

FIRST LADY HILLARY RODHAM CLINTON
VIDEOTAPED REMARKS FOR
NATIONAL BREAST CANCER AWARENESS MONTH AWARDS DINNER
SEPTEMBER 28, 1995

Good evening and thank you so much for this award. I am deeply honored to receive it and very sorry I could not join you in person.

Like many of you, and like millions of other Americans, my family has been touched by breast cancer and the tragedy it can bring. My mother-in-law, Virginia Kelly, struggled against the disease for several years. She never lost her courage or her spirit. And I am proud to join you in paying tribute to the 46,000 women in our country each year who, like my mother-in-law, are forced to confront breast cancer.

The Clinton Administration has made it a priority to share the message of early detection with all women, especially the tens of thousands of women who are eligible for Medicare, encouraging them to use their Medicare benefit to get a mammogram. The President has proclaimed October 19th National Mammography Day--a day which annually reminds every woman to make an appointment for the mammogram which could save her life.

National Breast Cancer Awareness Month offers us all an opportunity to reach out to all women and educate them about the importance of early detection. By educating our mothers, sisters, daughters, friends, and members of the community, we move closer to freeing ourselves from the grips of this deadly disease. Community outreach services and worksite screenings are an excellent example of ways to empower women to take charge of their health and their lives.

I would like to extend my congratulations to the winners of tonight's Profiles in Progress Awards. And I would also like to thank the seventeen members of the Board of Sponsors, especially Zeneca for being the corporate leader in worksite screenings and the founder of National Breast Cancer Awareness Month ten years ago.

Thank you for doing your part in the fight against breast cancer. Your efforts will literally help save lives.

###

ZENECA

Pharmaceuticals

A Business Unit of Zeneca Inc.

August 30, 1995

Barbara Wooley
Public Liaison Office
The White House
Room 122
OEOB
Washington, DC 20500

25

302 555

1212

zeneca
302 886 3000

Dear Ms. Wooley:

I received your phone message in which you requested a description of our Profiles in Progress Awards Dinner.

To begin, we would love to be able to give Mrs. Clinton her award in person. However, understanding her very tight schedule, we would be honored to include a video taped appearance by the First Lady. Zeneca will be happy to provide funding for the video taping should this option be necessary.

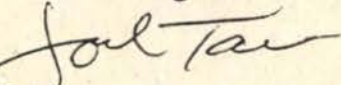
In regards to additional information about the dinner itself, we expect 250-300 people to attend. Among the invitees are representatives from the 17 sponsoring organizations of National Breast Cancer Awareness Month (a list of the NBCAM board of sponsors is enclosed), representatives of the breast cancer research, education, and women's health advocacy communities, healthcare providers, awardees and their guests, and members of Congress who are active in breast cancer and other women's health issues.

If Mrs. Clinton were to make a personal appearance, we feel the Mayflower would provide an excellent venue relative to security. The awards ceremony will take place at approximately 8:15 p.m. following the dinner. We can be flexible to accommodate Mrs. Clinton's schedule at any point throughout the evening.

We are grateful for your interest and are hopeful that Mrs. Clinton can accept her award on October 5.

We look forward to hearing from you soon.

Warmest Regards,



Joel Tau
Manager, Media and Association Relations

Enclosure

ZENECA

May 12, 1995

Marilyn Yeager
Public Liaison Office
The White House
Room 122
OEOB
Washington, DC 20500

ZENECA Inc.

1800 Concord Pike
P.O. Box 15438
Wilmington, DE 19850-5438

Telephone (302) 886-3000
Telex 4945649
Fax (302) 886-2972

Dear Marilyn,

I wanted to take this opportunity to thank you for taking time from your busy schedule to meet with Steve Lampert, Judi Buckalew and myself last week. Zeneca Inc. is pleased to serve as a corporate sponsor of the television PSAs developed for Mrs. Clinton's breast health campaign.

Our meeting was also very informative about some of the other components of Mrs. Clinton's initiative, and very helpful in identifying several areas where our Company, and our co-sponsors on the Board of National Breast Cancer Awareness Month, may be able to extend throughout the year the important messages of Mrs. Clinton's campaign: urging Medicare-eligible women to get their mammograms.

Here are some of things Zeneca can do:

- 1) We can include mention of Mrs. Clinton's initiative in our NBCAM Promotion Kit for 1995. This kit will be distributed this summer to some 20,000 medical centers, breast clinics, community centers, comprehensive cancer centers, hospitals, and individual practitioners. The kit is a "how to" guide for launching community-based, state or regional early detection education programs. At a minimum, we should try to include a copy of the Clintons' PSA storyboards in the Promotion Kit.
- 2) We can redesign our 1995 NBCAM public service print ad for medical, pharmacy and nursing journals, urge physicians and other health providers to urge their Medicare-eligible patients to take advantage of this coverage. Our ads, which run in September and October, reach some 500,000 physicians in all specialties; some 200,000 pharmacists and over a million nurses.
- 3) We can add a message about Medicare coverage to all our exhibits, promotional materials and educational items this year.

Marilyn Yeager
May 11, 1995
Page 2

Marilyn, during our recent meeting we talked about several other programs in which Mrs. Clinton's appearance may generate tremendous media interest on a national scale. Here are our three most important events:

- 1) In our home State of Delaware, and with the support of Senator & Mrs. Biden, Zeneca Inc. initiated an innovative "Challenge Grant" program in which Zeneca Inc., in cooperation with the American Cancer Society, each year challenges all other businesses in Delaware (from major companies to Mom & Pop dry cleaning establishments) to join us in making sure that every woman in Delaware has access not only to a screening mammogram, but if a suspicious lesion is found, our program provides for diagnostic mammography and other diagnostic efforts as well. Ours is a model other major businesses and other states can embrace to provide mammography service for their own women.

