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Events - 12/98 - Bristol Myers Squibb Meetings

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BRISTOL-MYERS SQUIBB: A GLOBAL COMMITMENT TO HIV/AIDS

Since the discovery of the HIV virus in the early 1980's, the epidemic has grown to global proportions, while the field of HIV/AIDS research has moved into a new era of therapeutic advances. Through this ever-changing arena, Bristol-Myers Squibb Company (BMS) has made a strong commitment to extending the survival and enhancing the lives of people with HIV/AIDS. As a leader in this field, BMS will continue its efforts in the areas of patient education, clinical research, health provider training, and collaboration with government, academic and non-governmental organizations (NGOs) to bring the benefits of medical research to HIV-infected patients worldwide. This is reflected in the company's sponsorship of the 12th World AIDS Conference.

THE GLOBAL CRISIS

UNAIDS estimates that there are currently 30.6 million people living with HIV/AIDS around the world, with 16,000 new cases per day. Of these new cases, 90% are in developing countries. The AIDS pandemic is having a severe global impact with increasing regional disparity in treatment and infection control. These growing gaps between developed nations and emerging market economies underscore the need for outreach efforts to stem the spread of HIV. While developing countries struggle to compete in the global economy, they also face the human and economic impact of HIV. With poor public health infrastructure and limited resources, many countries are still trying to meet the fundamental needs of safe drinking water and proper sanitation. In these areas, while some treatment is taking place, the disease remains largely untreated. Cultural and logistical barriers challenge health providers in their educational efforts.

BRISTOL-MYERS SQUIBB OUTREACH EFFORTS

An integral part of BMS's commitment to enhancing the lives of persons living with HIV/AIDS

is the company's strong support of numerous community programs that seek to enhance the lives of people with HIV/AIDS. The company seeks to advance its initiatives in developing countries recognizing the many challenges facing healthcare delivery.

Regional Highlights

North America: In the United States, the company is actively involved in the support of educational outreach to the HIV community. Throughout the year it sponsors numerous conferences and symposia. To ensure an ongoing dialogue, BMS has established four regionally based boards composed of physicians and community leaders which meet regularly to discuss HIV/AIDS issues. To further its outreach efforts, BMS supports a number of web sites including those at Johns Hopkins and the University of California, San Francisco which provide updated clinical data and treatment trends. Additionally, the company provides physicians with educational materials which are targeted for the lower literacy levels of many underserved communities.

Through the Infectious Disease Research Grant Program of the Bristol-Myers Squibb Foundation, more than \$8.5 US in unrestricted funding has been committed to research institutions since 1991. Recognizing the shifting demographics of HIV/AIDS incidence toward women and minorities, the Foundation provided support through the American Foundation for AIDS Research for the first national program to improve the recruitment and retention of women in clinical trials.

Before VIDEX® (didanosine) received final approval for marketing, the company provided VIDEX to an additional 23,000 HIV-infected individuals through an expanded access program. With that effort, Bristol-Myers Squibb launched its unique expanded access program which remains in place today throughout the United States providing treatment to individuals without the means to purchase it. In Canada, BMS provides Zerit® (stavudine) pediatric formulation at no cost to children with HIV, through the BMS Drug Release Program. The company is also part of an industry supported effort targeting HIV patients called "Back to Work" which addresses issues around HIV management in the work setting and encourages treatment

adherence. BMS in collaboration with HIV community groups, initiated a series of public forums in major cities to discuss treatment issues and options.

Central/South America: In this region, incidence rates are rising among women and intravenous drug users, two populations on the social and economic margins of society. In Argentina, BMS provides both VIDEX® and Zerit® at a discount to two NGO's, Fundacion Huesped and FUNDAI. In Peru, BMS has initiated a program known as "White Code" which provides discounts for HIV/AIDS therapies and assures anonymity to those enrolled in the program. In Brazil, BMS is participating in a countrywide effort to create AIDS treatment guidelines with physicians and community leaders. Throughout the region, BMS supports continuing medical education and sponsors national and regional symposia.

