

To: Yarbrough, Caroline
From: Poucket, Jeffery P.
Cc: Reiss, Sandra
Bcc:
Date: 1999-11-30 21:06:34
Subject: Advantage Investigators

Caroline,
Attached is a separate analysis of the Advantage investigators. Upon further review, I discover that approximately 44% of the Advantage Investigators are RHUs. Therefore, to make better comparisons, I am providing the following comparisons:

RHU ADVANTAGE INVESTIGATOR NRX AVG
Vs.
Vioxx 99 RHU NRX AVG

AND

PCP ADVANTAGE INVESTIGATOR NRX AVG
Vs.
Vioxx 99 PCP NRX AVG

I also provided a chart on ALL 713 ADVANTAGE INVESTIGATOR NRX AVG.

The second spreadsheet is a specialty distribution of Advantage Investigators.

If you have any questions please, let me know. Thanks

Jeff Poucket
Marketing Analyst
Customer Information
MVX 22836

Attachments:

Advantaginvest_RHU_PCP avg.xls
vioxx_spec

RHU ADVANTAGE INVESTIGATOR NRX AVG								
Arth CR	JUNE	JULY	AUGUST	SEPTEMBER	JUNE	JULY	AUGUST	SEPTEMBER
9907	VIOXX	VIOXX	VIOXX	VIOXX	CELEBREX	CELEBREX	CELEBREX	CELEBREX
A+	5	10	10	9	15	13	13	12
A	19	27	26	26	39	33	35	33
A-	2	4	6	5	6	5	8	6
B	1	3	2	3	4	6	6	5
C	0	3	2	2	2	5	3	1
D	1	2	1	1	0	2	2	0
Given Meded's RHU (316 records)								
V99 RHU NRX AVG								
Arth CR	JUNE	JULY	AUGUST	SEPTEMBER	JUNE	JULY	AUGUST	SEPTEMBER
9907	VIOXX	VIOXX	VIOXX	VIOXX	CELEBREX	CELEBREX	CELEBREX	CELEBREX
A+	4	7	8	8	13	12	12	12
A	15	23	23	22	34	28	30	29
A-	2	4	4	4	9	7	7	7
B	1	2	2	2	4	3	4	4
C	0	1	1	1	2	1	2	2
D	0	0	0	0	0	0	0	1
Vioxx 99 RHU (2570 records)								
PCP ADVANTAGE INVESTIGATOR NRX AVG								
Arth CR	JUNE	JULY	AUGUST	SEPTEMBER	JUNE	JULY	AUGUST	SEPTEMBER
9907	VIOXX	VIOXX	VIOXX	VIOXX	CELEBREX	CELEBREX	CELEBREX	CELEBREX
A+	7	11	12	12	11	9	11	12
A	11	17	17	18	23	19	19	18
A-	4	8	8	9	7	6	6	9
B	1	2	4	4	3	3	3	4

C	1	1	2	2	1	1	1	2
D	0	1	0	0	0	0	0	0
Given Meded's PCP = FP/GP& IM 313 records								
V99 PCP NRX AVG								
Arth CR 9907	JUNE VIOXX	JULY VIOXX	AUGUST VIOXX	SEPTEMBER VIOXX	JUNE CELEBREX	JULY CELEBREX	AUGUST CELEBREX	SEPTEMBER CELEBREX
A+	2	4	5	5	9	7	8	8
A	5	9	10	10	17	14	15	14
A-	1	2	3	3	5	5	5	5
B	0.37	1	1	2	3	3	3	3
C	0.11	0.32	1	1	1	1	2	2
D	0.02	0.06	0.13	0.16	0.24	0.24	0.37	0.41
Vioxx 99 PCP = FP/GP& IM (about 45000)								
ALL ADVANTAGE INVESTIGATOR NRX AVG								
Arth CR 9907	JUNE VIOXX	JULY VIOXX	AUGUST VIOXX	SEPTEMBER VIOXX	JUNE CELEBREX	JULY CELEBREX	AUGUST CELEBREX	SEPTEMBER CELEBREX
A+	7	11	12	12	12	11	12	11
A	16	24	24	24	34	28	30	29
A-	4	7	7	8	7	6	6	6
B	1	3	4	4	4	3	3	3
C	1	2	2	2	2	2	2	1
D	0.17	0.38	0.45	1	0.41	0.31	0.45	0.38
Given Meded's (all)								



713 records								
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SPEC	Frequency		
RHU	316	44.32%	
IM	182		
FP	122	PCPs = 313	43.62%
ORS	29		
GE	8		
GP	7		
CD	6		
END	6		
PM	4		
EM	3		
ID	3		
PD	3		
A	2		
AI	2		
PTH	2		
PUD	2		
US	2		
AN	1		
APM	1		
D	1		
GPM	1		
GS	1		
IMG	1		
MPD	1		
N	1		
NEP	1		
OBG	1		
OPH	1		
OSM	1		
P	1		
PA	1		
Total	713		