

**From:** Holway, Cynthia A  
**Sent:** Saturday, November 08, 2003 7:12 PM  
**To:** Weathermon, Ron  
**Subject:** RE: Medical Group Builder - Results of COX-2 Pre-op/Standing order Initiatives  
Hi Ron,

I don't think I ever got back to you about this - it's excellent! Very nice job!

Cindy

-----Original Message-----  
**From:** Weathermon, Ron  
**Sent:** Monday, October 13, 2003 10:00 AM  
**To:** Farina, Thomas P; Combos, Eileen A; Camacho, Erwin P; Obeid-Asad, Nada; Rainero, Ronald  
**Cc:** Holway, Cynthia A; McClain, Walter J; Weathermon, Ron  
**Subject:** Medical Group Builder - Results of COX-2 Pre-op/Standing order Initiatives  
**Importance:** High

**DO NOT DETAIL**  
**Standing Orders: Pre/Post-Operative COX-2 Utilization**  
**Brooklyn, NY**

This report summarizes the results of an initiative within Cluster A to either develop standing orders or to add Celebrex and Bextra to existing standing orders. To date, twenty-two standing orders have been developed in the Brooklyn TACU. Of those, eighteen physicians have been identified and tracked through Medical Group Builder. Retail NRx sales, NRx Market Share and prescribing habits were evaluated in the targeted physicians.

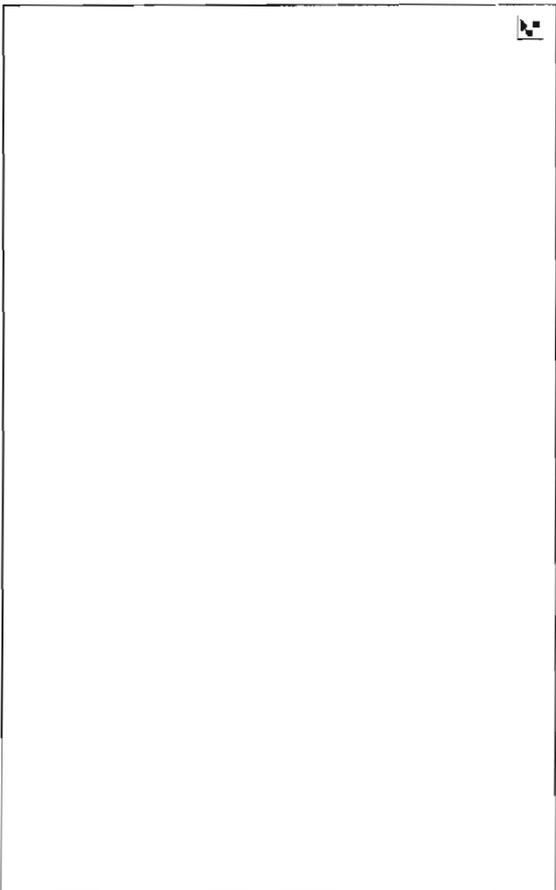
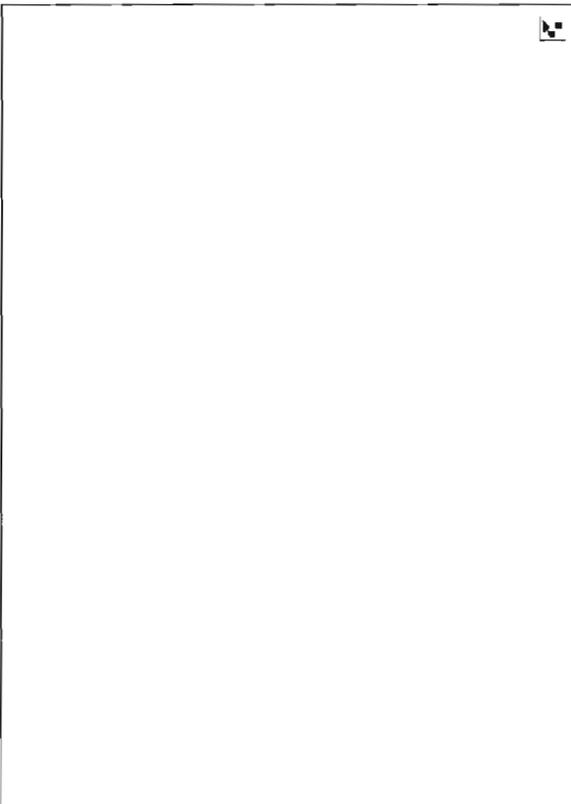
**Table 1. NRx Market Share – Aug 02 – Aug 03**



Table 1 shows the yearly trend of NRx Market Share from August 2002 to August 2003. Celebrex and Bextra market share grew while Vioxx market share remained relatively flat. Table 2 shows the change in NRx market share for the Pfizer COX 2 portfolio vs. Vioxx. Share increased by 13% and 0.35% respectively.