Europe : In Western Europe, new AIDS cases dropped by 3% in 1997 compared to 1995. In many countries HIV therapies are available to individuals through national health plans. In this region, BMS efforts focus mainly on educational outreach to both physicians and patient populations. For example, in Austria, BMS provides posters and supports a self-care manual and a web site devoted to patient care. In France, BMS was the first company to formalize relationships with HIV advocacy groups. The company produced educational CD-roms for physicians as well as the media and funded the first meeting to discuss HIV in women and children. In Italy, BMS worked with patient groups to develop a tool to improve drug adherence which is now available in other countries. Additional regional activities include the support of patient advocacy efforts and travel assistance for conference participation in Germany and the sponsorship of educational handbooks and a website in Spain. In Eastern Europe where there has been a dramatic surge in HIV infection, BMS assists public health leadership by supporting their participation in international and regional meetings and is currently developing clinical trial sites in Russia and Poland.

Africa: Levels of infection vary widely across the continent with Southern Africa most severely affected. Of the 2.7 million children who died from AIDS worldwide, all but 200,000 died in sub-Saharan Africa. Throughout the region, Bristol-Myers Squibb has produced

educational materials, supported training programs, and sponsored conferences. It has worked in close partnership with the Organisation Pan Africaine de Lutte contre le Sida (OPALS), a non-governmental organization based in France that has developed a health curriculum on HIV/AIDS for health care providers. BMS also supports AFRICARE in its educational and advocacy efforts. In South Africa and Botswana, BMS has been working with community leaders and government officials to expand access to therapy. In these countries, BMS supports medical education activities for local HIV specialists. One project called AIDSFACT is designed to educate healthcare professionals on the management of HIV. It is authored by HIV experts in South Africa and will be distributed to 10,000 general practitioners in 1998.

Asia : About 6.4 million people are believed to be living with HIV in Asia and the Pacific, over 1 in 5 of the world's total. Levels of infection vary greatly, as do the means of transmission. While Thailand's epidemic has been well documented, other areas lack the same level of monitoring. BMS has focused on educational efforts for public health and medical professionals to help these countries address this emerging health problem. Bristol-Myers Squibb sponsored a regional train-the-trainer program for Asian leadership. In Hong Kong, BMS sponsored a government health department publication for health professionals and also sponsored a symposium for AIDS specialists. In Thailand, BMS donated Zerit® (stavudine) to the AIDS Division of Health for use by health care workers who may have been exposed to the virus during the company sponsored HIV- Netherlands - Australia - Thailand Research Collaboration conducted in cooperation with the Thailand Red Cross Society.

Australia : Educational efforts and access to therapies has had a positive impact on the fight against HIV in Australia. BMS has sponsored several national meetings on HIV awareness and care. BMS is participating in efforts by the Australian Society for HIV Medicine to coordinate medical education for HIV specialists. The Company is also sponsoring a study of HIV/AIDS physicians to determine their information needs.

DEVELOPING INNOVATIVE HIV THERAPIES

Nucleoside Analogue Foundations

Guided by the company's mission to extend and enhance human life, BMS has been a leader in the search to find effective therapies for HIV/AIDS since the 1980's. After years of research, BMS developed what is today one of the most effective nucleoside analogues in antiretroviral therapy, VIDEX® (didanosine), also known as ddI. Since it became available in 1991, VIDEX has the most extensive clinical research database of any HIV drug. BMS continues to research and develop the use of VIDEX in combination with many other antiviral drugs, as well as improved schedules and formulations of VIDEX.

A second nucleoside analogue known as Zerit® (stavudine), also known as d4t, has provided even greater treatment options. Zerit combines excellent efficacy with patient convenience and tolerability and as a result, has outpaced AZT, becoming the thymidine analogue of choice in therapy regimes worldwide.

Leading Edge Science

Bristol-Myers Squibb has long been a leader in antibiotic research. In 1943, the company completed the first crystallization of penicillin, which greatly improved the drug's quality and safety and paved the way for mass production. In 1944, the company opened the largest penicillin production plant in the world. And in 1945, the company crystallized streptomycin, representing the next generation of antibiotics after penicillin. Since that time, the Bristol Myers Squibb Pharmaceutical Research Institute (PRI) has become a global research and development organization dedicated to discovering and developing a broad range of innovative and cost effective medicines that improve the health and quality of life for people worldwide.

