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2004 Product Action Guide – J16 LAT

(Date Updated 12/04)

Team Members

Roerig: Parizad Arbabi
Alta: Micahel Weinstein
CNS: Alicia Smith

Powers: Nelson Bermudez
Searle: Tom Terranova
PRO: Eugene Zabolosky

Upjohn: Kim Anish
PD2: Nicole Friday Davis
Vista:

Product Performance Update: GAR Rank

January	February	March	April	May	June	July	August	September	October	November	December
30	23	28	35	33	30	34	39	35	33	34	35

Drill Down Report: Top 3 access

Medicaid 37.2%	Cash 8.7%	Express Scripts 7.9%
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POA Sales Message

- Input 5 key messaging points
- Celebrex provides Proven Strength that your patients can Stay With.
- Bextra provides Rapid Powerful Relief
- Bextra provides Rapid Powerful Relief and is the strongest NNA on the Market
- Celebrex will provide superior efficacy and safety that your patients can stay on
- Dr. I'm going to ask you to write Celebrex 200mg over Ibuprofen & Naproxen for your patients w/ OA & RA b/c you have all Green lights w/ Medicaid.
- Dr. I'm going to ask you to write Bextra over Vioxx when you want Rapid Powerful Relief.....just like Celebrex you have all green lights w/Medicaid

Opportunities – What are the three to five most significant opportunities in your territory that can drive success with this product?

OPPORTUNITY (Customer, Bucket of Business)	Goal	Status of Goal:
MEDICAID	Increase Cox-2's NRX market Share from High Writers	
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Specified Dr.'s & incorporate as "A" Doc's in CCP for HW's and Sherlock Any	Nelson	Every Lat Meeting
Identify Key Medicaid Champions to mobilize in case of State Medicaid Challenge(Dr. Sack,Dr.Makhin, Dr.Perlova,Dr.Izraelov,Dr. Arraei, Dr.Kushner,Dr.He,Dr.Hsuih,Dr. Sholomon, Dr. Rojas-Barrios, Dr. Girgis, Dr. Lucido	Nelson, Tom, Mike	Need to add more Doctors – look at CCP
Quarterly Medicaid targeted roundtables focusing on the current message	Nelson, Tom, Mike	With Speakers in Programs
Investigate targets in Zip Codes 11219 & 11220, incorporated into NSAID's writers that are Medicaid Writers.	Nelson, Tom, Mike	
Monthly Lunches in Top 20 Medicaid Offices	Nelson, Tom, Mike	Alternate on a Monthly Basis
Increase Call frequency on High Writers of Medicaid. Jan 2004 ongoing. CCP as level A docs – sorted by # of Scripts	Nelson	Update Monthly/Quarterly by %
Utilize Medicaid Access message to position Celebrex before Nsaids (Medicaid \$2.00 Co-pay)	Nelson	Every Lat Meeting.
Any NSAIDS/Aspirin Message 2 nd Book of Business		

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>HOSPITAL/CLINICS</i>	Put Cox-2 on Formulary both Hospitals LM and Victory Memorial, Celebrex on OmniCell ER-LM	Completed by Oct 2004 Completed by Feb 2004
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Lutheran Medical Center • Quaterly Breakfast in the ER - Dr. Lucente as Speaker • Inservices in the Clinics(Ortho,Podiatry, Medical Grand Rounds,Dentist, Resident Lunches, Surgery Lunches.	Nelson Nelson/Tom/Mike	Jan-Completed July/04 Mar-Completed Sept/04 Jan-Completed Mar-Completed Feb-Completedh
Sponsor Grand Rounds at Lutheran Medical Center. Feb 12 Dr.Giobsky, August 5 th Dr. Jazrawi-CANCELLED	Nelson	Completed
Clinic coverage on a weekly basis at Lutheran/Victory Hospital	Per CCP	On-going
Pharmacy Teleconferences on a Quarterly Basis	Per CCP	Oct-04
Dr. Agoglia-Speaker Program	Nelson/Tom	April-04
Lutheran Medical Center-Emergency Room-Pain Survery	Nelson	August-04

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal
<i>Advance PCS and Cash</i>	Position Formulary Status on Victory and MJC to revisit the positioning of Bextra on Formulary	Put Pre-Op in Sell in place. Grow Celebrex in-sell by 10% Generate Vioxx removal
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Have Dr. Lucente speak to MJ Nursing Home and Victory Memorial	Cox-2 Lat	Sell in clinics Celebrex and Bextra combined

