To: Baumgartner, Susan
From: Mendez, Leonardo
Cc Yarbrough, Caroline; Johnson, Sherrin; McKines, Charlotte; Jensen, John; Reiss, Sandra
Bcc:
Date: 1999-04-29 18:31:26
Subject: RE: Physicians to Neutralize

Susan great Job!!! in formatting and gathering this information. Now that we have a formal document to circulate, I would recommend we remove the word "problem " from the emails....(just in case....) we should use " future opportunity" , etc.
thanks
Leo
(Susan , I used the word problem originally,,, not you...Technically I am correcting myself)

From: Baumgartner, Susan
Sent: Thursday, April 29, 1999 2:08 PM
To: Mendez, Leonardo
Cc: Yarbrough, Caroline; Johnson, Sherrin; McKines, Charlotte; Jensen, John; Reiss, Sandra
Subject: Physicians to Neutralize

Leo,
As we discussed, attached is the list of "problem" physicians that we must, at a minimum, neutralize. Thanks to your group for submitting this information. I will circulate the attached spreadsheet to my team, Bruce Lesser, Greg Bell, and Bruce Freundlich for their comments and recommendations.

We have many opportunities to get these individuals involved, including but not limited to the following (some of which are just ideas right now):

* Research - CDP, MK-0663
* National Consultants' Meetings - 3Q99 and 4Q99
* Grants/HEL Programs
* CME Program Faculty Training
* Medical School Grants
* Personal Contact - RMD, MRL, Senior Sales Management, TBG
* Peer-to-Peer Interaction/Visiting Consultantship
* Spend a day at Rahway and meet Team VIOXX
* Other Consulting Activities - publications, slide development, advisory boards, smaller consultants' meetings, etc.

We'll keep these individuals top of mind for any upcoming programs and activities, but we need to find out exactly what's needed and then put in place a specific action plan. It is our hope that the initial visits you are setting up with each of these individuals will help guide our course of action to maximize our impact. Let me know if you have any questions or additional suggestions. I'll be in touch.
Thank you,
Susan

<<File: physneutral.xls>>

PLAINTIFF'S EXHIBIT 199