Today, infectious disease drug discovery and development continues to be an important part of the Pharmaceutical Research Institute. Research to develop novel antibacterials, antivirals and antifungals is on-going, particularly in areas of largest unmet need, such as HIV, hepatitis and drug-resistant bacterial infection. Bristol-Myers Squibb is committed to developing new and innovative products to extend and enhance the lives of people with HIV/AIDS. The company is currently supporting more than 125 HIV clinical trials worldwide. These trials are designed to

improve our understanding of and optimally utilize our existing HIV treatments, Zerit® and VIDEX®, and understand the role of new potential treatments such as hydroxyurea. BMS is also actively involved in discovery research studies exploring the role of many other new agents.

Related Bristol-Myers Squibb Therapies

Bristol-Myers Squibb also markets Megace® (megestrol acetate) Oral Suspension for AIDS related anorexia/cachexia and unexplained weight-loss. Fungizone® (amphotericin B) Oral Suspension for oral candidiasis in HIV-infected patients, and in the US, TAXOL® (paclitaxel) injection for AIDS-related Kaposi's sarcoma.

Bristol-Myers Squibb is a diversified worldwide health and personal care company whose principal businesses are pharmaceuticals, consumer products, nutritional and medical devices. It is a leading maker of innovative therapies for cardiovascular, metabolic and infectious diseases, central nervous system and dermatological disorders, and cancer. The company is a leader in consumer medicines, orthopaedic devices, ostomy care, wound management, nutritional supplements, infant formulas, and hair and skin products.

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Visit Bristol-Myers Squibb on the World Wide Web at: <http://www.bms.com>

BMS POSITION ON UNAIDS PROGRAM AND ACCESS TO HIV TREATMENTS IN THE DEVELOPING WORLD

The HIV/AIDS pandemic is one of the defining tragedies and challenges of the century. The magnitude of the problem is beyond the ability of any single entity to resolve. As a global corporate citizen, Bristol-Myers Squibb maintains a long-standing commitment to developing novel drugs to treat or prevent HIV infection. The company has worked independently with various governments and in collaboration with other companies and institutions throughout the world to advance medical knowledge and the standard of care for people with HIV.

The company is pleased to join the Drug Access Initiative of the Joint United Nations Programme on HIV/AIDS (UNAIDS). Bristol-Myers Squibb will provide HIV treatment at reduced cost through the program in Uganda and the Ivory Coast of Africa, where systems have been established to assure effective distribution and use of HIV medicines. This is important because serious consequences could occur in situations where there is a lack of sufficient supervision and funding for antiretrovirals. Inappropriate use of HIV drugs either through sub-optimal dosing or insufficient duration of therapy could lead to development of even more resistant or mutated strains of HIV, which could become refractory to currently available treatments.

The UNAIDS program is but one channel Bristol-Myers Squibb utilizes to help prevent the spread of AIDS and to improve access to HIV treatments and all medications in the developing world. The company provides:

- patient education
- healthcare professional training on the proper use of anti-retroviral treatments
- the production and distribution of low cost product lines for the treatment of opportunistic infections in HIV patients
- design and support of clinical studies; establishing networks in collaboration with government agencies and academic institutions to treat disadvantaged patients.

Indeed, it is important to recognize that successful efforts are not focused exclusively on cost of therapy but may also offer prevention, education, training and development of direct care provision centers. Bristol-Myers Squibb tailors its efforts to needs of individual markets, taking into consideration the elements needed for success.

We seek to advance our various initiatives in the face of limited public health infrastructures in the developing world, limited availability of all prescription medicines, and broad populations with low socioeconomic conditions. We also recognize the relative complexity of safely administering HIV and other medications in these environments. For those reasons, outright donation of HIV medicines is not always practicable. We are committed to continuing to devote resources to helping prevent the spread of the virus, and discovering and developing treatments and contributing to the body of scientific knowledge and inquiry in this arena.

