, analysts
- Blunted competitive threats from Lilly, Abbott
- Used media to deliver Risperdal messages to 80+ million
- Increased awareness of Janssen/J&J as industry leader

Risperdal
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1996 ARSENAL

- Recruited “SWAT Team” of experts
- Integrated investor relations into communications
- Built relationships with influential media
- Expanded database of patient success stories
- Supported consensus guidelines introduction

Risperdal
RISPERIDONE



1996 MEASUREMENT

- High percentage of placements refer to Risperdal as market leader
- Coverage in agenda-setting media
 - *Wall Street Journal* (5)
 - *New York Times* (4)
- Janssen perspective included in analyst reports, wire reports
- Successful placement of SWAT Team members, oral solution and dosing messages
- Results distributed across broadcast, print, consumer and professional media

Risperdal
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1996 BASIC TRAINING

- Coordinating communication team
 - Janssen U.S., Janssen International
 - J&J Corporate
 - Ketchum NY, DC, Europe
- Expediting press material review and approval
- Streamlining success story development

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SITUATION ANALYSIS

- Excellent product; advance over standard antipsychotics
- Solid foundation of growth on which to continue building
- Interest in newer agents drives overall market growth
- Competitors had limited success demonstrating advantages
- Product announcements reinforce Risperdal benefits
 - QD dosing, 0.5 mg. tablet
 - Safety in elderly
 - Cognition (data needed)
 - Pathways/Person to Person

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POTENTIAL LANDMINES

- Reimbursement challenges multiply as newer agents drive up costs
- Zyprexa sales gaining momentum; \$87 million in 4Q96
- Interest in unmarketed products continues to increase
 - Abbott, sertindole
 - Pfizer, ziprasidone
 - Zeneca, seroquel
 - Titan, illoperidone
 - Cortex, ampalex
- Rapid sales growth not sustainable indefinitely
- Aggressive communication may alienate some payers

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BUSINESS GOAL

- Ensure Risperdal dominance in market
 - Drive Risperdal sales
 - Convert conventional Rx's to Risperdal Rx's
 - Minimize competitive threat
 - Secure maximum reimbursement

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OUR MISSION ADVANCING THE FRONT

- Expand demand for Risperdal as the standard of care for psychoses
- Anticipate and blunt competitor activity
- Educate payors about benefits of novel antipsychotics
- Increase recognition of J&J/Janssen as industry leader

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STRATEGIC OFFENSE

- Maintain constant flow of information on Risperdal benefits
 - Publicize research, product announcements
 - Dramatize product advantages via patient success stories
 - Lay the groundwork for cognition story
- Inject Janssen perspective, Risperdal messages into media, analyst reports
 - Monitor pulse of competitor activity
 - Implement “rapid response” and pre-emptive plans
 - Sustain Janssen relationships with media, analysts

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STRATEGIC OFFENSE (cont.)

- Address reimbursement issues by explaining advantages of novel agents
 - Monitor reimbursement “hot spots”
 - Mobilize advocates, SWAT Team, other experts
 - Deliver messages through media
 - Minimize Janssen exposure
- Integrate Janssen leadership into media initiatives, IR
 - Underscore J&J/Janssen commitment to treatment of psychoses
 - Incorporate Pathways/Person to Person as appropriate
 - Highlight Futurum initiative

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AUDIENCES

- Consumer media
- Trade media
- IR community
- Psychiatrists & physicians
- Patients & mental health advocates
- Mental health policymakers

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SAMPLE MEDIA

- Wire services
- National newspapers
- Local newspapers
- Newsweeklies
- Television news
- Local television news
- Psychiatry trades
- Medical, pharmacy trades
- Industry trades

Associated Press, Dow Jones, Reuters
Wall Street Journal, New York Times
Boston Globe, Chicago Tribune
US News & World Report, Time
"World News Tonight," "20/20"
WNBC-TV, New York
Psychiatric Times, Psychiatric News
Drug Topics, Medical Tribune
Pink Sheet, SCRIP

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KEY ALLIES

- National Alliance for the Mentally Ill
- National Mental Health Association
- National Alliance for Research on Schizophrenia and Depression
- American Association for Geriatric Psychiatrists
- Evaluate others as needed

