

# Seroxat/Paxil fact file

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## Foreword

Seroxat/Paxil has shown outstanding success since its first launch in 1991 and now represents one of SmithKline Beecham's biggest and most important assets. Worldwide internal flash sales in 1997 exceeded £1 billion, and history was made in the US when Paxil became SB US's first billion-dollar product. Through our highly skilled sales and marketing efforts, we have demonstrated that we can overtake fluoxetine and sertraline to become number one and achieve our aim of marketing the world's biggest selling antidepressant. This has already happened in a number of markets, and the promise of new indications and further reinforcement of Seroxat/Paxil's unique positioning as the best agent for treating depression and depression with associated anxiety symptoms brings this goal ever closer.

Thank you for all your efforts to date. As we enter the new millennium, we look forward to making Seroxat/Paxil SB's first £2 billion product.

Paul N Jenner MD

Director and Vice President

Neuroscience

Worldwide Strategic Product Development

## About the Seroxat/Paxil fact file

This resource is intended to provide you with the key information you need to make Seroxat/Paxil a continued success in your market. It will provide background information on key issues and guidance on how to tackle them, updates on new indications and new and existing competitors. It will consolidate both marketing and clinical information to aid you in the planning and execution of marketing tactics. It will be updated twice yearly with sections relating to potential issues, competitor activity and new clinical data on Seroxat/Paxil.

The format is intended to be both practical and user-friendly, enabling the updates and new information to be easily incorporated. Key slides are included at appropriate points in the text (indicated by a slide icon in the outside margin), and both text and slides are provided on disk at the back of the file. The fact file is fully referenced, so literature can be obtained from your local library or information department.

As they become available, examples of materials used to address particular issues in different markets will be included, with the aim of sharing best practice.

The fact file comprises four sections which will build up over time with additional chapters. These new chapters will deal with key topics that will drive Seroxat/Paxil towards the second billion pounds.

#### **Section 1: Towards the second billion — all SSRIs are not the same**

This covers Seroxat/Paxil's performance to date, its strategy and objectives, along with key areas of differentiation between the SSRIs, particularly in terms of indications and breadth of data.

#### **Section 2: New indications**

A number of new indications for Seroxat/Paxil are expected in the short- to medium-term. This section will provide information on disease states, treatment options and new Seroxat/Paxil data. This section will first be issued in Q3 98.

### **Section 3: Issues management**

This section will provide a synthesis of key facts and data which can be adapted locally for handling potential product issues. Topics covered in this first edition are:

- Managing the discontinuation issue — flexibility and control
- Sexual dysfunction — putting the issue in context.

### **Section 4: Competitor information**

A number of new competitors are expected within the 3>1 plan period. Over time, information will be provided on both preclinical and clinical studies as well as key points of differentiation for Seroxat/Paxil.

This first edition contains a focus on:

- citalopram.