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>CUSTOMER</i>	Increase MKT Share of Cox-2 to First line Usage	
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Journal Club Dinner w/ Dr. Jazrawi and Dr. Sclafani/Dr.Lyons	Nelson/Tom	April 04
Journal Club Dinner w/ Dr. Jazrawi and Dr. L'Insalata and Dr. Verde	Nelson	June 04
Target High Vioxx Writers Round table w/ Dr. Giobcsky for Feb 12	Nelson	Feb 04
Target High Ibuprofen & Naproxen Writers for switches to Cox-2	Nelson/Tom//Mike/Parizad	Oct 04

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>CUSTOMER</i>	Convert Switches from Vioxx to Bextra and NSAIDS to Celebrex	Ongoing until Oct 04
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Concentration of 11219 Doctors to convert to Cox-2, Increase Call Frequency	Nelson	Ongoing until DEC 04
Schedule Monthly Lunches at Dr Fu Fu He Office Highest Potential of Coverting from Vioxx to Bextra and High Medicaid	Nelson/Tom	Oct 04
Coverage in Podiatry offices in all Zones for Cox-2	Nelson	Oct-04
Coverage in Oral Surgery and Dental Offices for increase on Celebrex	Nelson	Oct-04
Reiterate the Pre-Op Standing Orders in place for Continue MKT Share in individual Offices	Nelson	Oct-04
OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>Resource Allocation/Implementation</i>	Utilize to increase Exposure to assist in Detailing effort	Ongoing until Oct 04
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic

Teleconferences: • List ones utilized	Lat/Per CCP Coverage	
Speakers: Dr. Giobosky, Dr. Deleon, Dr. Lucente, Dr. Garner • Dr. Jazrawi.	Powers	Thru August
Symposia Held/Attended • List		
ROI Evaluations conducted		
Bextra 7-day trial program		
OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>Cluster Coordination</i>	CCP to have a Direct Reflection of the PAG & Consistently Hit the A Targets on Weekly Basis	On Going
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Cluster Call Planning implemented-status	Nicole	On going
Cluster/Individual Itineraries developed and updated?	Nelson	On going
Call Grids/High writers updated/utilized	Nelson/Mike	On going
Call notes incorporated across entire LAT	Entire LAT	On going



2004 Product Action Guide – J16 LAT

(Date Updated 12/04)

Team Members

Roerig: Parizad Arbabi	Powers: Nelson Bermudez	Upjohn: Kim Anish
Alta: Mike Weinstein	Searle: Tom Terranova	PD2: Nicole Friday Davis
CNS: Daniel Landolphi	PRO: Eugene Zabolosky	Vista:

Product Performance Update: GAR Rank

January	February	March	April	May	June	July	August	September	October	November	December
16	23	28	28	21	26	18	30	30	31	35	39

Drill Down Report: Top 3 access

MEDICAID	EXPRESS SCRIPTS	CASH
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POA Sales Message

- Input 5 key messaging points
- Zoloft works faster. Regardless of mood disorder, Zoloft works in as little as 1-2 weeks. This is much shorter than the 4 weeks that it takes Paxil to kick in. Your anxiety patients get back to their normal lives faster on Zoloft.
- Zoloft works Better- Zoloft shows better efficacy in terms of drug-to-drug interactions.
- Zoloft works longer. Long-term treatment of at least 1 year is now recommended by the American Psychiatric Association's Expert Consensus Panel. Zoloft has the longest term data that supports its sustained efficacy. Zoloft should be your first choice to treat the anxious depressed patient young or old.
- Access - Every Zoloft Call, mention starter pack and Zoloft's preferred MCO status and Medicaid status
- ASK FOR SWITCHES FROM PAXIL TO ZOLOFT
- Lexapro - No data to show Lexapro is safer, or faster acting, or more potent than Celexa or anything else. Remember the issue of "The Medical Letter" on Lexapro states exactly this
- Paxil CR - Same effect on 2D6 as Paxil, same withdrawal warning in the PI as in the Paxil PI.

Opportunities – What are the three to five most significant opportunities in your territory that can drive success with this product?