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TACTICAL OVERVIEW

- Risperdal News Bureau
- SWAT Team
- Patient Success Stories
- Ongoing Media Intervention
- Investor Relations and Financial Media Relations
- Third-Party Audit
- Reimbursement Issues Management
- Counsel, Planning, Administration

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RISPERDAL NEWS BUREAU PRODUCT ANNOUNCEMENTS

- Develop and distribute news releases, pitch letters, media alerts
- Focus on QD dosing; filing for 0.5 mg tablet; FutuRis, etc.
- Arrange interviews, secure placements, report results

Risperdal
RISPERIDONE



RISPERDAL NEWS BUREAU MEDICAL MEETINGS

- Determine presentations, symposia, data to be highlighted

Target:

- Mt. Sinai Conference on Cognition in Schizophrenia (April 10-11, NYC)
 - American Psychiatric Association (May 17-22, San Diego)
 - U.S. Psychiatric Congress (Nov. 13-16, Orlando)
 - American College of Neuropsychopharmacology (Dec. 8-12, Hawaii)
- Develop media materials, anticipate competitor activity
 - Arrange interviews, secure placements
 - Adjust level of PR support based on data, news value

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RISPERDAL NEWS BUREAU PUBLICATION PUBLICITY

- Work with Janssen to define publicity opportunities, e.g. AAGP guidelines, Risperdal publications
- Develop news release summarizing story; secure author buy-in
- Follow-up, arrange interviews, secure coverage, report results

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RISPERDAL SWAT TEAM

- Maintain, expand “SWAT Team”
- Gain insight on clinical, competitive issues
- Involve members in media interviews
- Provide communications training

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RISPERIDONE



PATIENT SUCCESS STORIES

- Gain local, national coverage of Risperdal patients
- Update, expand roster of patients, psychiatrists
- Maximize publicity through print, radio, television outreach
- Capitalize on existing footage (V. Bentley)
- Manage patient expectations; consider special projects (K. Steele)

Risperdal
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ONGOING MEDIA INTERVENTION

- Ensure Risperdal is included in stories on schizophrenia
- Monitor media, competitor activity, editorial calendars
- Provide Janssen/Risperdal info, background
- Manage issues, e.g. access to medication, patient consent

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RISPERIDONE



INVESTOR RELATIONS & FINANCIAL MEDIA RELATIONS

- Determine activities based on market, competitive issues
- Work with Janssen and J&J to conduct one IR meeting, one IR teleconference
- Arrange deskside briefings with top financial reporters

Risperdal
RISPERIDONE



THIRD PARTY AUDIT

- Leverage Janssen relationships with key groups, e.g. NAMI, NMHA
- Audit groups to identify opportunities to coordinate efforts
- Advise Janssen of next steps based on strengths of key groups

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RISPERIDONE



REIMBURSEMENT ISSUES MANAGEMENT

- Analyze reimbursement “hot spots” and local resources
- Educate payers through advocates, SWAT Team, seminars
- Work with media when appropriate to deliver messages
- Focus on benefits of novel antipsychotics agents, not just Risperdal

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1997 COUNSEL, PLANNING, ADMINISTRATION

- Provide ongoing counsel and recommendations
- Participate in team meetings, conference calls as needed
- Develop weekly/monthly activity reports and track monthly budgets
- Coordinate Janssen, J&J, Ketchum

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SIX STEPS OF BORDERLESS BELIEVABILITY

- Global teams
- Global-thinking people
- Credible global strategies
- Manage issues on a global scale
- New technology
- Accountability

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TAB 2

Timeline 1997

Planning
 Implementation

1997												
ACTIVITIES	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
ONGOING MEDIA INTERVENTION												
PATIENT SUCCESS STORIES												
RISPERDAL SWAT TEAM												
VICKI BENTLEY VNR												
COUNSEL, PLANNING, ADMINISTRATION												
IR & FINANCIAL MEDIA RELATIONS*												
THIRD PARTY AUDIT												
RISPERDAL NEWS BUREAU												
<ul style="list-style-type: none"> • PRODUCT ANNOUNCEMENTS - QD DOSING - FILING OF 0.5 MG. TABLETS • MEDICAL MEETINGS - MT. SINAI CONFERENCE ON COGNITION - AMERICAN PSYCHIATRIC ASSOCIATION - U.S. PSYCHIATRIC CONGRESS - ACNP CONFERENCE • PUBLICATION PUBLICITY - AAGP CONSENSUS GUIDELINES** 												

*INDIVIDUAL EVENTS TO BE FINALIZED. **PENDING PUBLICATION IN JAMA IN JUNE.