**Bristol-Myers Squibb Foundation, Inc.
Pediatric AIDS Initiative in Mexico**

FACT SHEET

Purpose: The Bristol-Myers Squibb Foundation and Bristol-Myers Squibb Company – Mexico jointly funded this initiative to address an important health concern in Mexico and to reinforce our company's leadership position in the field of AIDS treatment and education, and our commitment to developing countries where 90% of AIDS cases resides.

Program: The Pediatric AIDS Initiative is a comprehensive disease management program which will address prevention and education, treatment, and access to care. The program will have three components:

- Community outreach and education – build skills within the health care and general community to reduce the incidence of pediatric AIDS, focusing on pregnant women and women of childbearing age.
- Medical training – train pediatricians, infectious disease specialists, and nurses on the management and treatment of pediatric AIDS to upgrade standard of care and increase institutional capacity.
- Product donations – provide anti-retroviral drugs for approximately 200 pediatric AIDS patients in need, and infant formula for approximately 100 infants.

The program will be conducted over a period of three years. Funding will begin in 1998 and end in 2000.

Institutions: This initiative is a collaborative effort among the following:

- Baylor College of Medicine – responsible for the medical training component. Contact: Dr. Mark Kline, Professor and Associate Program Director of the General Clinical Research.
- Project Hope (an international relief agency) - responsible for the community outreach and education component and recipient of product donations from Bristol-Myers Squibb. Project Hope will be responsible for coordinating the distribution of these products through CONASIDA in Mexico, and monitoring inventory levels to ensure compliance with our requirements and local regulations. Contact: Leslie Mancuso, Chief Operating Officer.
- CONASIDA (quasi-governmental AIDS organization in Mexico) - responsible for identifying recipients of donated products and ensuring compliance with proper use. Will work with Project Hope and Baylor in coordinating training and outreach programs. Contact: Dr. Patricia Uribe, Coordinadora General.
- Hospital Infantil (leading pediatric hospital in Mexico) – primary local coordinator of the medical training program. Contact: Dr. Carlos Avila, Director, AIDS Program.

Support: This initiative is a joint effort between the Bristol-Myers Squibb Foundation and Bristol-Myers Squibb Company in Mexico. The Foundation will provide support for the community outreach, education, and medical training components of the initiative. Bristol-Myers Squibb-Mexico and Mead Johnson-Mexico will donate the products. The total commitment for this initiative will be \$4.4 million over three years, or approximately ~~4~~ million Mexican Pesos.

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Sarah T. Holewinski
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12/03/98 10:43:17 AM
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Record Type: Record

To: Todd A. Summers/OPD/EOP

cc:

Subject: Bristol-Myers Squibb

They wanted to add another person to your December 7th, 11 AM meeting:

Barry Scott, VP of Inter-Con.

Sarah-

Here's the info for Todd's
Meeting with Bristol-Meyers
SQUIBB on Dec. 7th @ 11am

If you need any other
info, just let me know
& I will call

THANKS,

Emily

Bristol-Myers Squibb Company
P.O. Box 4000
Princeton, NJ 08543-4000

Fax

To: Emily Seymour

From: Stephanie Gazi for James Sapirstein

White House Office of National AIDS Policy

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Pages: 1

Phone: 202 395-1442

Date: 11/18/98

Re: Meeting with Todd Summers

☒ **Urgent**

☐ **For Review**

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Emily:

Please find the proposed agenda for the meeting scheduled for December 7, 1998 at 11:00am. I am also listing our participants from Bristol-Myers Squibb and their positions.

AGENDA:

- Introductions
- Overview of BMS and BMS HIV business - Jim Sapirstein
- BMS Program presentation/discussion - Jim Sapirstein/All
- White House Position on HIV outside the US - Todd Summers
- Discussion on Collaborative Efforts - All

Karen Peterson, Manager International Policy

James Sapirstein, Director, Infectious Diseases

Michael Iafolla, Jr., Director, Operations Planning, CASANZA

Terumi Arendt, Executive Assistant

Stephanie Gazi, Executive Assistant

United Flight