OPPORTUNITY (Customer, Bucket of Business)	Goal	Status of Goal:
EXPRESS SCRIPTS CASH, (MEDICAID)	Increase Zoloft NRX market share for High Paxil writers.	
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Increase call frequency on high writers of paxil, paxil cr identified from HW list-Jan 2004 ongoing.	Lat	
Dr. Henry Chung speaking program targeting High paxil prescribers by April 2004	Nelson	Cancel due to Lack of Budget
Run a HW list of only 1199, Oxford, Aetna and target for CCP by February 2004	Lat/DM Mentor	DONE

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
HOSPITAL/CLINICS	Increase MarketShare by year end 2004	
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
1. Have Hospital inservices at both Luntheran and Victory Hospital internal Medicine/ Family practice departments- on going	LAT	
2. Medical Grand Rounds using Dr Sanford Herman by June 2004.	LAT	Cancel due to Lack of Budget

3. CEC driven tele-conference with Pharmcies of both hospitals- on going and as available.	LAT	
OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal
<i>LTC</i>		
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
CEC driven tele-conference with Pharmcies and Director Johnathan Schaatal – ongoing and as available.	Parizard	
Three Medical inservices with Nursing Staff, Pharmacy, and Attending Drs (Lunch in learns, Depression Video showing). -on going by OCT 2004	LAT	
OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>CUSTOMER</i>	Increase Actual rank to match and exceed Potential Rank for Zoloft Writers.	
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
"Zoloft Twenty Club" - SHPITALNIK, CHANG, Lee BUSCAINO KAISER TRICARICO BEGELMAN	Lat	
Makhlin IZRAILOV GRADLER DAVENPORT FERRARO SHOLOMON	Lat	
Maraval, Garner , Soued, Merritt. Cioczek, Chen, Brickman.	Lat	
"Zoloft twenty Club". – Monthly inservices, journal club, speaker programs, Strick Call frequency coverage of Lat. – on going with Monitored at Lat Meetings monthly Current Nrx vs Previous Nrx and refills, and call grid.	PD2 and Powers	
OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>CUSTOMER</i>		
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Shapiro, Merritt, Mandel, Konsky- Hamilton Medical Group dinner, Lunch –n-learn in -service, Journal club review. By March 2004	Powers and PD2	Completed March 6th
Conrad, Hyman, Poole- Monthly Lunch in learns - ongoing	Powers	
Sunset Park clinic with Dr Luis Ang and other Psychs, Dr Lee Cohen will be the speaker –TBD.	PD2 and Powers	Cancel due to Budget
OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>Resource Allocation/Implementation</i>		
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Teleconferences: • List ones utilized		
Speakers: • List Impact speakers utilized		
Symposia Held/Attended • List		
ROI Evaluations conducted		
OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>Cluster Coordination</i>		
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Cluster Call Planning implemented-status Revised CCP w/ Current List from Sherlock	Nicole	
Cluster/Individual Itineraries developed and updated?	Nicole/Nelson	
Call Grids/High writers updated/utilized	Nelson	
Call notes incorporated across entire LAT	LAT	

ZYVOX

2004 Product Action Guide – J16 LAT

(Date Updated 12/04)

Team Members

Powers: Nelson Bermudez

Searle:

Product Performance Update: GAR Rank

January	February	March	April	May	June	July	August	September	October	November	December
25	20	23	26	33	32	38	45	51	53	58	61

POA Sales Message -Input 6 key messaging points

1. Today, I am going to give you the Best way to say No to Vancomycin and that is by using Zyvox.
2. For your Nosocomial Pneumonia patients Zyvox penetrates the Lungs better than any other AB.
3. Zyvox is the Superior agent for your patients with known or suspected MRSA infections
4. Zyvox is the only agent proven to be superior to Vanco
5. What I am asking you to do is to use Zyvox before Vanco in your MRSA infected patients
6. **Do you ever have the occasion to use Vanco? Question for PCP's**

POA Action Items - Input 5 key Action Items

1. Dr. Stanley Nasawary to speak to Chief of I.D. Lutheran Medical Center Jan 27th Evening Dinner
2. Dr. Stanley Nasawary to speak to Victory Memorial Hospital MICU/SICU on Jan 28th
3. Dr. Persuad to speak at ID Grand Rounds on Jan 28th NOON, Lutheran Medical and in June 3rd for Victory Memorial Hospital Grand Rounds
4. Dr. Kwon Lee for Lutheran Medical Center I.D. Grand Rounds in May
5. Presently Utilized Dr. Spielfogel, Local Podiatrist who I developed to do small round Tables.(Four thru Oct.
6. Dr. Forman for Local Dinner program in the Summer Months Podiatry Driven
7. Dr. Rotstein for ID Grand Rounds in August for Lutheran Medical Center
8. **Use Dr. Rotstein in March**

Opportunities — What are the three to five most significant opportunities in your territory that can drive success with this product?