Risperdal
 RISPERIDONE

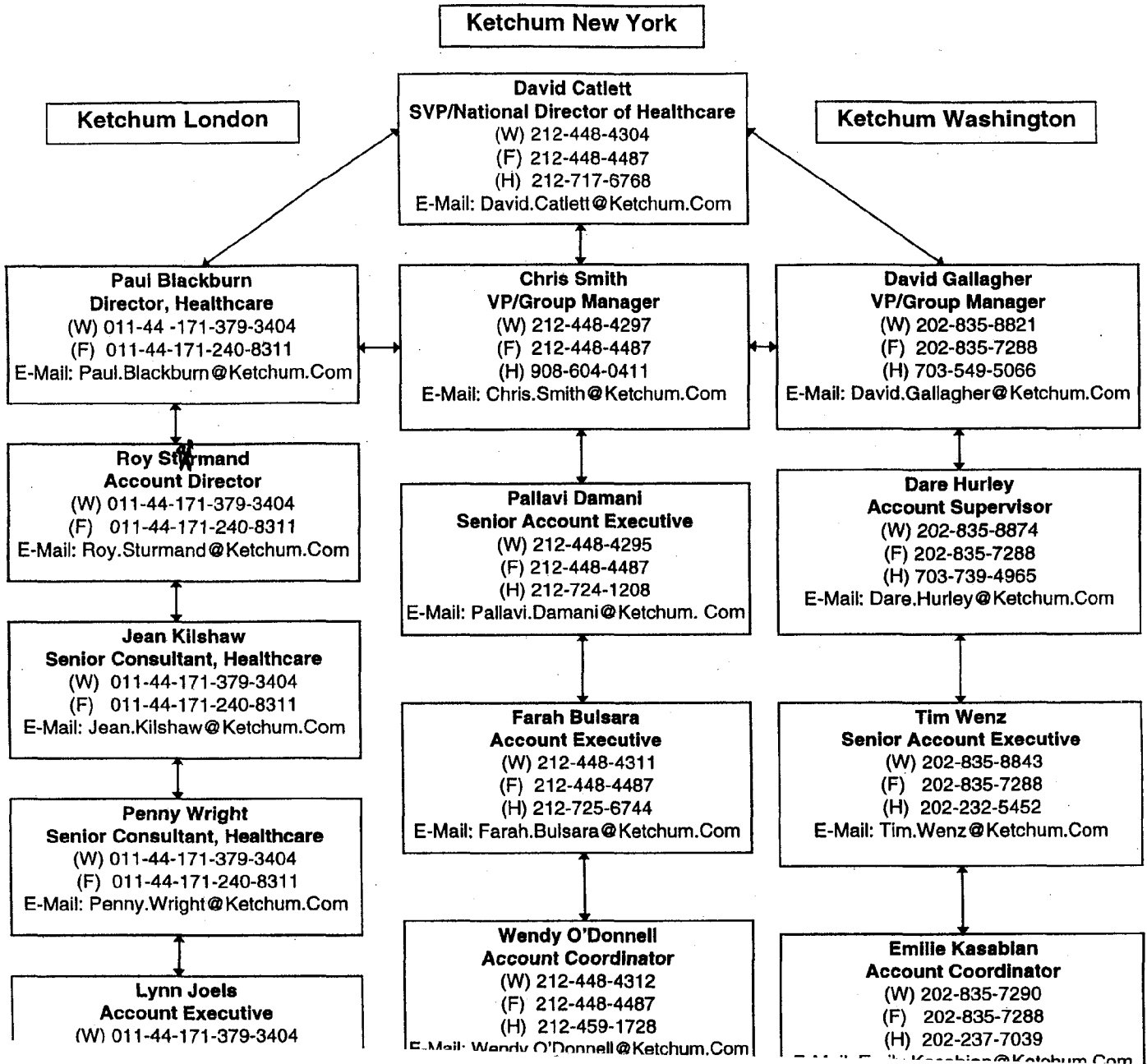
KETCHUM 000486

KETCHUM 000487

TAB 3

KETCHUM PUBLIC RELATIONS

Risپردال Team Organizational Chart



Scheduled Medical Meetings for 1997

<u>Meetings</u>	<u>Date</u>	<u>Location</u>
4 th Workshop on Costs & Assessment in Psychiatry – World Psychiatric Association “The Economics of Mental Disorders and Drug Addiction”	March 14-16	Venice, Italy
Evidence from Experience	March 21-22	Lisbon, Portugal
Mt. Sinai Conference on Cognition in Schizophrenia	April 10-11	Mt. Sinai School of Medicine New York City
European Congress of the World Psychiatric Association: From Research to Practice	April 23-26	Geneva, Switzerland
American Psychiatric Association Meeting	May 17-22	San Diego Convention Center San Diego, CA
Regional Meeting in the Mediterranean Area -- World Psychiatric Association “Psychiatry in the Three Ages of Man”	June 16-19	Rome, Italy
Second International Conference on Bipolar Disorder	June 19-21	Pittsburgh, PA
Biological Psychiatry	June 22-27	Nice, France
International Psychogeriatric Association	August 17-22	Jerusalem, Israel
6 th World Congress on Rehabilitation in Psychiatry -- World Psychiatric Association	August 27-30	Belgrade, Yugoslavia
European College of Neuropsychopharmacology	September 13-17	Vienna, Austria
Regional Meeting of the World Psychiatric Association	October 7-10	Beijing, China
Regional Meeting of the World Psychiatric Association “Anxiety and Depression Across the World”	October 22-25	Santiago de Chile, Chile
U.S. Psychiatric & Mental Health Congress	November 13-16	Orlando, FL
World Psychiatric Association Regional Congress “The Synthesis Between Psychopharmacology and Psychotherapy”	November 16-21	Tel Aviv, Israel
The Foundation for Advanced Education in the Sciences, Inc.	November 17-18	Bethesda Hyatt Regency Bethesda, MD
American College of Neuropsychopharmacology	December 8-12	Waikoloa, Hawaii

KETCHUM 000490

KETCHUM PUBLIC RELATIONS
JANSSEN/RISPERDAL® PROJECT AUTHORIZATION FORM
1997 Ongoing Media Intervention

CONCEPT