We will be holding a press event and reception in Wilmington this fall to announce that more than \$30,806.00 has been raised and that 170 women have benefited from the program. This event will kick off our State's many activities around National Breast Cancer Awareness Month. Business leaders, health organizations and breast health advocates will be invited to this special reception, as will patients who have benefited. It would be an honor if Mrs. Clinton serves as our special guest or keynote speaker.

- 2) As you may know, Zeneca Inc. was the first company in America to install dedicated mammography equipment on its worksite and to offer regular mammograms, breast exams and breast health education to our female employees and retirees on company time and at company expense. Since the program's inception in 1988, we have discovered breast cancers in eight women. All are alive and well and leading productive lives --due to early detection through our on-site program.

Marilyn Yeager
May 11, 1995
Page 3

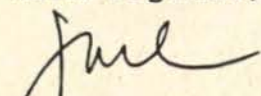
If Mrs. Clinton would visit Delaware, she may be interested in visiting our mammography facilities and to "drop in" on a breast health class we provide regularly to our female employees. By the way, our mammography facility is a model for other businesses, and each year we offer our technical assistance to other companies willing to try an on-site program of their own.

3. A highlight of our annual NBCAM program is an Awards Dinner in Washington (this year scheduled for October 5) to honor and recognize individuals, companies, community workers and members of the media that have made significant contributions to breast cancer awareness.

Mrs. Clinton is cordially invited to be our keynote speaker. Expected attendance is between 275-300 people in government, the media, the business community, the professions and voluntary health organizations. (Actually, Mrs. Clinton was voted the award in 1993 but was unable to attend; Dr. Susan Blumenthal accepted for her).

Marilyn, once again, thank you for your kind consideration of these recommendations. Because print and other enduring materials for NBCAM are now going to printers, etc., we will need to have your input as quickly as possible.

Warm regards,



Joel H. Tau
Manager, Media & Association Relations

JHT:DZ

cc: J. Buckalew
S. Lampert
T. Small -- Biologix

September 21, 1995

Barbara Woolley
Office of Public Liaison
The White House
Room 122
OE08
Washington, DC 20500

Dear Barbara,

Maria Soto of your office called just a few minutes ago asking for information about our National Breast Cancer Awareness Month Awards Dinner, which will be held on Thursday evening, October 5, 1995 at the Mayflower Hotel in Washington.

As you know, the NBCAM Board of Sponsors will recognize the First Lady at the Dinner for the outstanding initiative Mrs. Clinton launched this year to underscore the importance of mammography and early detection for senior citizens, especially those who are eligible for the Medicare mammography benefit.

We were very pleased to learn today from Holly Nichols of the Office of Scheduling and Advance that while the First Lady will likely be unable to attend the Awards Dinner to accept her Award, she has agreed to provide a videotaped message which will be played for our 250-300 Awards Dinner guests. Many thanks, Barbara, for helping to make this happen.

In response to Maria's request, following are some key elements of our Awards Dinner:

1. The NBCAM Awards Dinner is an annual event, now in its third year, which recognizes individuals or organizations that have contributed significantly to breast cancer early detection efforts in the community, within the corporate sector, and within the media. A panel of judges made up of members of the NBCAM Board of Sponsors selected the winning dozen or so individuals or organizations from nearly 200 entries received this year. Non-profit organizations that win an award will also receive a \$5000 grant.
2. The Awards Dinner Program will be held at the Mayflower Hotel on October 5, 1995. The evening begins with a reception from 6-7pm, followed immediately by the Awards Dinner program from 7-9:30pm.
3. Approximately 250-300 guests are expected, representing members of the NBCAM Board of Sponsors, national and local breast cancer organizations and advocacy groups, health professionals, members of Congress, and other government health officials.
4. Our MC this year is Leslie Stahl, the award winning newswoman and anchor for CBS-TV News. She will share hosting duties with

the chairman of Zeneca Inc., Keith Willard. NBCAM spokesperson Susan Ford Bales will also be in attendance.

5. The Awards will be presented by representatives of the NBCAM Board of Sponsors.

6. This year, the focus will be on worksite screening and education programs and community based programs, particularly those serving rural, inner city or other underserved populations.

7. At the point in our program at which Mrs. Clinton's Award is announced, we will play her videotaped message. (If Mrs. Clinton does change her mind and decides to appear personally to receive her Award, we will of course accommodate her schedule.) The evening will adjourn at approximately 9:30pm.

Barbara, I hope the information above suffices. If you have any questions, please call me at 302-886-7858.

Warmest regards,

Joel Tau

PS: I sent you your own personal invitation to the dinner (which I hope you have received by now) and look forward to your joining us.

** TOTAL PAGE.003 **

197

ZENECA

June 20, 1995

Ms. Barbara Woolley
Office of Public Liaison
The White House
Room 122
OEOB
Washington, DC 20500

Dear Barbara,

It was good talking with you yesterday. I wanted to be sure you were aware of our support of Mrs. Clinton's initiatives urging Medicare-eligible women to get their mammograms. Following is a brief synopsis of what has already taken place, and what we can do to extend the important messages of Mrs. Clinton's campaign throughout the year.