Input 5 key Biggest Opportunities

1. Use of Zyvox in Lutheran and Victory especially over the use of Vanco.
2. Podiatrist to use Zyvox first line for DFI
3. Wound Care Center at Victory to use it for first line use for MRSA.
4. Formulary Status to switch from restricted to Un-restricted in the Hospitals at both Lutheran and Victory.
5. Push in the Medicaid Territory to use of Zyvox b/c of easy access

****Note: Readjust to account for change in status at Lutheran**

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
LUTHERAN MEDICAL CENTER	Increase MKT Share in use of Zyvox	NOW
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
<ul style="list-style-type: none"> HAP/VAP -HOSPITALIST/INTENSIVIST/SURGEONS – DRIVE DEMAND 	Nelson	In Process
-ID'S – VISCONTI, YAZGJI, BASTI/ INFECTION CONTROL TEAM – NURSES, MICROBIOLOGY	Nelson	IN PROCESS
-CARDIOTHORACIC	Nelson	IN PROCESS
-CHIEF RESIDENTS COVERING THE FLOORS, RESIDENTS IN THE MICU/SICU	Nelson	IN PROCESS
-DEFINE WHO IS THE APPROPRIATE PATIENT, patient w/ High Risk MRSA	Nelson	IN PROCESS
<ul style="list-style-type: none"> CSSSI/DFI – Dr. Lucido Team to use Zyvox First Line 	Nelson	In Process
<ul style="list-style-type: none"> -SURGERY TEAM -PODIATRIST -VASCULAR SURGEONS IN WOUND CARE THAT TREAT DFI -INPATIENT WOUNDCARE NEED ID APPROVAL -OUTPATIENT WOUNDCARE NO ID APPROVAL -FLOOR CHIEF RESIDENTS 	Nelson	IN PROCESS
Discharge Planners-IV TO PO OPPORTUNITY, CASE MANAGERS TO GET RSVP, PIN	Nelson	Dr. Rob Owens to do Inservice on Sept. 10 th 2004

OPPRUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
VICTORY MEMORIAL HOSPITAL	Increase MKT Share in use of Zyvox	NOW
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
<ul style="list-style-type: none"> HAP/VAP -MICU/SICU 	Nelson	IN PROCESS
-ID'S – Dr. Sepquwist/Infection Control Team	Nelson	Did in Service on July at LICH
Schedule inservice for Doctors and staff in Both Victory/Lutheran Medical Center Thru- the Year	Nelson	Feb/04-Done Will do inservice in Aug w/ New Residents
Drive Demand in Critical Care to mandate ID's with requests		Superiority data sell - Journal clubs, etc
Drive Demand with Surgery...		Precept w/ ID??, Did Precept w/ Dr. Lacqua
Dr. Mark Rotstein-		Cxl for Aug
Dr. Nasraway		Cxl for June
HAP – Pathway? Work with ID's to develop HAP/VAP Pathway		
Floors	ID's	
MICU	Critical Care/Pulmonology	
SICU	Surgery	Microbiology – Antibigram-In Progress of Getting
	Hospitalists	Local susceptibility
	Hephrology	MRSA, VRE

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
DIABETIC FOOT/WOUND CARE	Increase MKT share among Podiatrist and Victory Memorial Hospital	
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
To do 4 small Roundtables Dinner Program w/ Dr. Spielfogel only for Podiatrist	Nelson	Feb-Mid-will do One instead of 4 Sept round Table.
Dr. Forman to do District Program in conjugation with other Territory for September 2004	Nelson among District	Sept/2004-Cancelled
Do Preceptorship w/ Dr. Lacqua- WoundCare Center Victory Memorial	Nelson	Feb 24 – Done in Mid June
Two Roundtables Dinner Program w/ Dr. Laqqua, Dr. Spielfogel and Dr. Gergis and in general talk about Victory Memorial	Nelson	October Round Table
Inpatient wound care-LMC and VMH Set Protocal Inplace	Nelson	In-Progress
Outpatient wound care-VMH	Nelson	In-Progress
Podiatry-Dr. Warren Joseph spoke on June 10 th LMC Podiatry Graduation	Nelson	Done
Wiegult Data – Parodi Data-	Nelson	Lead w/ LMC/VMH
Lipsky Data	Nelson	Lead w/ Podiatrist
Prevalence of MRS?	Nelson	Lead w/ IM,ICU,SICU
Precept?-W/ Dr. Visconti	Nelson	For October
Speakers?		On-Hold
Patient Types?		