- Includes delivering positive Risperdal messages via the media and blunting or pre-empting competitor media coverage. Continue to communicate Risperdal market leadership and Janssen/J&J commitment to antipsychotic research and development.

GOALS

- Ensure Risperdal is included in reports on the antipsychotic market and position Risperdal as the market leader
- Encourage balanced reporting of competitive products
- Continue to cultivate relationships with key business, medical/health and science reporters
- Identify and capitalize on opportunities to secure favorable Risperdal media coverage

ACTIVITIES

- Identify opportunities when competitors announce new product information
 - Monitor wire services/on-line services for competitor news releases
 - Track regulatory meetings (e.g., Serlect, Ziprasidone)
 - Anticipate product news included in quarterly reports from competitors
 - Utilize relationships with SWAT team members to gather competitive intelligence
 - Maintain contact with NAMI, NIMH, NMHA, APA re: news events
 - Fee: **\$24,000** Expenses: **\$24,000** Subtotal: **\$48,000**
- Monitor print and broadcast media daily
 - Provide client with updates and recommendations as needed on breaking news
 - Use Ketchum on-line services and NewsEdge to monitor coverage (\$2,500/month)
 - Retain news clipping service (\$3,000/month)
 - Advise broadcast monitoring service, purchase videos and/or transcripts as needed
 - Fee: **\$30,000** Expenses: **\$90,000** Subtotal: **\$120,000**
- Evaluate additional media intervention activities; develop recommendations and advise and prepare Janssen for opportunities or implications. Possibilities include:
 - Positive or negative media coverage on Risperdal, schizophrenia and/or mental illness
 - Janssen sponsored awareness/education programs
 - Third party awareness programs (e.g., Mental Health Month, Mental Illness Awareness Week)
 - Budget does not include program implementation; only includes initial program suggestions*
 - Fee: **\$48,000** Expenses: **\$8,000** Subtotal: **\$56,000**

