PROJECT SUBMISSION FORM

Section 1 – Project Information	
Project Name/Livelink File Name*: Breastcancer.org Overcoming Fears Guide PDF	Product: Herceptin Product Manager: Jeanne Loboda
Project Description: Electronic version of brochure originally designed by third party: breastcancer.org	
Project Objective: Educate patients about breast cancer treatment.	
Agency: Spectrum Science Communications Agency Job #:	Partner Code:

Section 2 – Item/Component Information		
List item(s)/component(s)*: One 34-page brochure in electronic format.		
Description: Electronic version of brochure originally designed by third party: breastcancer.org		
Objective: Educate patients about breast cancer treatment.		
FDM needed? ❑ Yes X No		
Target Audience: HCP X Consumer ❑ Internal Use Only		
Distribution: ❑ Direct Mail ❑ HCP ❑ Leave Behind ❑Media ❑ Print ❑ Radio ❑ Sales Rep ❑ Scientific Meetings ❑ Telephone ❑ Television x Internet ❑ Other:		
Use period: May 2007 – Dec. 2008	Estimated first use: May 2007	Anticipated warehouse date:
Derived from previous item? Yes (If yes, enter codes) 7414500 No Regulatory code: Inventory code: 7414500		
Replace existing item? Yes (If yes, enter codes) No Regulatory code: Inventory code:		

Section 3 – Warehouse Information – Fill out this section only if item will be warehoused.	
Unit Description:	
Banded Quantity:	Initial Order Quantity:
Single Unit Cost:	Rep Order Limit:
Display in catalog? ❑ Yes ❑ No	Accept orders? ❑ Yes ❑ No
Next replenishment method: ❑ DISCONTINUE (subject to Regulatory review) ❑ REORDER WITH MINOR CHANGE ❑ REORDER WITH NO CHANGE	

***Project and Item names must be consistent with Livelink PDF file names.**

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