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
Resource Allocation/Implementation		
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Teleconferences: Kollef- Teleconferences for Mid February		
Podiatry Teleconferences – Dr. Santi August 20 th	Nelson	RSVP – Pin Program
Speakers: Brought in Dr. Stanley Nasaway,Dr. Lee,Dr.Rotstein, to speak infront of the ID's at both Hospitals.		
Dr. Forman to speak in local market to Podiatrist.-Cxl	Nelson among the District	Starting Mid Feb
Dr. Spielfogel to bring local Podiatrist together-One Dinner for Sept.		
Symposia Held/Attended		
ROI Evaluations conducted		



2005 Product Action Guide – J16

(Date Updated 11/02/04)

Team Members

Roerig: Parizad Arbabi
Alta: Michael Weinstein
CNS: Alicia Smith

Powers: Nelson Bermudez
Searle: Tom Terranova
PRO: Eugene Zabolosky

Upjohn: Kim Anish
PD2: Nicole Friday Davis
Vista:

Product Performance Update: GAR Rank (2005)

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	January 2005/2004	February	March	April	May	June	July	August	September	October	November	December
Bextra				/28	/30	/33	/40	/41	/41			
Celebrex				/59	/60	/66	/58	/62	/61			
Cox 2				/50	/49	/52	/52	/54	/54			

Drill Down Report: Top 3 access

Medicaid	Caremark	Express Scripts
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Celebrex	Bextra
<p>Core Message: Celebrex- Proven strength that patients can stay with. When your patients on a cardiac aspirin need an anti-inflammatory, choose Celebrex/Bextra.</p> <ul style="list-style-type: none"> Ibuprofen and Aspirin - Macdonald shows 73% increased risk of CV death when used concomitantly. Celebrex should be the drug of choice in these patients. Superior Efficacy – Gimbel comparing to Vicoden and Eckman-comparing to the maximum therapeutic does of Ibu 2,400 mg. Mobic – oxicam derivative; at therapeutic doses of 15mg, Mobic is a traditional NSAID; not recommended for use with low dose aspirin; can not dose to efficacy; ACR/AGS/APS recommend Cox-2 first line. GI Safety-New encapsulated endoscopy data. SUCCESS data. Epidemiology/Singh data. Persistency- Patients are less likely to switch medications when on Celebrex. Dosing to efficacy-Flexible dose and introducing the pain pack for a jump-start. Managed Access – Best managed care access that we’ve ever had – near complete open access. \$2 copay for Medicaid. 	<p>Core Message: Rapid and Powerful Relief in tough Arthritis Pain and “flare”</p> <ul style="list-style-type: none"> Fast Power in OA Flare- Bextra 10mg had superior pain relief than when they were on previous medications. Bextra 10mg provides fast, powerful relief in OA flares. Fast onset- Bextra is the fastest acting NSAID. It works as fast as Anaprox, in as little as 26 minutes in Primary Dysmenorrhea. CNS Penetration – Bextra is so powerful because it uniquely penetrates the blood brain barrier allowing it to work both peripherally at the source of inflammation and centrally to block central sensitization to pain. CV Safety- Vioxx’s problems are not a class effect. Both Celebrex and Bextra, there is no dose proportional response to hypertension and edema. Managed Access – Best managed care access that we’ve ever had – near complete open access. \$2 copay for Medicaid.

POA Sales Message

- Celebrex: Ibuprofen blocks aspirin from being cardioprotective.
 - Celebrex does not negate cardio-protectiveness of aspirin.
 - Better efficacy versus Ibuprofen. Better persistency and less switching as well.
 - Proven safety over older NSAIDs even when aspirin is added.
 - Access if patient is on Ibuprofen.
- Bextra: Efficacy in Flare State and Faster onset and efficacy in a Flare state versus Vioxx
 - Fastest onset of any NSAID.
 - Superior efficacy and onset because Bextra crosses the blood brain barrier.
 - No CV class effect

Opportunities – What are the three to five most significant opportunities in your territory that can drive success with this product?