BUDGET

Fee	\$102,000
<u>Expenses</u>	<u>\$122,000</u>
Total	\$224,000

TIMING

Jan. - Dec. 1997

AUTHORIZATION

Barry Fitzsimons, PharmD

Date

**KETCHUM PUBLIC RELATIONS
JANSSEN/RISPERDAL® PROJECT AUTHORIZATION FORM**

1997 Patient Success Stories

CONCEPT

- Gain local and national media coverage of Risperdal patient success stories. Includes capitalizing on case studies researched in 1996, developing media materials, contacting reporters and securing coverage.

GOALS

- Dramatize how Risperdal helps people manage their mental illness and regain control of their lives
- Destigmatize schizophrenia and showcase successful reintegration
- Develop human interest stories that communicate proven clinical benefits of Risperdal

ACTIVITIES

- Continue to collect Risperdal patient success stories and assess their publicity value
 - Work with Risperdal brand team to solicit success stories from salesforce; includes updating voice mail script and questionnaire and networking at salesforce meetings
 - Continue interviewing prospective patients and caregivers; evaluate prospect based on news value, media market, etc.
 - Follow up with patients/caregivers to prepare them for media interviews as needed
 - Develop one-page case histories for each patient who has media potential; submit to client for review; submit to patient/psychiatrist for review; revise as needed
 - Advise Janssen of opportunities through periodic updates of patient success story chart
 - Fee: **\$72,000** **Expenses: \$15,000** **Subtotal: \$87,000**

- Continue building network of patients' psychiatrists; goal is to contact 10 psychiatrists
 - Initiate contact and maintain relationships with psychiatrists; secure participation in media efforts
 - Collect and maintain file of physician CVs
 - Draft physician bios based on CVs
 - Fee: **\$27,000** **Expenses: \$4,000** **Subtotal: \$31,000**

- Based on patient success story recruitment, conduct national and regional media campaigns as appropriate
 - Develop media list for individual markets (print and broadcast)
 - Pitch physicians and patients to media
 - Arrange interviews and secure placements
 - Media tracking and follow-up
 - Report results to client
 - Includes development of two mat release campaigns and development of a radio news release and local market radio tour; also includes identification of a national story
 - Fee: **\$100,000** **Expenses: \$30,000** **Subtotal: \$130,000**

BUDGET

Fee	\$199,000
<u>Expenses</u>	<u>\$ 49,000</u>
Total	\$248,000

TIMING

Jan. - Dec. 1997

AUTHORIZATION

Barry Fitzsimons, PharmD

Date

KETCHUM PUBLIC RELATIONS
JANSSEN/RISPERDAL® PROJECT AUTHORIZATION FORM
1997 Risperdal SWAT Team

CONCEPT

- Continue to recruit and utilize "SWAT Team" of credible spokespeople to describe the clinical benefits that have made Risperdal the most prescribed antipsychotic. As appropriate, rely on SWAT Team to put competitor claims into perspective, and to provide advice on evaluating new agents.

GOALS

- Deliver credible product messages through independent experts
- Maintain roster of spokespeople to rapidly respond to media opportunities, competitive threats, etc.

ACTIVITIES

- Continue to identify and recruit Risperdal advocates; including leading psychiatrists, pharmacologists and competitive investigators as appropriate
--Fee: **\$12,000** **Expenses: \$4,000** **Subtotal: \$16,000**
- Revise key messages and physician Q & A to incorporate new information as needed
--Develop and provide SWAT team members with targeted press materials for each communication initiative
--Develop Q & A that identifies and addresses all potential scenarios for each communication initiative
--Fee: **\$24,000** **Expenses: \$6,000** **Subtotal: \$30,000**
- Conduct two half-day communication training sessions (one on-site session at either the APA or ACNP meeting and one session at Ketchum/New York)
--T. Jacobs to conduct training sessions (to be confirmed)
--Arrange logistics; prepare materials and participate in training sessions
--Honoraria included for all eight spokespeople; travel only covered for Ketchum/NY session
--*Budget does not include travel and expenses for T. Jacobs*
--Fee: **\$15,000** **Expenses: \$35,000** **Subtotal: \$50,000**
- Brief SWAT Team on media interview opportunities
--Coordinate availability of SWAT team members for media interviews
--Brief SWAT team members on content and focus of interview
--Participate in interview and follow-up with SWAT team member and reporter
--Fee: **\$36,000** **Expenses: \$4,000** **Subtotal: \$40,000**

