

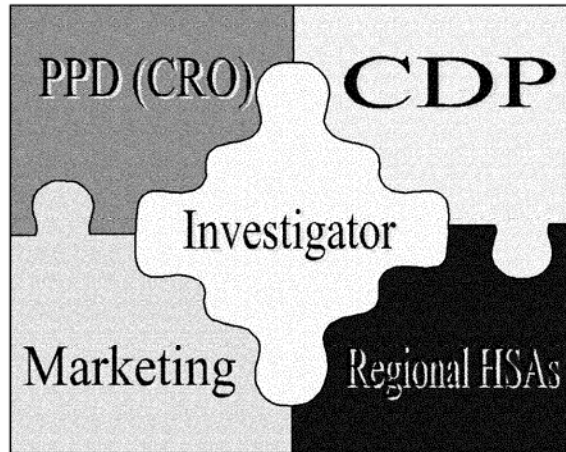
ADVANTAGE

IOXX™(rofecoxib)

*Assessment of the Differences Between VIOXX and Naproxen
To Ascertain Gastrointestinal Tolerability and Effectiveness*

ADVANTAGE

valuable Players



ADVANTAGE**CDP**

- Design protocol and oversee execution of trial
- Select investigator sites
- Run investigator meetings
- Choose and manage CRO
- Perform data analyses
- Prepare publications

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PPD (CRO)

- Recruit and qualify sites
- Manage day-to-day issues with sites

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Marketing

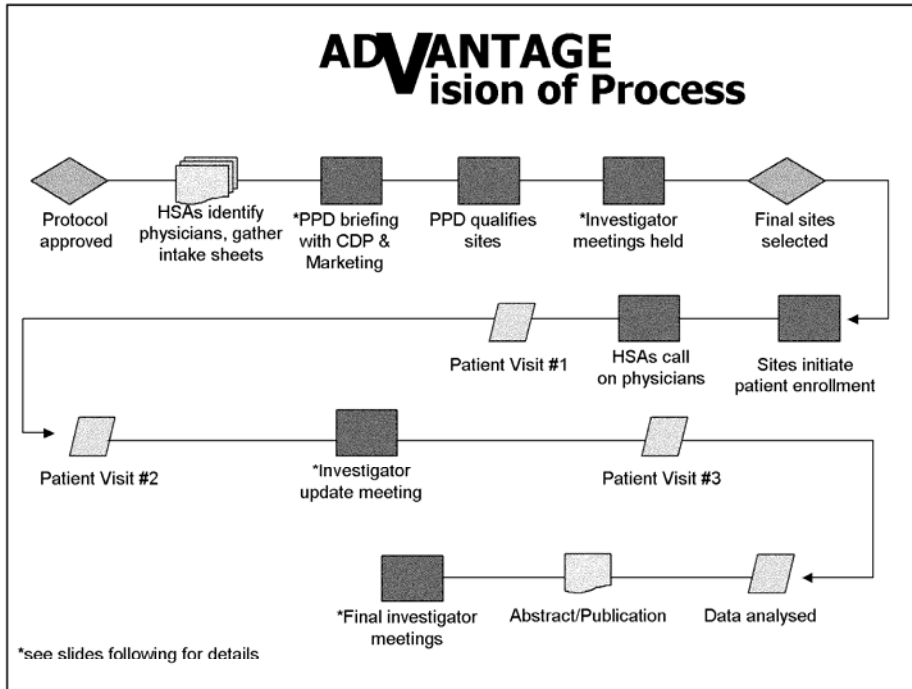
- Set objectives and provide input into trial design
- Liaise with Regional HSAs
- Attend investigator meetings
- Oversee marketing/Public Affairs plan, integrating investigators into overall process and leveraging trial to reach broader audience

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Regional HSAs

- Identify physicians important to business for consideration as investigators
- Compile physician information and intake sheets for CDP
- Provide field support to investigators throughout length of trial

ADVANTAGE ision of Process



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PPD Briefing

- Importance of VIOXX to Merck
- Market dynamics, highly competitive situation
- Importance of investigators as key customers of Merck
- PPD/Merck partnership critical to success of ADVANTAGE

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Investigators' Meetings

- Attendees include investigators, study site coordinators, CDP, PPD medical monitors, Marketing, RHSAs
- Present clinical data, stressing key messages
- Thoroughly brief sites on processes necessary to ensure successful trial
- Interaction between all key players
- Special session to train sites less familiar with clinical trial procedures

ADVANTAGE ariety of Activities

- Quarterly regional meetings between PPD personnel and RHSA managers
- ADVANTAGE newsletter sent to all sites
- Patient database developed from trial to be used for post launch DTC activities
- Publication Steering Committee including investigators to serve as lead authors on final publications
- Selected investigators recruited to supplement VIEWS competitive information

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Investigator Update Meetings

- Update meeting held in 3-4Q
 - present data on VIOXX
 - describe progress of trial
- Final investigators' meetings held after completion of trial