1. Zeneca Inc. is pleased to serve as a corporate sponsor of the television PSAs developed for Mrs. Clinton's breast health campaign.
2. We underscored the importance of Mrs. Clinton's initiative in our Roll Call ad which appears in the current issue.
3. We were able to include copies of the new HHS brochure, "Get a Mammogram: A Picture That Can Save Your Life" in our 1995 NBCAM Promotion Kit. The kits were distributed early in June to some 20,000 medical centers, breast clinics, community centers, comprehensive cancer centers, hospitals, and individual practitioners. The kit is a "how to" guide for launching community-based early detection educational programs. COPIES OF THE KIT ARE BEING SENT TO YOU UNDER SEPARATE COVER.
4. We are redesigning our 1995 NBCAM public service print ad for medical, pharmacy and nursing journals to include the messages of the White House Medicare Mammography Campaign. These ads will run in the major professional journals during September and October and will reach more than 500,000 physicians in all specialties; over 200,000 pharmacists; and over a million nurses.

file: Group-Zeneca

ZENECA Inc.

1800 Concord Pike
P.O. Box 15438
Wilmington, DE 19850-5438

Telephone (302) 886-3000
Telex 4945649
Fax (302) 886-2972

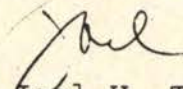
Ms. Barbara Woolley
June 20, 1995
Page 2

5. We are preparing a camera-ready feature story which emphasizes the importance of mammograms for the elderly; it will be published by nearly 400 weekly and daily newspapers nationwide. We are also adding messages about Medicare coverage to all our exhibits, promotional materials and educational items this year.
6. Mrs. Clinton has been selected as recipient of a special award from the Board of Sponsors of National Breast Cancer Awareness Month at our annual NBCAM Awards Dinner on the evening of October 5, 1995 at the Mayflower Hotel. The Award will recognize Mrs. Clinton's Medicare Mammography initiative. The Board of Sponsors of NBCAM would be honored if Mrs. Clinton would accept the Award in person.

We outlined several other activities in our original correspondence with Marilyn Yeager (a copy is attached). Many thanks for your interest in NBCAM and in Zeneca's role. We are grateful for the opportunity to work with the White House and HHS to increase awareness of breast cancer and the importance of early detection.

Barbara, I hope this letter helps identify how we are supporting the Administration's effort. I look forward to speaking with you again in the near future.

Sincerely,


Joel H. Tau
NBCAM Coordinator
302-886-7858

JHT:DZ

CC: J. Buckalew
S. Lampert
J. Nedell - HHS

MISSION STATEMENT

The Board of Sponsors of National Breast Cancer Awareness Month is dedicated to increasing awareness of the importance of early detection of breast cancer. This message is communicated through a nationwide educational campaign to audiences including women in all age and ethnic groups, the general public, state and federal governments, health care professionals, and employers.

BOARD OF SPONSORS • BOARD OF SPONSORS

American Academy of Family Physicians
8880 Ward Parkway
Kansas City, MO 64114
(816) 333-9700
fax: (816) 333-3344
Contact: Public Relations Dept.

American Cancer Society
1180 Avenue of the Americas
New York, NY 10036
(212) 382-2169
fax: (212) 719-0193
Contact: Joann Schellenbach

American College of Obstetricians and Gynecologists
409 12th Street, SW
Washington, DC 20024-2188
(202) 638-5577
fax: (202) 479-6826
Contact: Public Information Dept.

American College of Radiology
1891 Preston White Drive
Reston, VA 20091
(703) 648-8910
fax: (703) 264-2443
Contact: Michael Bernstein

American Medical Women's Association
801 N. Fairfax Street
Suite 400
Alexandria, VA 22314
(703) 838-0500
fax: (703) 549-3864
Contact: Eileen McGrath

American Society of Clinical Oncology
750 17th Street, NW
Suite 1100
Washington, DC 20006
(202) 778-2396
fax: (202) 778-2330
Contact: Stacey Beckhardt

Breast Cancer Resource Committee
1765 N. Street, NW
Suite 100
Washington, DC 20036
(202) 463-8040
fax: (202) 463-8015
Contact: Les Butler

Cancer Care, Inc.
1180 Avenue of the Americas
New York, NY 10036
(212) 221-3300
fax: (212) 719-0263
Contact: Diane Blum

Cancer Research Foundation of America
200 Daingerfield Road
Alexandria, VA 22314
(703) 836-4412
fax: (703) 836-4413
Contact: Carolyn Aldigé

Centers for Disease Control & Prevention
4770 Buford Highway, NE
(MS-K64)
Atlanta, GA 30341
(404) 488-4751
fax: (404) 488-4727
Contact: Bette J. Iacino

The Susan G. Komen Breast Cancer Foundation
5005 LBJ Freeway
Suite 370
Dallas, TX 75244
(214) 450-1777
fax: (214) 450-1710
Contact: Linda Frame

National Alliance of Breast Cancer Organizations
9 East 37th Street
10th Floor
New York, NY 10016
(800) 719-9154
fax: (212) 689-1213
Contact: Information Services

National Cancer Institute
9000 Rockville Pike, Bldg. 31
Room 10A16
Bethesda, MD 20892
(301) 594-3194
fax: (301) 402-2594
Contact: Eleanor Nealon

National Medical Association
1012 Tenth Street, NW
Washington, DC 20001-4492
(202) 347-1895
fax: (202) 842-3293
Contact: Yolanda A. Fleming

Oncology Nursing Society
501 Holiday Drive
Pittsburgh, PA 15220-2749
(412) 921-7373
fax: (412) 921-6565
Contact: Pearl Moore

Y-ME National Breast Cancer Organization
212 W. Van Buren Street
4th Floor
Chicago, IL 60607
(312) 986-8338
fax: (312) 986-0020
Contact: Liz Stone

Zeneca Pharmaceuticals
1800 Concord Pike
Wilmington, DE 19850-5437
(302) 886-7713
fax: (302) 886-3119
Contact: Karen Miller



NBCAM

302 886 3000 Joel Tan

Geneca Pharmaceutical

what: Dinner or Video for the Dinner
of the First Lady

when: October 5 6:00pm - 9:00pm
8:15pm - but they can accomo-
date at any point throughout evening)

where: Mayflower Hotel, Washington DC

why: National Breast Cancer Awareness Month
↳ they will give the First Lady an
award

audience

People attending: 250 - 300 people expected
to attend among them represen-
tatives from 17 sponsoring organizations
of NBCA W

★ Holly from scheduling called
Joel Tan and told him the First
Lady would do the video

Joel is going to fax rest of info.

