

Bilaga 1

Första bilden i den påtalde presentationen



Practical Aspects of Treatment in Patients with AF and Multiple Cardiovascular Risk Factors

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Utdrag ut konversation med de ansvariga för föredraget

From:
Sent: den 12 mars 2018 13:04
To:
Subject: RE: Meet the Experts presentations at EAHP 2018

Dear ,

Thank you for your time on the phone earlier.

Following our call, we have updated the title of Sharron Gordon's presentation to 'Practical Aspects of Treatment in Patients with AF and Multiple Cardiovascular Risk Factors'.

Please find attached the updated version of the presentation for offline review.

We look forward to receiving your feedback.
Kind regards,

Utdrag ut konversation med de materialansvariga

From:

Sent: den 13 mars 2018 11:48

To:

Cc: Damir Mork;

Subject: Re: XARELTO updated versions of Essential Informations (EINSTEIN CHOICE) - to be implemented from now on

Hi!

Thanks! I have provided the agencies with comments on the various things we discussed in the call. I will provide you with updated files. But be aware that they have to start programming now and therefore further changes will be difficult.

Sent via iPhone

Am 13.03.2018 um 11:10 schrieb

Dear ,

An alternative phrase would be "AF and Multiple Cardiovascular Risk Factors".

Best regards,

Vänliga hälsningar / Best regards,

From:

Sent: den 12 mars 2018 16:48

To: Damir Mork;

Subject: AW: XARELTO updated versions of Essential Informations (EINSTEIN CHOICE) - to be implemented from now on

Importance: High

Dear gentlemen,

will I receive any further guidance from you today? The agencies urgently need to start programming contents if we want to have them in time. Therefore, I urgently need the wordings we can use for multimorbid etc.

Von: Damir Mork

Gesendet: Freitag, 9. März 2018 07:54

An:

Betreff: RE: XARELTO updated versions of Essential Informations (EINSTEIN CHOICE) - to be implemented from now on

Hmmmm....which flyer do you mean? The one attached?

I can't find the Xarelto logo or name on that one so this one would be fine without the EL. However it contains the wording "Multi-Morbid AF Patients" which could be problematic in Sweden

Bästa hälsningar / Best regards,

Damir Mörk

Ethical Promotional Expert Sweden

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