OPPORTUNITY (Customer, Bucket of Business)	Goal	Status of Goal:
MEDICAID		
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
NY Medicaid – (Data from Q3 Drill Down)	Nelson Tom T.	
<ul style="list-style-type: none"> J16 30.8% (Goal = 33.88%) Use the following for monthly targeting and programs: <ul style="list-style-type: none"> High Writers List (Medicaid) Funding for Speaker Programs/Dinners/Lunches focused on these groups. 	Nelson Tom T.	
Medicaid HW lists for Cox-2 portfolio; update CCP to include weekly coverage for HW (including hospitals and satellite clinics)	Cox-2 Team	
Incorporate Medicaid NSAID/Cox-2 Highwriters into CCP as "A" level doctors for PCPs and lead specialties.	LAT teams and followed up by LAT mentors.	
Incorporate Cox-2 Medicaid Access focusing on traditional NSAIDs with Celebrex and Bextra. (same \$2 copay as ibuprofen)	Cox-2 team	
Establish a baseline NRx for Top 20 Medicaid Highwriters for each LAT using Medical Group Builder and update monthly.	LAT mentors	
Identify new Medicaid champions to mobilize for the 2005 State Medicaid challenges. (Garjian, Holuka, Kirpan, Albano, Acquafredda, Goldstein, Jarrett, Geris, Strange)	Kim/Nelson	
Implement CEC NSAID/OTC survey in one key Medicaid office for LATs that were not involved in the 2004 pilot. (LUTHERAN Med. Clinic)	Kim Nelson	
Quarterly Medicaid targeted roundtables focusing on current message and benefit of our Cox-2 portfolio to the Medicaid population. (Holuka/Acquafredda, Jarrette, Goldstein, clinics)	Nelson Tom T.	
Investigate targets for additional business:	Parizad/Michael	
Monthly lunches/breakfasts at LUTHERAN N Medicine Clinics: dates to come	Nelson Tom T.	
Target St. Vincent's Clinics through Grand Rounds and by monthly lunches <ul style="list-style-type: none"> Resident lunches – Feb 7th/April 7 	Tom T. Nelson	

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
HOSPITAL PULL-THROUGH		
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Cox-2 Grand Rounds 1 st Qtr of 2005 utilizing "slam dunk" Regional speakers <ul style="list-style-type: none"> St. Vincent's – Jan 12 or March 9 Gibofsky or White LUTHERAN – March 9th (rheum/Goldstein) April 6th (geriatric/Rajasehra) 	Nelson/Tom T. Nelson	
Cox-2 formulary <ul style="list-style-type: none"> St. Vincent's – continue to push to get Celebrex on; keep Dave Holzbaur up-to-date on this. Target key influencers (Sherman, Kellher, Pathare, Garjian, Martinez) St. Vincents – on formulary as of 4/05 	Nelson	
Cox-2 Coupons <ul style="list-style-type: none"> Victory Memorial – leverage in internal med clinic, podiatry clinic, physical rehad, rheum clinics, pain management, ortho and ER LUTHERAN – -- leverage in internal med clinic, podiatry clinic, physical rehad, rheum clinics, pain management, ortho, geriatrics and ER LUTHERAN South – Clinics and hospitalists 	LAT	
Cox –2 Phys. Medicine/Pain Management Focus: <ul style="list-style-type: none"> Victory Memorial – Dr. Kellher (rehab) bi-monthly lunch in-service; Dr. Pathare (pain) one Friday breakfast in-service per quarter LUTHERAN – 2nd floor Mason ave doctors Phys. Medicine S. LUTHERAN – Dr. Nunez (rehab), Maloney (pain mg.) Dr. Kathy Lee, Dr. Ouygi – in-service with rotating residents bi-monthly 	Nelson	
Cox-2 Internal Medicine Clinics: <ul style="list-style-type: none"> Victory Memorial – Dr. Rettigliatta, Dr. Bennett and residents LUTHERAN – Dr. Dabajian, Dr. Kirpan, Dr. Jean Baptists and residents LUTHERAN South – Tuesday morning clinics 	Cox-2 team	

Cox-2 Geriatrics Clinic: <ul style="list-style-type: none"> Dr. Rajasehra – new chief of the department – clinic is Wednesday afternoon 	Nelson/Mike	
Cox-2 ER program do one program in each <ul style="list-style-type: none"> Victory Memorial – find out if they do in-service programs LUTHERAN. Contact Dr. Chris Montalbano for additional access quarterly in-service breakfast 	Tom T./Parizad Nelson	
Chief Residents to in-service physicians in Outpatient clinics on Hospital Pathways. Encourage Chief Residents to direct junior residents Not to use ibuprofen in their clinics. <ul style="list-style-type: none"> LUTHERAN - Conduct bi-monthly resident cox-2 dinner programs St.Vincents – hold 3 resident cox-2 dinner programs 	Nelson/Tom T.	
Podiatry focus: LUTHERAN – Bernstein, Forman <ul style="list-style-type: none"> Bi-monthly resident journal club Clinic calls also maintain Assini and Ferdinando relationship St. Vincent's – DeAngelo <ul style="list-style-type: none"> Keep updated from Forman on status of more aggressive clinic opening 	Nelson	
Department of Surgery <ul style="list-style-type: none"> Victory Memorial – quarterly in-service Dr. Marini LUTHERAN – pre-op pain protocol with celebrex Dr. Rayham (chief resident) 	Nelson	