Provided \$25,000 last ^{PSA} campaign!

September 22, 1995

TO: BRENDA
FROM: BARBARA WOOLLEY
RE: VIDEO FOR ZENNECA PHARMACEUTICAL AND THE BOARD OF
SPONSORS OF NATIONAL BREAST CANCER AWARENESS MONTH

Background:

Zenneca, Inc. was the first company in America to install dedicated mammography equipment on its worksite and to offer regular mammograms, breast exams and breast health education to their female employees and retirees on company time and at company costs. Zenneca Pharmaceutical produces a cancer drug for breast cancer.

Zenneca has been the most active to this date with the initiative. This company provided \$25,000 to the First Ladies Medicare Mammography campaign. They placed an ad in Roll Call underscoring the importance of Mrs. Clinton's initiative. They put together kits with our information and sent to 20,000 medical centers, beast clinics, community centers, comprehensive cancer centers, and hospitals. Zenneca, Inc. played middle of the road with Health Care Reform.

The First Lady should mention the Board of Sponsors of National Breast Cancer Awareness Month who are dedicated to increasing awareness of the importance of early detection of breast cancer. These sponsors are this Administration's friends!!

THE WHITE HOUSE
WASHINGTON

OFFICE OF SCHEDULING FOR THE FIRST LADY

DATE: 9/18

ORGANIZATION/EVENT	ZeNECA pharmaceuticals
DATE	Oct 5
LOCATION	DC
EVENT DESCRIPTION	Profiles in Progress Awards Dinner / AWARD *copy to Madge Henning* Nat'l Breast Cancer Awareness Month
WH STAFF CONTACT	Barbara Whalley Woolhey
STATUS	ACCEPT ☐ REJECT ☐ PENDING ☐ VIDEO ☒ [SEPT 25/28 ?] MESSAGE ☐ - They originally requested a video. - provided \$2500 to PSA camp.
NOTES	Joel Tau? (ask Barbara for contact)

Ham

ZENECA

Pharmaceuticals

A Business Unit of Zeneca Inc.

1800 Concord Pike
PO Box 15437
Wilmington, DE 19850-5437

August 30, 1995

Barbara Wooley
Public Liaison Office
The White House
Room 122
OEOB
Washington, DC 20500

Dear Ms. Wooley:

I received your phone message in which you requested a description of our Profiles in Progress Awards Dinner.

To begin, we would love to be able to give Mrs. Clinton her award in person. However, understanding her very tight schedule, we would be honored to include a video taped appearance by the First Lady. Zeneca will be happy to provide funding for the video taping should this option be necessary.

In regards to additional information about the dinner itself, we expect 250-300 people to attend. Among the invitees are representatives from the 17 sponsoring organizations of National Breast Cancer Awareness Month (a list of the NBCAM board of sponsors is enclosed), representatives of the breast cancer research, education, and women's health advocacy communities, healthcare providers, awardees and their guests, and members of Congress who are active in breast cancer and other women's health issues.

If Mrs. Clinton were to make a personal appearance, we feel the Mayflower would provide an excellent venue relative to security. The awards ceremony will take place at approximately 8:15 p.m. following the dinner. We can be flexible to accommodate Mrs. Clinton's schedule at any point throughout the evening.

We are grateful for your interest and are hopeful that Mrs. Clinton can accept her award on October 5.

We look forward to hearing from you soon.

Warmest Regards,



Joel Tau
Manager, Media and Association Relations

Enclosure

UPDATE

NATIONAL BREAST CANCER AWARENESS MONTH



MISSION STATEMENT

The Board of Sponsors of National Breast Cancer Awareness Month is dedicated to increasing awareness of the importance of early detection of breast cancer. This message is communicated through a nationwide educational campaign to audiences including women in all age and ethnic groups, the general public, state and federal governments, health care professionals, and employers.

BOARD OF SPONSORS • BOARD OF SPONSORS

American Academy of Family Physicians
8880 Ward Parkway
Kansas City, MO 64114
(816) 333-9700
fax: (816) 333-3344
Contact: Public Relations Dept.

American Cancer Society
1180 Avenue of the Americas
New York, NY 10036
(212) 382-2169
fax: (212) 719-0193
Contact: Joann Schellenbach

American College of Obstetricians and Gynecologists
409 12th Street, SW
Washington, DC 20024-2188
(202) 638-5577
fax: (202) 479-6826
Contact: Public Information Dept.