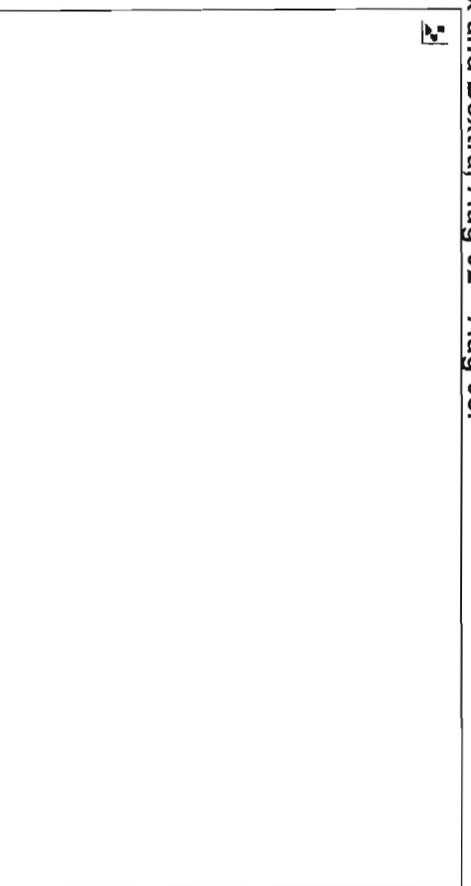
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**Table 2. NRx Percentages Aug 02 – Aug 03**

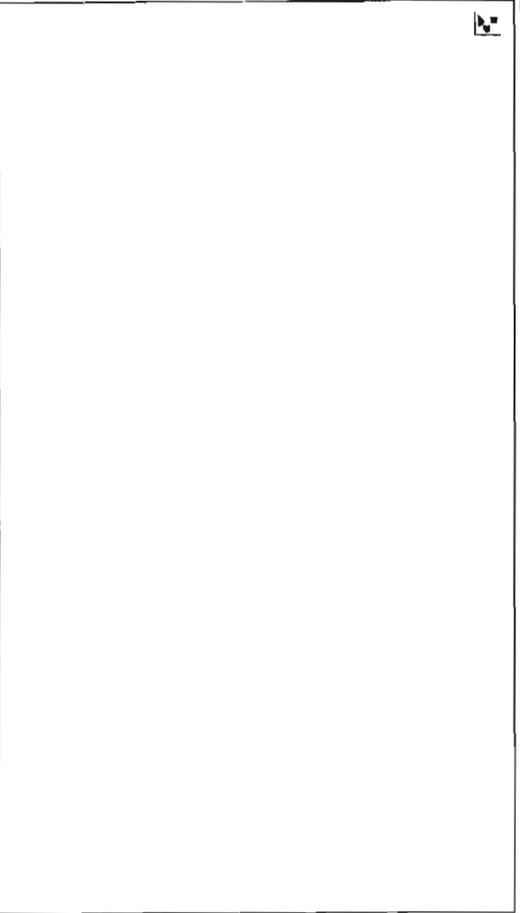


The largest growth of the COX2 portfolio in the physicians with standing orders was with Bextra, showing a 121.1% (15.8% → 34.95%) increase in NRx market share and a slowing in Celebrex prescriptions by 37% (33.8 → 21.09). Table 3.

**Table 3. Change in NRx – Celebrex and Bextra, Aug 02 – Aug 03.**



This change resulted in an additional \$9279.00 in sales in August 2003 compared to one year ago (Table 4).  
**Table 4. COX 2 Sales – Q2 02 – Q2 03**



**DO NOT DETAIL**

**Successes:**

- NRx market share increased by 13%
- NRX Sales increased \$ 9279.00
- 7 out of 18 (39%) of MDs prescribe Celebrex or Bextra as their #1 anti-inflammatory agent

**Opportunities:**

- 5 out of 18 (27%) of MDs prescribe Vioxx as their preferred anti-inflammatory agent
- 6 out of 18 (33%) of MDs prescribe traditional NSAIDs as their preferred anti-inflammatory agent
- Celebrex share has decreased 37% despite outstanding Bextra growth

**Action Steps:**

- Continue to reinforce benefits / value of Celebrex within COX 2 portfolio
- Follow-up with physicians underutilizing Celebrex/Bextra despite standing orders (VIOXX High Writers: Seldman, Manuel, Eswar, Montalvo, Sciandiccola)
- NSAID High Writers: Popovitz, Pacella, Sapphire, Arapidis, Gaerman, Golden

**DO NOT DETAIL**