BUDGET

Fee	\$ 87,000
<u>Expenses</u>	<u>\$ 49,000</u>
Total	\$136,000

TIMING

Jan. - Dec. 1997

AUTHORIZATION

Barry Fitzsimons, PharmD

Date

KETCHUM PUBLIC RELATIONS
JANSSEN/RISPERDAL® PROJECT AUTHORIZATION FORM
1997 Vicki Bentley VNR

CONCEPT

- Produce a video news release utilizing footage of Vicki Bentley, Richard Booth and Dr. Nasralla to dramatize and bring to life the cognition story. In conjunction with the Science Writers Conference, distribute the video news release via satellite to television stations across the country.

GOALS

- Produce a compelling story that showcases the importance of cognitive functioning in schizophrenia treatment.
- Provide television stations with a pre-packaged news story to communicate the cognition story to the general public.

ACTIVITIES

- Shoot psychiatrist/expert soundbites and generic b-roll footage at Mount Sinai Conference
--Fee: \$1,500 Expenses: \$6,500 Subtotal: \$8,000
- Script, edit, and produce video news release and b-roll footage
--Fee: \$7,000 Expenses: \$12,000 Subtotal: \$17,000
- Distribute and pitch video news release to local and national broadcast outlets
--Fee: \$3,000 Expenses: \$13,000 Subtotal: \$16,000

BUDGET

Fee	\$11,500
<u>Expenses</u>	<u>\$31,500</u>
Total	\$43,000

TIMING

Jan. - May 1997

AUTHORIZATION

Barry Fitzsimons, PharmD

Date

KETCHUM PUBLIC RELATIONS
JANSSEN/RISPERDAL® PROJECT AUTHORIZATION FORM
1997 Counsel, Planning, Administration

CONCEPT

- Provide ongoing counsel and recommendations on projects; attend client meetings; develop weekly and monthly activity reports, conduct monthly budget tracking/management and account administration

GOAL

- Provide ongoing counsel and strategic planning
- Facilitate internal communication and administration between Janssen U.S., Janssen International, Johnson & Johnson and Ketchum offices

ACTIVITIES

- Provide ongoing counsel and project recommendations
 - Evaluate sponsorship opportunities; provide Janssen with recommendations
 - Attend periodic team meetings (in New Jersey)
 - Participate in conference calls and client calls as needed
 - Draft weekly and monthly activity reports
 - Track budget on monthly basis; provide client with budget status reports
 - Monthly expenses including: copying, telephone, faxing and overnight charges
 - Temporary assistance/support as needed
 - Budget includes travel expenses to New Jersey*
 - Note: 12 mos. @ \$14,000 + OOP*
 - Fee: \$168,000 Expenses: \$96,000 Subtotal: \$264,000**

BUDGET

Fee	\$168,000
<u>Expenses</u>	<u>\$ 96,000</u>
Total	\$264,000

TIMING

Jan. - Dec. 1997

AUTHORIZATION

Barry Fitzsimons, PharmD

Date

KETCHUM PUBLIC RELATIONS
JANSSEN/RISPERDAL® PROJECT AUTHORIZATION FORM
Investor Relations/Financial Media Relations

CONCEPT

- Work with Janssen and J&J to plan and conduct one meeting and one telephone briefing as needed (i.e., Lilly announcements, sertindole approval, Pfizer or Zeneca updates) to communicate positive information about Risperdal and maintain visibility as the antipsychotic market leader. Leverage existing relationships with financial media by conducting deskside briefings with outlets such as *The Wall Street Journal*, *Business Week* and Bloomberg Business News.