American College of Radiology
1891 Preston White Drive
Reston, VA 20091
(703) 648-8910
fax: (703) 264-2443
Contact: Michael Bernstein

American Medical Women's Association
801 N. Fairfax Street
Suite 400
Alexandria, VA 22314
(703) 838-0500
fax: (703) 549-3864
Contact: Eileen McGrath

American Society of Clinical Oncology
750 17th Street, NW
Suite 1100
Washington, DC 20006
202-778-2396
fax: (202) 778-2350
Contact: Stacey Beckhardt

Breast Cancer Resource Committee
1765 N. Street, NW
Suite 100
Washington, DC 20036
(202) 463-8040
fax: (202) 463-8015
Contact: Les Butler

Cancer Care, Inc.
1180 Avenue of the Americas
New York, NY 10036
(212) 221-3300
fax: (212) 719-0263
Contact: Diane Blum

Cancer Research Foundation of America
200 Daingerfield Road
Alexandria, VA 22314
(703) 836-4412
fax: (703) 836-4413
Contact: Carolyn Aldige

Centers for Disease Control & Prevention
4770 Buford Highway, NE
(MS-K64)
Atlanta, GA 30341
(404) 488-4751
fax: (404) 488-4727
Contact: Bette J. Iacino

The Susan G. Komen Breast Cancer Foundation
5005 LBJ Freeway
Suite 370
Dallas, TX 75244
(214) 450-1777
fax: (214) 450-1710
Contact: Linda Frame

National Alliance of Breast Cancer Organizations
9 East 37th Street
10th Floor
New York, NY 10016
(800) 719-9154
fax: (212) 689-1213
Contact: Information Services

National Cancer Institute
9000 Rockville Pike, Bldg. 31
Room 10A16
Bethesda, MD 20892
(301) 594-3194
fax: (301) 402-2594
Contact: Eleanor Nealon

National Medical Association
1012 Tenth Street, NW
Washington, DC 20001-4492
(202) 347-1895
fax: (202) 842-3293
Contact: Yolanda A. Fleming

Oncology Nursing Society
501 Holiday Drive
Pittsburgh, PA 15220-2749
(412) 921-7373
fax: (412) 921-6565
Contact: Pearl Moore

Y-ME National Breast Cancer Organization
212 W. Van Buren Street
4th Floor
Chicago, IL 60607
(312) 986-8338
fax: (312) 986-0020
Contact: Laz Stone

Zeneca Pharmaceuticals
1800 Concord Pike
Wilmington, DE 19850-5437
(302) 886-7713
fax: (302) 886-3119
Contact: Karen Miller



NBCAM

BOARD OF SPONSORS • BOARD OF SPONSORS

BOARD OF SPONSORS • BOARD OF SPONSORS

CAR

ZENECA**Pharmaceuticals****FAX COVER SHEET**

Transmitting 3 page/s (including cover sheet)
Fax (302) 886-3119

☐

DELIVERY URGENT

To: Holly NicholsDate: 9-25-95Time: 1:05 p.m.

From: Chiara DiRenzo 3 Joel Taw
Communications and Association Relations
(302) 886- 7855

Message as promised. Please feel free
to call me with any questions at
the above phone number.

Should there be any problem regarding this transmission, please call
(302) 886-7856 or 7857.

ENECA
pharmaceuticals
A Business Unit of Zeneca Inc.

1800 Concord Pike
PO Box 15437
Wilmington, DE 19850-5437

September 25, 1995

Holly Nichols
Office of Scheduling and Advance
The White House
185-1/2 Old Executive Office Building
Washington DC 20500

Dear Holly,

Once again, we are delighted that the First Lady will be doing a video taped message to acknowledge her leadership Award from the National Breast Cancer Awareness Month Board of Sponsors at our Awards Dinner on Thursday evening, October 5 at the Mayflower Hotel in Washington.

As requested, attached is a one page script which we have prepared for Mrs. Clinton's speech writers. We have tried to include some of the key elements for which Mrs. Clinton is receiving this award.

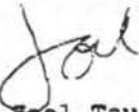
As we discussed, Zeneca Inc. will of course cover the costs associated with the taping and video production. We ask that in the interest of time, the finished tape be sent directly to Foresight Communications, the agency for NBCAM which will be incorporating the tape into our dinner program. Their address is:

Foresight Communications, Inc.
Attn: Jim Pasta
351 West Hubbard Street
Suite 801
Chicago, IL 60610

As promised, we will send via overnight express mail tonight, a NBCAM promotion kit, distributed earlier this year to over 20,000 breast cancer organizations and advocacy groups, which outlines the 1995 NBCAM program. Also included in the kit is a special advisory about Mrs. Clinton's mammography initiative for Medicare-eligible women.

Please call me at (302)886-7858 or my assistant Chiara DiRenzo at (302)886-7855 if you have any questions about this note or the attached script.

Sincerely,



Joel Tau
NBCAM Coordinator

**Suggested Script for First Lady Hillary Rodham Clinton Video
Acknowledging the National Breast Cancer Awareness Month
Leadership Award, October 5, 1995**

Good evening. and thank you for this prestigious National Breast Cancer Awareness Month Board of Sponsor's Leadership Award.

Too many people in this country have lost a woman they love -- a wife or mother, an aunt or sister, a friend or co-worker, to this terrible disease. ~~I too, share this loss.~~ In honoring me tonight, you also pay tribute to my husband's mother, Mrs. Virginia Kelly. I thank you for honoring her memory.

Virginia Kelly may have lost her battle to breast cancer, but she never lost her courage. She was a fighter every step of the way. Her determination and personal example remind me that our battle against breast cancer begins with education and awareness. ~~It's why I have made early detection my personal priority.~~ *Early detection must be our first priority.*

I was proud to be by the President's side as he proclaimed October Nineteenth National Mammography Day, a day which annually reminds every woman to make an appointment for the mammogram which could save her life! This Administration has made it a special priority to share the message of early detection with all women, especially the tens of thousands of women who are eligible for Medicare, encouraging them to use their Medicare benefit to get a screening mammogram.

