

To: Lindemann, Kyra
From: Higbee, Rebecca
Cc: Fanelle, Christine; Weiner, Jan D.
Bcc:
Date: 1999-03-22 14:57:03
Subject: RE: ADVANTAGE ideas

Kyra--

Yes, please let's discuss! I've been struggling with how to accommodate this request from Caroline in a way that makes sense...I'll have Kevin set up a half hour this afternoon with those of us who are here! Thanks for your help (thanks to Jan and Chris, too). --Rebecca

From: Lindemann, Kyra
Sent: Monday, March 22, 1999 9:28 AM
To: Higbee, Rebecca; Weiner, Jan D.; Fanelle, Christine
Subject: RE: ADVANTAGE ideas

Reb - I'm in agreement with my colleagues...there isn't a lot of news potential/Vioxx value here...let's discuss how best to respond to Caroline. Kyra

From: Fanelle, Christine
Sent: Sunday, March 21, 1999 10:18 PM
To: Lindemann, Kyra; Higbee, Rebecca; Weiner, Jan D.
Subject: RE: ADVANTAGE ideas

I don't see a lot of potential for PR here. When will results be available? Maybe we should wait until then? Specific comments in parens.

From: Weiner, Jan D.
Sent: Sunday, March 21, 1999 9:15 PM
To: Lindemann, Kyra; Fanelle, Christine; Higbee, Rebecca
Subject: RE: ADVANTAGE ideas

I've made my comments below in all caps. jan

From: Higbee, Rebecca
Sent: Friday, March 19, 1999 4:04 PM
To: Lindemann, Kyra; Fanelle, Christine; Weiner, Jan D.
Subject: ADVANTAGE ideas
Importance: High

Team--

I'd like to get your feedback by Monday afternoon (I've bought more time from Caroline) on the following response to Marketing regarding the ADVANTAGE trial. It seems to me that the study is not sufficiently different than any other CDP I ELIMINATED THE REFERENCE TO SEEDING. IT MAY BE A SEEDING STUDY, BUT LET'S NOT CALL IT THAT IN OUR INTERNAL DOCUMENTS. study, so I'm hesitant to set expectations for Public Affairs' contributions to high. In addition, I'm struggling to find the "news" value here, and could use your help!

I've looked through materials that were developed to support LIFE--a Cozaar AGAIN, I ELIMINATED THE REFERENCE TO SEEDING STUDY study that had a Public Affairs component (press release announcing start of the study, as well as Marketing Communications guide book for physicians). Using LIFE as a basis, as well as suggestions from Ogilvy, I propose the following response: BLOOMFIELD WILL BE AROUND ON MONDAY

AND I'D ENCOURAGE YOU TO TALK TO HIM ABOUT THE WORK DONE ON THE LIFE STUDY. WE LEARNED SOME LESSONS, AND I'M SURE HE'LL BE GLAD TO PASS THEM ALONG.

Caroline--

Thank you for the opportunity to introduce a Public Affairs component to the ADVANTAGE plan. WE've (TO THE EXTENT THAT IT IS POSSIBLE, ALL PUBLIC AFFAIRS RECOMMENDATIONS/COMMENTS SHOULD BE IN THE SPIRIT OR WE NOT I) provided a few topline thoughts that, if accepted, would have to be vetted through Legal and supported by a budget. It is OUR point of view that this study represents the first, large-scale comparative study of tolerability and efficacy in OA patients of Vioxx vs. naproxen sodium, and as such, Marketing is interested in publicizing the start of the study, as well as the results at the appropriate time.

* "AAA" (Triple A) -- "Announce ADVANTAGE at Approval": As part of our outreach activities supporting approval, include mention of the large-scale ADVANTAGE trial in the press release and other outreach tools. This announcement would help support the confidence Merck has in Vioxx and its ability to meet and beat long-standing competitors (naproxen sodium) in the treatment of OA. (I don't see value in announcing the start of this study in our launch press release. My feeling is that the results are not going to show anything beyond what the world should already be thinking about COX-2s/Vioxx -- that we are safer than NSAIDs. If I were a reporter, I would wonder why you are still trying to make the point that you are safer than NSAIDs by announcing this study at launch. CF)

Marketing Communications Package: To help investigators market their involvement in the trial as well as their expertise in the field, and to recruit patients if needed, we would design an ADVANTAGE communications kit to be distributed to all investigators involved in the trial. This would include an overview of media relations, a tip sheet for working with reporters a sample pitch (PLEASE EXCISE THE TERM PITCH LETTER FROM YOUR WRITTEN VOCABULARY. WE MAY USE THE TERM IN TALKING, I DO NOT LIKE IT IN DOCUMENTS. THESE ARE MEDIA DISCUSSION LETTERS, NOT PITCH LETTERS. PITCHING IS WHAT USED CAR SALESMEN DO. I'D LIKE TO THINK WE ARE DIFFERENT. THINK ABOUT DEFENDING THE TERM PITCH LETTER AT A CONGRESSIONAL COMMITTEE OR TO DDMAC.) letter, fact sheet on OA, questions to expect from the media (with suggested answers), (YOU'LL NEED TO VET GIVING Q'S & A'S TO THE INVESTIGATORS VERY CAREFULLY. WE NORMALLY DO NOT DO THAT.) prescribing information for Vioxx, and contact information for Merck Public Affairs should a reporter need more information on Vioxx. WHEN ARE WE GOING TO SEND THIS OUT? GIVEN THE CONTENTS IT LOOKS LIKE POST APPROVAL, YET WE'RE GOING TO MENTION THE TRIAL IN THE APPROVL RELEASE. DOES THIS MAKE SENSE? ALSO WHAT IS THE PURPOSE OF THE KIT? DO WE WANT DRS. TO SEND RELEASES TO THE LOCAL MEDIA? WHY WOULD A LOCAL REPORTER CARE? USUALLY THEY CARE IF PATIENTS ARE NEEDED, BUT WE'VE CONFIRMED THAT'S NOT THE CASE HERE. (I don't understand the purpose either -- not unless results would be available for them to discuss. CF)

Investigator Internet Site: A passworded internet site that could be accessed by ADVANTAGE investigators across the country. Monthly chats, moderated by MRL or outside investigators, could be held on the site, and other information about Vioxx and the trials could be provided as well. Investigators would be encourage to share their experiences with Vioxx, and patient success stories could be highlighted. This initiative would complement the hard copy newsletter, and would be facilitated by a communications coordinator in the CDP group (Team--I'm trying to submit this as an idea, not as something PA would do!). THEN COME UP WITH SOME WORDING THAT SAYS THIS IS AN IDEA, BUT NOT SOMETHING PA WOULD DO. WHAT YOU HAVE DOESN'T INDICATE THAT.

* Leveraging Science: Communicate via press release and video news release results of presented/published data from ADVANTAGE trial. Conduct proactive media outreach targeting consumer/trade/business press.
