

No. COX 00-021  
Apr 05, 2000

**Bulletin for VIOXX®:  
The 2000 Field Incentive Plan for VIOXX®**

**TO:**

Group 1 – 6 Representatives	Action Required
Hospital Representatives	Action Required
A&A Specialty Representatives	Action Required

**PURPOSE:**

To review the rules of the **NEW 2000 Field Incentive Plan for VIOXX®**!

**OVERVIEW:**

The 2000 Field Incentive Plan for VIOXX® was initially announced at the 1T Meetings; however, we are pleased to inform you that the **New 2000 Field Incentive Plan for VIOXX® has been expanded to include two qualifying levels: achievement of both 55% and/or 61% NRx COXIB share for VIOXX® will be rewarded.**

To ensure full understanding of the 2000 Field Incentive Program, the rules are provided below:

- The two qualification levels are as noted:
  1. At least one month of **55% NRx COXIB** share for VIOXX® from April 1 through December 31 will be rewarded with \$2,000.
  2. At least one month of **61% NRx COXIB** share from April 1 through December 31 will be rewarded with \$2,000
- You'll receive a \$2,000 bonus for each of these milestone triggers: **55% and 61% Monthly New RX Share!** The bonus will be paid out to all members of the cluster. Similar to the 1999 Incentive Program for VIOXX® based on 51%, Business Managers earn a bonus for each cluster that achieves the 55% and/or 61% goals.
- For all Hospital Representatives, you'll receive a \$2,000 bonus for each of these milestone triggers: **55% and 61% Monthly New Rx Share.** Similar to the 1999 Incentive Program for VIOXX based on 51%, Hospital Business Managers will earn a bonus for each territory that achieves the 55% and/or 61% goals.
- The Representative/Business Manager must be in the assignment during the month the trigger is hit, as well as two prior months.
- You must maintain activity and performance levels for your other key brands.
- The Program officially begins April 1, 2000. To qualify for the incentive, you must achieve 55% and/or 61% NRx monthly market share for VIOXX® in the COXIB market before **December 31, 2000.**
- *There are some of you who may be above the 55% or 61% triggers when the program begins on April 1<sup>st</sup>.* In that case, if you hold 55% or 61% through the month of April, you'll

immediately earn the \$2,000 bonus! If you drop below the 55% or 61% mark, you'll have to climb back above it to earn the bonus.

- This Program is similar to the 1999 51% incentive for VIOXX®; however the 2000 Market Share Program provides two qualifying levels for rewards – 55% and 61%!

If you have any additional questions concerning this Program, please contact your Business Manager.

**ACTION REQUIRED:**

1. Hit 51% . . . NRx in the COXIB market for at least one month by March, 2000 and get \$2,000!
2. Hit 55% . . . NRx in the COXIB market for at least one month between April and December, 2000 and get \$2,000!
3. Hit 61% . . . NRx in the COXIB market for at least one month between April and December, 2000 and get \$2,000!

**IF YOU HAVE ANY QUESTIONS CONCERNING THIS BULLETIN, PLEASE CONTACT THE MERCK NATIONAL SERVICE CENTER AT 1-800-NSC-MERCK.**