

No. COX 01-022
Apr 20, 2001

Bulletin for VIOXX®:
ACTION REQUIRED—"Project A & A XXceleration": Top 50 Targeting

TO:

Office Based Representatives with Responsibility for VIOXX

ACTION REQUIRED

PURPOSE:

This bulletin outlines the targeting process for selecting your TOP 50 A & A Targets for "Project A & A XXceleration." "Project A & A XXceleration" is designed to ensure that we reach our goals for 2001 through revised targeting, messaging and advocate development.

OVERVIEW:

A major component to the success of "Project A & A XXceleration" relies on revised targeting. This bulletin will outline the process that you are to follow with your Business Manager in selecting your territory's TOP 50 high volume A & A Targeting List.

On Tuesday, April 24, you will be able to download a list of your territory's 65 highest A & A market volume prescribers by connecting your computer to West Point via your Merck Connect Data Option. This list will appear in your "Reports and Bulletins" file on your desktop and you will be able to access the list by opening the "CI folder" and then double clicking on the excel file titled "VIOXX Targeting List." Each OBR will receive a list of their top 65 highest volume A & A market Rxers in their territory and each Business Manager will receive a list of the top 260 prescribers for his or her District.

Continue detailing all VIOXX 2001 targeted physicians at current frequency levels. However, when selecting your Top 50 targets, it may be helpful to keep the 80/80-exclusion rule in mind.

- Share of Generic NSAID 80% or greater
- Share of VIOXX is 80% or greater

ACTIONS REQUIRED:

- Work with your counterparts and your Business Manager to determine your Top 50 A & A high volume targets. These targets will be chosen from a West Point generated list of your highest 65 volume A & A prescribers.
- Place an "X" next to each TOP 50 physician on your territory list. E-mail this list to your BM, who will E-mail it to your RBG planner for tracking purposes. Please have this list completed and sent to your BM by Monday, May 1.
- Business Managers will forward their District's TOP 200 physicians to their RBG Planner by Friday, May 4. RBG planners will then forward their RBG lists into West Point.

FOR PRODUCT OR SERVICES INFORMATION, PLEASE CONTACT THE MERCK NATIONAL SERVICE CENTER AT 1-800-NSC-MERCK.

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Bulletin for VIOXX®

ACTION REQUIRED—Project A & A XXceleration: Patient Efficacy Assessment Kit (PEAK)

TO:

All Office Based Representatives with Responsibility for VIOXX	Action Required
A & A Specialty Representatives	Action Required
All Hospital Representatives	Action Required
All National Account Executives and Customer Managers (All Segments)	Background Information

PURPOSE:

To provide you with additional direction to help you effectively implement the new sample initiative: Patient Efficacy Assessment Kit. This kit will help you expand the use of VIOXX and move share upward by enhancing your focus on your top A & A Prescribers for Project A & A XXceleration.

OVERVIEW:

- You will receive your PEAK program kits and additional stock bottles through two separate shipments. Please add a stock bottle of VIOXX to each of the PEAK program kits upon receipt.
- You are to use only materials provided by West Point for this program
- Do not to create any materials such as tracking cards for this program, even if they are based upon approved materials for other products or requested by the office staff

Action Required:

- Group 5 Representatives are the "Lead Representative" for this program and will coordinate Stock Bottles and Kits with A & C representatives for implementation as needed per cluster.
- If the Business Manager determines that Groups A & C Representatives are needed for this program, Group 5 Representatives should ensure that all samples are transferred with appropriate paperwork and according to Policy #116.
- Target and distribute PEAK packages to your selected TOP 50 physicians through coordination with your cluster mates and upon further direction from your Business Manager.
- Specialty and Hospital Representatives should ensure coordination with Group 5 Representatives as well.

Each PEAK contains:

- 1 Stock Bottle of VIOXX
- Patient reminder items: patient branded gripper, branded magnet clip
- Product registration card- Allows Merck to send disease related materials to help patient compliance
- Patient assessment card- Allows patients to track their osteoarthritis pain episodes and share with physician during follow-up visit
- PPI

Distribution:

Stock Bottles

*Samples will be included in your next shipment from West Point
OBR Groups 4 & 6, A & A, Hospital Spec. Tab --144 / 25 mg
bottles
OBR Group 5--144/ 25mg and 144 /12.5 mg bottles
Hospital Acute Care and CV Tab--72/ 25 mg bottles

PEAK Kits

*PEAK kits will arrive via UPS in the next two weeks
OBR Groups 4 & 6, A & A, Hospital Spec Tab --150 kits
OBR Group 5--250 kits
Hospital Acute Care and CV Tab--75 kits

Target Audience:

Develop a Cluster-level Target List based on a minimum of 25 of
your TOP 50 A & A physicians. Make sure to discuss selection
criteria with your counterparts and Business Manager.

Sample Reporting:

As with all samples, you must complete sample signature cards;
obtain physician signatures and account for all stock bottles in
accordance to company policy.

In accordance with Policy Letters 128 and 140, no honoraria, gifts or other incentives are to be
offered or provided to physicians or office staff for participation in this program.

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