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>Caremark</i>		
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Monthly NSAID/Cox-2 Highwriters list to be reviewed at each LAT meeting.	Nelson	
Incorporate Access messaging to targeted doctors	Cox-2 team	
Establish a baseline NRx for Top 20 Highwriters for each meeting using Medical Group Builder and update monthly.	LAT mentors	
Conduct 1 Cox-2 Roundtable speaker program targeting high NSAID writers during 1 st Qtr 2005. Dr. Goldstein as possible speaker	Nelson/Tom T.	
Cox-2 round table – Goldstein or Garjian possible speakers	Nelson/Tom T.	Goldstein and Garjian agreed to go through the online training – follow-up once the training is available again
Target our Ortho and Rheum office: Bi-monthly lunches with: <ul style="list-style-type: none"> Jarrette/Goldstein\ Garjian L'Isalata/Verde Montalbano 1460 Victory Ortho's (breakfast on Thursday's is also good) Tyhrany/Bhupathi Wilen/Perlman Weekly Breakfast: <ul style="list-style-type: none"> Sherman/Bonamo Reilley Suarez Continue with Dr. Reilley journal club (Nelson) Sherman journal club target to have one every other month (Kim and Nelson)	Nelson/Tom T./Eugene	
Target Pain Management doctors: (Dr. Goldstein dinner program) <ul style="list-style-type: none"> Dr Weiner Naomi Alcock (PA) Drucker/D' Aneglo Pathare 	Nelson/Tom T.	
Leverage the RCMC dinner to have Ron. W present Over the Counter Trad. NSAID use	Kim/Nelson	

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>Express Scripts</i>		
TF7687	Who is the Lead?	Status of Tactic
Tactic – What will you do? By When?		

Monthly NSAID/Cox-2 AdvancePCS Highwriters list to be reviewed at each LAT meeting.	Nelson	
Incorporate AdvancePCS NSAID/Cox-2 Highwriters into CCP as "A" level doctors for PCPs and lead specialties.	LAT teams and followed up by LAT mentors.	
Incorporate Cox-2 AdvancePCS Access focusing on traditional NSAIDs/Mobic with Celebrex and Bextra. "Pfizer Cox-2's are the preferred Cox-2's on Advanced PCS."	LAT	
Establish a baseline NRx for Top 10 AdvancePCS Highwriters for each LAT using Medical Group Builder and update monthly.	Ron	
Monthly NSAID/Cox-2 ESI Highwriters list to be reviewed at each LAT meeting.	Nelson	
Incorporate Cox-2 ESI Access focusing on traditional NSAIDs/Mobic with Celebrex and Bextra. "Pfizer Cox-2's are the preferred Cox-2's on Advanced PCS."	LAT	
Establish a baseline NRx for Top 10 ESI Highwriters for each LAT using Medical Group Builder and update monthly.	LAT mentors	
Cox-2 Round table – have at least two this year w/targeted doctors (Goldstein and then Regional speaker)	Nelson Tom T.	
<i>Additional Opportunities</i>		
Leverage HIP center lunches by bring in Lucente and Goldstein in spring and in fall	Tom T./Nelson	
Community Outreach program Elks club	Tom T.	
Local Arthritis foundation – look into if there is one and any opportunities	Tom T./Nelson	
Monthly Cox-2 journal club review with J16 Cox-2 team	Cox-2 team	
Leverage the Monthly HIP lunches to bring in Cox-2 speaker		