I applaud the efforts of National Breast Cancer Awareness Month for reaching out to underserved women, for distributing so widely your ~~val~~ messages about the importance of early detection, and for making community out-reach and worksite screening a national priority.

Congratulations to all the winners of tonight's Profiles in Progress Awards for their achievements. And I want to acknowledge the accomplishments of each of the seventeen members of the Board of Sponsors, especially Zeneca, for being the corporate leader in worksite screening and the founder ten years ago of National Breast Cancer Awareness Month. *CK*

Thank you for honoring this Administration's contribution to the fight against breast cancer. I congratulate ~~each of you~~ *each of you* in this room tonight for your continuing commitment to this life saving partnership. Thank you and good-night.

10TH STORY of Level 1 printed in FULL format.

Copyright 1994 Business Wire, Inc.
Business Wire

January 17, 1994, Monday

PAGE 11



DISTRIBUTION: Business Editors/Medical Writers

LENGTH: 436 words

HEADLINE: Zeneca Pharmaceuticals Group continues price restraint policy in 1994

DATELINE: WILMINGTON, Del.

BODY:

For the third consecutive year, Zeneca Pharmaceuticals Group announced Monday its plans to contribute to improving the nation's health care system by restricting price increases on its products in 1994 to the rate of inflation of the Consumer Price Index (CPI). Zeneca Pharmaceuticals Group is a business unit of Zeneca Inc.

Zeneca Pharmaceuticals Group president, Robert C. Black, noted that in 1992, Zeneca was one of the first pharmaceutical companies to announced a price restraint policy, pledging to hold price increases to the rate of inflation of the CPI. Last year, Zeneca announced that it would limit price increases for all of its individual products to a maximum of 4 percent for the calendar year, with an overall target price realization across the entire product line of less than the projected CPI after adjusting for Federal and State mandated rebates. "Zeneca has fully complied with our 1992 and 1993 pledges, and is renewing our 1993 pledge for 1994," Black said.

"Zeneca Pharmaceuticals Group, along with other responsible companies, is willing to work with government to reform the health care system without compromising free market business standards," Black continued. "However, our position is that any legislation which establishes price controls for pharmaceutical products, with all its attendant bureaucracies and audit procedures, is counter productive. Zeneca believes a voluntary approach such as that outlined in our program is more consistent with America's free market system," Black noted.

Zeneca Pharmaceutical Group is today ranked among the top 20 research-based pharmaceutical companies in the United States. Zeneca has earned an outstanding worldwide reputation as an innovative research-intensive company dedicated to the highest standards of pharmaceutical discovery, development, and production. Through numerous public awareness campaigns, corporate health programs, and patient assistance programs, Zeneca Pharmaceuticals Group also provides health education and support services to millions of Americans.

Zeneca Inc. is a \$2.4 billion bioscience company with 7,700 employees and 49 manufacturing and research and development sites in the United States. Zeneca Inc. is a wholly-owned subsidiary of the UK-based Zeneca Group PLC, a major \$6 billion international bioscience business (NYSE:ZEN).

Business Wire, January 17, 1994

CONTACT: Zeneca Pharmaceuticals Group, Wilmington
Mark Sahl, 302/886-7859
or
Zeneca Inc., Wilmington
Judith Auchard, 302/886-3638

LANGUAGE: ENGLISH

LOAD-DATE: January 18, 1994

1ST STORY of Level 1 printed in FULL format.

Copyright 1995 Information Access Co., a division of Ziff Communications Co.;
Copyright 1995 American Medical Association
American Medical News

May 1, 1995

SECTION: Vol. 38 ; No. 17 ; Pg. 1; ISSN: 0001-1843

LENGTH: 1347 words

HEADLINE: Drugmaker launches first foray into providing care; Zeneca
Pharmaceutical

BYLINE: Borzo, Greg

BODY:

Zeneca Pharmaceutical's acquisition of Salick Health Care, a nationwide provider of cancer, dialysis and other services, may signal a trend toward drugmakers getting directly involved in providing care.

On April 13, Zeneca purchased outright 50% of Salick's stock shares for \$ 195 million. The other half were reissued as special shares that Zeneca is expected to acquire within 2 1/2 years. If completed, the transaction would be valued at \$ 440 million to \$ 480 million.

"Whether it's good for Zeneca or the pharmaceutical industry remains to be seen, but we're sure to see more of this," said Robert Goldberg, PhD, senior research fellow at Brandeis University's Gordon Public Policy Center. Experts say that some large pharmaceutical companies are shopping for managed care companies or physician practices to buy.

The strategy opens up huge new revenue streams for the drugmakers, and could assure them control over their destiny as health care continues to integrate and be concentrated in fewer hands, industry analysts say.

"It's no surprise that pharmaceuticals are interested in providers, because providers account for more than 90% of total health care expenditures, compared with 6% to 7% for drug expenditures," said Leslie E Bell, Salick's chief financial officer. "All the action -- the real potential -- is on the provider side."

Critics, however, note that drugmakers who own providers gain leverage to push their products on doctors and hospitals, as well as gaining more say over practice protocols, drug formularies and therapy choices.

"The merging of drugmakers with providers will require a tap dance on the head of a pin to avoid the appearance -- and reality -- of a conflict of interest," said Arthur Caplan, PhD, director of the Center for Bioethics at the University of Pennsylvania.

Response to profit pressure

Based in the United Kingdom, Zeneca had revenues of \$ 6.5 billion last year in 130 countries around the world. Los Angeles-based Salick expects revenues of \$ 150 million this year from providing disease-specific services to patients

with cancer and other chronic diseases.

