



ATTORNEY GENERAL GEORGE JEPSEN

ATTORNEYS GENERAL REACH LANDMARK, \$68.5 MILLION SETTLEMENT WITH ASTRAZENECA PHARMACEUTICALS

For Immediate Release

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HARTFORD – Attorney General George Jepsen and attorneys general in 36 other states, Thursday announced a record, \$68.5 million settlement with AstraZeneca Pharmaceuticals LP, of Delaware, arising from alleged improper marketing of the anti-psychotic drug Seroquel.

It represents the largest, multistate, consumer-protection based settlement with a pharmaceutical company.

The complaint, filed along with the settlement agreement, alleges that AstraZeneca engaged in unfair and deceptive practices when it marketed Seroquel for unapproved or off-label uses, failed to adequately disclose the drug's potential side effects to health care providers, and withheld negative information contained in scientific studies concerning the safety and efficacy of Seroquel.

“This settlement represents the collective efforts of many states to ensure that AstraZeneca Pharmaceuticals complies with federal and state laws and are truthful about what they advertise,” Jepsen said. “While physicians may prescribe drugs for off-label uses, manufacturers may not.”

Following a three- year investigation, AstraZeneca agreed not to promote Seroquel in a false, misleading or deceptive manner, including for “off-label” uses, which are not approved by the U.S. Food and Drug Administration. In addition to the \$68.5 million payment, the terms of the settlement include injunctive provisions to address specific concerns found in the investigation.

Along with other prohibitions and requirements, the agreement specifically requires AstraZeneca to: publicly post its payments to physicians on a website; have policies in place to ensure that financial incentives are not given to marketing and sales personnel for off-label marketing; have policies in place to ensure that AstraZeneca sales personnel do not promote to health care providers who are unlikely to prescribe Seroquel for an FDA-approved use; and cite to Seroquel's FDA-approved indications when referencing selected symptoms, rather than promoting Seroquel by highlighting symptoms only.

Assistant Attorney General Thomas J. Saadi represented Jepsen in this case.

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