C9 SPECIAL PROJECT
Solving the Mystery: Why Advarin Share is Low
Proposal on How to Effectively Sell Advarin and Eracle Flovent Share
Mary Carol, July 2002

- If you want to put more money in your pocket, you have to master selling Advarin vs. Flovent. For a pay before launch and for the last year, we have been conditioned to sell against Flovent + Sinusilair or Flovent + Servent. We need to recon when ourselves. In C9, because we did such a great job selling Flovent before Advarin, FLOVENT ALONE is our NUMBER ONE COMPETITION!

- Why Advarin share is low & what we need to do about it:
  5 Major Premises:
  1) We have not been selling against our #1 competitor... Flovent.
  2) We have not "segmented" our Flovent prescribing and developed clear, concise messages for docs depending on what strength of Flovent they prescribe most.
  3) We have not effectively used our clinical data to sell doctors on Advarin and this is what they say sells them best.
  4) When we do utilize our clinical reprints we have not implemented The Code Marketing Concept "Code To Win." We must deliver clear, concise messages for each reprint we use and deliver them consistently across the sales force.
  5) We have not given doctors a clear business reason to use Advarin. How is using Advarin instead of Flovent going to put more money in my pocket? Focus on "EASE OF USE".

- When C9 does pick a "combo" asthma therapy, their top 3 picks are...
  - Flovent 44 + allistered
  - Flovent 110 + allistered
  - Flovent 220 + allistered
  ...NOT Flovent + Servent OR Flovent + Sinusilair!

- 4 Major Selling Scenarios and 4 Clinical Reprints to Utilize to Sell Advarin:
  Doctors who within their asthma controller market are prescribing a majority of:
  1) Flovent 44 - Kewar:
     This should fit with the doctor because:
     Kewar makes a direct comparison between Flovent 44 and Advarin 100/50 BID and the benefits for the appropriate patient of stepping up to Advarin 100/50.

  2) Flovent 110 & 220 - Condemi:
     This should fit with the doctor because:
     Up to now, the doctor has been satisfied with high dose Flovent. Condemi proves that Advarin is more effective than high dose Flovent, and gives the doctor a reason to switch the patient or choose Advarin 100/50 instead of increasing the Flovent dose from 44 to 110 BID.

  3) Flovent 44 & anti-Servent - Hoty:
     This should fit with the doctor because:
     Up to now, the doctor has had questions about Servent "masking" underlying inflammation. Get the doc to acknowledge that exacerbations are a good marker of out-of-control inflammation, and the doc will be sold on Advarin.

  4) Sinusilair vs monotherapy - Calvex:
     This should fit with the doctor because:
Up to now, the doctor has been satisfied with Singular as first-line monotherapy for this indication. Cellnex proves that Advair is more effective than Singular, and gives the doctor a reason to choose Advair as first-line monotherapy for appropriate patients instead of starting the patient on Singular first.

- In each of our 4 Major Selling Scenarios, we need to include a sound business reason for the doctor to switch from Flomvent to Advair & top off with our “Cure is it” tag line:
  
  ADVAIR IS EASY TO USE FOR ALL ASTHMA PATIENTS.

Examples of sound business reasons:

- "Doctor, if you prescribe Advair, your asthma patients will be better managed and will not present to the office in “crisis”. This means that you will be able to see more patients and increase the efficiency and profitability of your office. You may be able to see 25 patients per day vs. only 20. Advair is easy to use for all asthma patients."

- "Doctor, Advair helps your office run more efficiently since patients are better controlled and will be less likely to call you back with a medication failure. If your office runs more efficiently, you will have more time with your family. Advair is easy to use for all asthma patients."

- "Doctor, instead of having to take the extra time to explain two different drugs in two different inhalers, Advair Simplifies. All you have is one diskus to describe! This will save you time with the patient, and allow you to see more patients and increase the efficiency and profitability of your office. Advair is easy to use for all asthma patients."

- "Advair helps keep overall health care costs down, so you can look better to an MCO. Patients are better controlled on Advair thus keeping down ED, doctor office and hospitalization costs. Advair is easy to use for all asthma patients."

- "Advair is rated as a “controller” according to NICHQ Guidelines, thus helping your quality rating within your group by MCOs. Thus, Advair can help you stay within the guidelines for asthma treatment and help your group acquire better rates with hospitals and MCOs. Advair is easy to use for all asthma patients."