The acquisition is the latest move by an industry determined to strengthen its position in the health care market.

Over the past several years, pharmaceutical manufacturers have seen increasing pressure on their revenues and profits due to the growing power of managed care companies to win deep discounts. In response, they've sought ways to expand beyond their traditional role of supplying drugs.

One way was to buy a pharmaceutical benefits manager. These companies manage drug programs for payers, forcing down prices. Merck & Co.'s purchase of Medco Containment Services in 1993 launched this trend, and other manufacturers quickly followed suit. But the bloom appears to be off that rose due to close regulatory scrutiny of Eli Lilly & Co.'s bid for PCS Health Systems in late 1994, the last such transaction.

Other drugmakers have sought to widen their role by developing disease-management products designed to help purchasers, providers and health plans streamline care, control costs, measure outcomes and improve the quality of care for chronic, big-ticket diseases such as cancer and diabetes.

"Zeneca has taken the evolution of drug companies to a new level," said Patricia Danzon, PhD, professor of health economics at the University of Pennsylvania's Wharton School. "Many drug companies are taking steps toward evolving from suppliers into managers of health care, but now Zeneca has taken the additional step of acquiring an ownership interest in a provider."

Companies see synergies

With the purchase, Zeneca gets an aggressive, innovative provider that will help it forge closer ties with oncologists, other specialists and patients.

Zeneca will also benefit from Salick's medical expertise and treatment methodologies developed during 12 years of experience directly caring for patients. These include proprietary practice guidelines, outcomes analysis, case management and disease management.

In particular, Zeneca hopes to benefit from Salick's pioneering work in the comprehensive diagnosis, treatment and management of cancer. Salick runs 10 cancer centers around the country in conjunction with teaching and community hospitals. It provides comprehensive services across several facilities and sites, including patients' homes.

Salick should help Zeneca expand into the huge and growing cancer market. Some \$ 35 billion to \$ 40 billion is spent every year fighting cancer in the United States, according to analysts at Goldman Sachs. The American Cancer Society says that 44.8% of Americans now living will eventually develop cancer.

Already, Zeneca's cancer drugs accounted for 30% of sales in 1994, and it has new cancer products in the pipeline, according to Goldman Sachs.

"Salick will provide us with valuable insights into the unmet needs of the total cancer market, improving the focus of our R&D," said David Barnes, Zeneca's chief executive officer.

Zeneca is looking for other synergies too, including Salick's expertise providing inpatient and outpatient kidney dialysis services. Salick operates nine outpatient dialysis centers in Southern California and provides inpatient dialysis services at 21 hospitals around the country.

Also, SalickNet, a new subsidiary, offers managed care products that assume some of the risk for providing health care services. SalickNet's first contract, for example, covers capitated cancer care to patients enrolled in Physicians Corp. of America, a health maintenance organization in Miami.

Ethical issue confronted

For its part, Salick expects to use Zeneca's global reach to market its services internationally. Also, it hopes Zeneca will provide financial resources and improve its access to outside capital.

Salick will operate as an independent subsidiary, with its former management team remaining in place. Bell added that Zeneca would not pressure Salick or its providers to use Zeneca's products. "I don't think they will make any significant changes in how we operate, and we will continue to work with other drug manufacturers. Which drugs to use remains a clinical decision and is best left in the hands of physicians."

Salick's physicians are independent contractors, except for a few doctors working as administrators, Bell said. "We're not like some other provider groups who hire physicians or cut them in on company shares or a piece of the profits."

Ethicist Dr. Caplan, however, is skeptical. Merging drug manufacturers with providers "puts them both on thin ice" because it could compromise the patient's right to unbiased information and a full spectrum of choices from their providers, he explained.

"I'm not saying that this can't happen when a drug manufacturer owns a provider, but it would require disclosure of the relationship as well as policy guidelines for the providers. Potential covert -- and overt -- controls would have to be addressed."

Meanwhile, analysts and economists question whether the two companies have made a good business move.

"I see some synergies, like Zeneca getting better connections to oncologists, but I don't agree with the rationale presented by the companies for this acquisition," said Arvind Desai, an analyst at Mehta & Isaly Worldwide Drug Research in New York. "The two companies are in fundamentally different businesses, and most drugmakers don't understand what providing care is all about."

Dr. Danzon is more positive, but notes that Zeneca is venturing into two new areas: managing providers and bearing risk.

"Zeneca appears to be taking this first step in a cautious, limited fashion by relying on Salick's medical expertise to continue running the show. Therefore, Salick's physicians will still be managing the care and deciding what to prescribe."

"Nevertheless, this acquisition is a significant step in the overall drive to bring outside standards to bear on the practice of medicine."

TABULAR DATA OMITTED

SIC: 2834 Pharmaceutical preparations ; 8000 HEALTH SERVICES

IAC-NUMBER: IAC 16867268

IAC-CLASS: Health; Trade & Industry

LANGUAGE: ENGLISH

LOAD-DATE: May 10, 1995

2ND STORY of Level 1 printed in FULL format.

Copyright 1995 Extel Financial Limited
Extel Examiner

March 2, 1995, Thursday

SECTION: Company News; Other

LENGTH: 157 words

HEADLINE:) - Zeneca Pharmaceuticals said that it has received its first marketing

BODY:
approval for Casodex, an oral anti-androgen for use in the treatment of advanced

prostate cancer, from the UK Medicines Control Agency.

The UK marketing approval is based on data from over 3,500 patients who have received Casodex for advanced prostate cancer.

drug has been shown to be both effective and well tolerated and, with a once-a-day tablet formulation, will have advantages over competitors," the "Zeneca's sales of anti-cancer medicines account for nearly a third of turnover," said international marketing director Dr Michael Carter.