GOALS

- Blunt competitor investor relations activities including Lilly, Pfizer, Zeneca and Abbott
- Reinforce Janssen and J&J's commitment to antipsychotic research and development
- Communicate Risperdal advantages in marketplace and put competitor information into perspective

ACTIVITIES

- Work with Janssen and J&J to plan mid-year or quarterly investor relations meeting in New York City
 - Develop timeline of activities; establish responsibilities of J&J, Janssen, Ketchum
 - Define strategy for testing messages, targeting analysts
 - Meeting costs not included; expenses to be covered by Janssen & J&J including: venue, catering, AV equipment, signage
 - Fee: **\$10,000** Expenses: **\$2,000** Subtotal: **\$12,000**
- Develop and test IR messages; produce presentation materials and draft speaker remarks
 - Review current analyst reports, literature and marketing materials; discuss positioning with Janssen
 - Schedule one-on-one analyst meeting(s) or conference calls to test messages; work with J&J to coordinate
 - Revise presentation and speaker remarks based on feedback from one-on-one analyst meetings
 - Fee: **\$15,000** Expenses: **\$2,000** Subtotal: **\$17,000**
- Conduct communication training session for speakers (rehearsal)
 - Develop comprehensive Q&A
 - Arrange logistics; participate in training session
 - T. Jacobs to lead training session; Ketchum to assist as needed
 - Fee: **\$6,000** Expenses: **\$500** Subtotal: **\$6,500**

- Conduct IR meeting
 - Plan and participate in dress rehearsal
 - Assist J&J as needed with logistics and on-site registration
 - Liase with key analysts who may serve as a resource for media
 - Fee: \$12,000 Expenses: \$2,000 Subtotal: \$14,000

- Build on investor relations activities by contacting key financial media to communicate Risperdal market leadership
 - Offer Risperdal press materials
 - Arrange interviews with Janssen executives, Risperdal "SWAT Team"
 - Encourage greater scrutiny of competitors
 - Incorporate patient success stories, as appropriate
 - Fee: \$10,000 Expenses: \$2,000 Subtotal: \$12,000

- Build on quarterly or mid-year J&J investor relations meetings by arranging one-on-one briefings with agenda-setting reporters
 - Continue targeting key IR reporters, Thomas Burton, *The Wall Street Journal*; Lauran Neergaard, AP; Steve Saxon, Reuters etc.
 - Adapt information from investor relations meeting into deskside presentation
 - Prepare P. Costa and B. Given for briefings
 - Fee: \$13,000 Expenses: \$2,000 Subtotal: \$15,000

- Counsel, planning, management
 - Ongoing coordination with Janssen, Tamara Jacobs, J&J Investor Relations
 - Status reports, conference calls, follow-up reporting of IR meeting
 - Fed-ex, copies, phone, fax, messenger, car service, etc.
 - Fee: \$9,000 Expenses: \$3,000 Subtotal: \$12,000

BUDGET

Fee	\$75,000
<u>Expenses</u>	<u>\$13,500</u>
Total	\$88,500

TIMING

Jan. - Dec. 1997

AUTHORIZATION

Barry Fitzsimons, PharmD

Date

**KETCHUM PUBLIC RELATIONS
JANSSEN/RISPERDAL® PROJECT AUTHORIZATION FORM**

Third Party Audit

CONCEPT

- Cultivate existing relationships with key third party mental health organizations [e.g., National Alliance for the Mentally Ill, National Alliance for Research on Schizophrenia and Depression, National Institute of Mental Health, National Mental Health Association] to reinforce Janssen's commitment to mental health education and awareness

GOALS

- Maximize Janssen's investment in third party programs
- Establish a working procedure that includes Janssen in agenda setting
- Gain access to additional opportunities generated by third party groups; utilize extensive membership of third party organizations including key thought leaders, physicians and patients

ACTIVITIES

- Conduct an audit of third party organizations to identify key opinion leaders and the 1997 agenda
 - Contact five key organizations and conduct in-person meetings with communication managers and/or executive directors
 - Position Janssen as a strategic partner in mental health initiatives
 - Share opportunities for third party organizations to participate in upcoming Janssen public relations initiatives
 - Identify opportunities to integrate Janssen patients and information into upcoming activities
 - Assess strengths, weaknesses and opportunities of each third party group
 - Provide client with periodic updates
 - Does not include budget for potential program implementation
- Fee: **\$15,000** **Expenses: \$2,500** **Subtotal: \$17,500**

