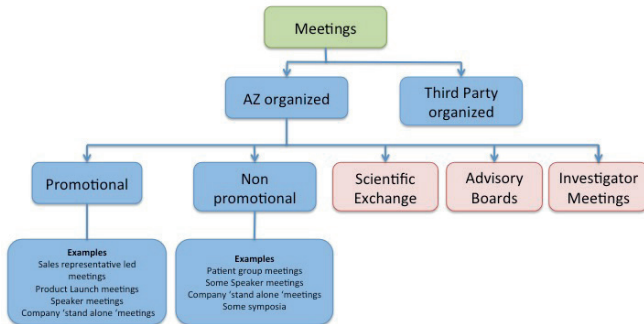


Meetings and Hospitality Summary

1 Key Principles

Clear Educational Content

All meetings designed to update HCPs on areas of medicine, science or our products should have a clear educational content. It should enhance medical knowledge, enhance the proper use of medicines or enhance patient care.



Meeting Type and Purpose

Off label information about any AstraZeneca products should not be presented at meetings in the blue boxes.

Impression of the Meeting

This means considering how the meeting could be perceived as well as the documented arrangements.



Remember: if a company sponsored symposium forms part of the official proceedings at a scientific congress it may be considered scientific exchange. In this case presentation of data on pipeline products and unlicensed indications may be acceptable. If the symposium does not form part of the congress, treat it as a 'stand alone' meeting, i.e. content must stay on label.

2 Clear Educational Content

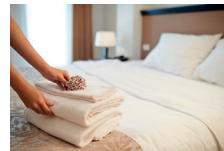


Consider the educational content of each meeting in terms of its quality and relevance, but also on the total proportion of the meeting time that involves educational content.

The quality of the educational content should be the aspect that attracts delegates to attend. It should also be of relevance to the target audience.

Consider the balance between the time spent on educational content and the time spent on hospitality – this is often a matter of judgment depending on local regulations. However generally time spent on hospitality and socializing should never exceed the time spent on the educational content.

3 Hospitality



Consider the venue, subsistence, travel and accommodation and any other associated costs. You will need to review not only the actual costs, but also the balance (hospitality to education, alcohol to food etc) and always consider the impression that might be given to others.



For third part meetings you won't necessarily have control over the arrangements but you do need to consider the hospitality and impression given.

4 Declaring Company Involvement



A declaration is required on meeting materials which adequately describes the level of involvement of pharmaceutical companies.

The declaration should be prominent and clear enough such that readers are aware from the outset.

Similarly meeting materials should not mislead as to the nature of the meeting.

5 Other Considerations



- Is the documentation adequate?
- Are the costs acceptable?
- Are the content and arrangements appropriate for the target audience?