"We intend to strengthen our position further in this important area of medical need with new treatments for prostatic, colo-rectal and breast cancers."

LANGUAGE: ENGLISH

LOAD-DATE: March 3, 1995

6TH STORY of Level 1 printed in FULL format.

Copyright 1994 Information Access Company, a Thomson Corporation Company
ASAP
Copyright 1994 Medical Economics Publishing
Drug Topics

October 10, 1994

SECTION: Vol. 138 ; No. 19 ; Pg. 48; ISSN: 0012-6616

LENGTH: 858 words

HEADLINE: Our very own: Zeneca, Lilly form disease management programs; Eli Lilly and Co., Zeneca Pharmaceuticals Group

BYLINE: Muirhead, Greg

BODY:

In most neighborhoods, to be a cool kid these days all you need is a pair of rollerblades. In the managed care neighborhood, being cool requires owning a disease management program.

Not content to let only managed care organizations (MCOs) roll out their disease management programs, drug manufacturers are now lacing on their own. One of them is Eli Lilly & Co., Indianapolis. The other is Zeneca Pharmaceuticals Group, Wilmington, Del.

Disease management has to do with making sure patients who have certain long-term diseases control them cost-effectively, industry observers say. It may include a focus on getting patients to use their medications more cost-effectively.

Zeneca's new disease management subsidiary is called Stuart Disease Management Services Inc. (SDMS). Its initial staff of 18 is being expanded to 45 by the first of November, said Jack Duncan, president of SDMS.

He told Drug Topics his disease management programs go beyond making sure patients use their chronic medications correctly. Using high blood pressure management as an example, he pointed out that the first place to look for a way to cut costs is to make sure patients diagnosed with high blood pressure truly have the disease.

"Data will tell you that 20% of all patients diagnosed with having hypertension don't have hypertension," he commented.

Many patients are nervous when they visit a physician; therefore, their blood pressure may be higher than normal when checked at the time of the visit, he explained. If these patients' blood pressure can be rechecked under less stressful conditions, it's likely that many of them will be found to have normal blood pressure.

Finding a way to make sure a patient truly has high blood pressure before prescribing an antihypertensive for him may well be the most cost-effective first step in the disease management of high blood pressure--what Duncan referred to as a "diagnostic intervention."

Understanding that disease management is not focused solely on the proper use of medications is important, he emphasized, because his organization's contracts with managed care organizations will be based on shared-risk arrangements rather than arrangements that boost the sales of Zeneca's own drugs.

"We make money by sharing in the savings that we can create for the plan," he continued. "We don't make our money by selling pills."

His organization is run independently enough from Zeneca that it is not obligated to promote Zeneca products over competitors' products, he claimed. This gives the disease management programs an integrity not possible if offered to MCOs' contracts as a "value-added service" in exchange for placing Zeneca's products on MCOs' formularies.

"We don't care what products you use. We don't care if the plan uses Prinivil (lisinopril, Merck & Co.) or Zestril (lisinopril, Zeneca/Stuart)," he maintained. "What we're trying to drive at, from a pharmacy standpoint, is the appropriate use of drugs and improved cost savings."

Duncan said his organization launched a cardiovascular disease management program in late June, which targets high blood pressure, angina, and other heart-related diseases. Programs for managing two more disease categories, as yet unnamed, will be launched by the end of this year, he added. Another five or six programs are slated to be rolled out next year.

Because managing patients' diseases requires examining patients' pharmacy data, much of SDMS' work consists of reviewing a client's patient data, as collected by a managed care organization, making sure it is well organized, Duncan said. The data are then examined regularly to gauge the effectiveness of a disease management program.

Although an initial assessment of SDMS' programs will be done about a year after they have been rolled out, it will take about two years to effectively gauge the programs' impact on patients' health, he added.

Initially, SDMS is targeting about 50 health maintenance organizations as potential clients. But after 12 to 18 months, the organization will begin expanding its market to include other managed care organizations.

Duncan said community pharmacists play an active role in the disease management programs, a role determined by different MCO plans' needs. Eventually his organization may set up its own direct arrangements with various drugstore chains and pharmacy service administrative organizations to provide specific interventions in the programs. But these arrangements are in the very early planning stages, he noted.

Meanwhile, late in the summer, Lilly said that it, too, was forming a new subsidiary to focus on disease management services, called Integrated Disease Management Inc. (IDM). The subsidiary is headed by Robert Luginbill, general manager, who has been director of health-care system marketing for Lilly.

IDM said it will begin by targeting four diseases: diabetes, depression, ulcers, and respiratory disease. These four diseases account for 20% of total U.S. health-care spending, noted Mitchell E. Daniels Jr., president of Lilly's

Drug Topics, October 10, 1994

North American pharmaceutical operations.

SIC: 2830 Drugs ; 8000 HEALTH SERVICES

IAC-NUMBER: IAC 15857281

IAC-CLASS: Health; Trade & Industry

LANGUAGE: ENGLISH

LOAD-DATE: September 18, 1995

7TH STORY of Level 1 printed in FULL format.

Copyright 1994 The Financial Times Limited;
Financial Times

June 29, 1994, Wednesday

SECTION: Pg. 18

LENGTH: 23 words

HEADLINE: People: Zeneca Pharmaceuticals

BODY:

Mike O'Brien, territorial director, ZENECA Pharmaceuticals, is appointed ceo of Zeneca Specialties on the retirement of Rodney Brown.

LANGUAGE: ENGLISH

LOAD-DATE: June 29, 1994