BUDGET

Fee	\$15,000
<u>Expenses</u>	<u>\$ 2,500</u>
Total	\$17,500

TIMING

Jan. - Dec. 1997

AUTHORIZATION

Barry Fitzsimons, PharmD

Date

KETCHUM PUBLIC RELATIONS
JANSSEN/RISPERDAL® PROJECT AUTHORIZATION FORM

Risperdal News Bureau

CONCEPT

- Maintain constant flow of information to media on Risperdal product developments, data presented at medical meetings, Janssen-sponsored symposia, select CME programs and general schizophrenia research. Follow-up to generate media interest and arrange interviews. Primary media targets include psychiatry trade, medical trade, industry media, financial wires and select science writers.

GOALS

- Secure media coverage highlighting Risperdal product benefits and Janssen leadership; maintain high level of Risperdal visibility in the media
- Communicate Janssen/J&J commitment to maintaining Risperdal's status as the antipsychotic market leader
- Establish Janssen as the media's primary resource for news, information and perspective on schizophrenia and its treatment

ACTIVITIES

Product Announcement Publicity

- Prepare press materials to announce FDA approval of QD dosing [June] and FDA filing for new 0.5 mg tablet formulation [3Q or 4Q]
 - Develop news releases on product announcements
 - Develop pitch letters describing relevance of news and offering background information, media alerts and appropriate supporting documents
 - Distribute materials via PR Newswire and Business Wire and blast fax to reporters
 - Conduct intensive follow-up including faxes, phone calls to high priority media, and offer interviews with SWAT team members and Janssen spokespersons
 - Monitor coverage via on-line resources, news clipping and broadcast monitoring services; forward to Janssen

--Fee: **\$40,000** Expenses: **\$12,000** Subtotal: **\$52,000**

Medical Meetings

- Develop tactical communications plan and media relations to support the following upcoming medical meetings:
 - ⇒ Mount Sinai Conference on Cognition, New York, NY – April 10-11, 1997
 - ⇒ American Psychiatric Association, San Diego, CA – May 17-22, 1997
 - ⇒ Psychiatric Congress, Orlando, FL – November 13-16, 1997
 - ⇒ American College of Neuropsychopharmacology (ACNP), Waikoloa, HI – Dec. 8-12, 1997
- Research Risperdal related activities, presentations and visibility for each medical meeting
- Research conference format and attendance including SWAT team participation

Medical Meetings (con't)

- Investigate and monitor competitor activity and prepare targeted response
- Secure freelance journalist(s) to attend medical meetings and file Risperdal stories as needed

--Fee: **\$60,000** **Expenses: \$12,000** **Subtotal: \$72,000**

- Create appropriate written materials

- Develop pitch letters, media alerts, press releases and supporting documents as needed

- Distribute written materials via PR Newswire, Business Wire and blast fax to reporters

--Fee: **\$40,000** **Expenses: \$25,000** **Subtotal: \$65,000**

- Ongoing media contact and monitoring of media

- Contact key media to determine attendance and coverage of medical meetings; establish Ketchum/Janssen as resource

- Attend medical meetings and coordinate on-site communication activities

- Follow-up with reporters; arrange media interviews with SWAT team

- Track media coverage; provide client with continuous updates

--Fee: **\$60,000** **Expenses: \$50,000** **Subtotal: \$110,000**

Publication Publicity

- Review publication schedule and evaluate publicity opportunities

- Identify one upcoming publications to support with public relations outreach (e.g., AAGP Consensus Guidelines)

- Consult with each publication author and determine level of involvement in public relations outreach efforts

- Develop public relations plans for each initiative

--Fee: **\$10,000** **Expenses: \$3,000** **Subtotal: \$13,000**

- Create appropriate written materials

- Develop pitch letters, media alerts, press releases and supporting documents as needed

- Distribute written materials and reprints to key media and thought leaders

- Conduct intensive follow-up with media; monitor coverage and provide Janssen with updates

--Fee: **\$12,000** **Expenses: \$15,000** **Subtotal: \$27,000**

BUDGET

TMING

Fee **\$222,000**

Jan. - Dec. 1997

Expenses **\$117,000**

Total **\$339,000**

AUTHORIZATION

Barry Fitzsimons, PharmD

Date