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>Resource Allocation/Implementation</i>	Provide Resources for TACU to drive sales.	
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Encourage maximum participation in Regional Cox-2 Teleconferences.	Cluster A DMs	
Speakers: <ul style="list-style-type: none"> • Bring in 4 speakers (1 per Quarter) to support SUNY Downstate Monthly Orthopedic CME Dinner programs – will include Orthopedic Departments from 8 separate hospitals • National <ul style="list-style-type: none"> ○ Dr. Michelle Petrie (PRO) ○ Dr. Joseph Cotton (PRO) March 30th ○ Dr. Gudin ○ Dr. Bouler (PRO) April 16th ○ Dr. Thomas Lee (PRO) • Local <ul style="list-style-type: none"> ○ Dr. Joseph Puma - cardiology ○ Dr. Miriam Vincent – family practice ○ Dr. Laith Jazrawi - orthopedics ○ Dr. Isaac Kreizman – rehab ○ Dr. Patel- rehab/ attendings at Kingsbrook; Dr. Patel to speak to District at POA 2. 	Erik, Ron, Tom	
Symposia Held/Attended		
KOL Key Contacts <ul style="list-style-type: none"> ▪ Mark Jarrett (Oxford) ▪ Teena Abraham ▪ Henry Cohen, Pharm D ▪ Joseph Puma ▪ Laith Jazrawi ▪ William Urban 	Ron Eileen Erwin, Tom Tom Erik Erik, Tom	
Value Added Orthopedic & Rheumatology Program (Procedures)	Erik	
Encourage reps to utilize MGB to track LAT initiatives.	LAT mentors	
Maximize utilization of the Cox-2 CV Web-based Speaker Training – 1 per LAT by November 30, 2004.	Erik, Ron, Tom	

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>Cluster Coordination</i>		
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Cluster A Cox 2 group to meet monthly	Cluster A DMs	
Cox-2 DMs to meet prior to each POA meeting to coordinate/align messaging and strategies.	Tom, Ron, Erik	
Must continue to inspect what we expect on the PAG's this should be the lead in all LAT meetings and must be action driven.	LAT Mentors	



2004 Product Action Guide – BROOKLYN TACU
(Date Updated 11/20/04)

Team Members

Roerig: Alta:	Nada Obeid-Asad Eileen Combos	Powers: Searle:	Tom Farina Ron Rainero	Upjohn: PRO:	Erwin Camacho Erik Elfstrum
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Product Performance Update: GAR Rank (2004)

% Quota (Dec GAR, Divisional Ranking)	Baseline Rolling 12 Week NRx Share (12/26/03)	Latest Rolling 12 Week NRx Weekly Share (10/29/04)	Competitors Baseline Rolling 12 Week %NRx Share (12/26/03)	Latest Competitors Rolling 12 Week %NRx Share (10/29/04)	Sales by Channel Update Celebrex 10/04	2004 % Quota Inc
Celebrex 98.36 (41) Bextra 112.58 (16)	Celebrex 15.206 Bextra 8.647	Celebrex 17.323 Bextra 11.690	Vioxx 17.509 Ibuprofen 28.019 Naproxen 16.434 Mobic 2.258	Vioxx 7.681 Ibuprofen 28.998 Naproxen 19.037 Mobic 4.033	RPD +10.0% Mail Order +20.4% Hospital D-11.0% Hospital H+13.0% Pool +0.8%	Celebrex 2% Bextra 10%

	January 2004/2003	February	March	April	May	June	July	August	September	October	November	December
Bextra	8/43	14/45	9/51	19/52	19/46	17/41	17/28	15/27	14/24	15/22	18	16
Celebrex	32/22	33/34	40/41	40/43	30/39	26/43	23/56	22/52	19/47	18/45	41	41
Cox 2	18/30	22/38	24/47	27/48	21/46	19/46	17/49	16/46	14/40	13/38	34	32

Drill Down Report: Top 3 access

Medicaid	Cash	AdvancePCS
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Celebrex	Bextra
<p>Core Message: Celebrex- Proven strength that patients can stay with. When your patients on a cardiac aspirin need an anti-inflammatory, choose Celebrex/Bextra.</p> <ul style="list-style-type: none"> Ibuprofen and Aspirin - Macdonald shows 73% increased risk of CV death when used concomitantly. Celebrex should be the drug of choice in these patients. Superior Efficacy - Gimbel comparing to Vicoden and Eckman-comparing to the maximum therapeutic does of Ibu 2,400 mg. GI Safety-New encapsulated endoscopy data. SUCCESS data Persistency- Patients are less likely to switch medications when on Celebrex. Dosing to efficacy-Flexible dose and introducing the pain pack for a jump-start. Managed Access- Discussing managed care opportunities (step edit vs. prior auth and Medicaid.) \$2 copay for Medicaid. 	<p>Core Message: Rapid and Powerful Relief in tough Arthritis Pain and "flare"</p> <ul style="list-style-type: none"> Fast Power in OA Flare- Bextra 10mg had superior pain relief than when they were on previous medications. Bextra 10mg worked faster and better than Vioxx 25mg (our lowest and their highest dose for OA) in OA flares. Fast onset- Bextra is the fastest acting NSAID. It works as fast as Anaprox, in as little as 26 minutes. CNS Penetration - Bextra is so powerful because it uniquely penetrates the blood brain barrier allowing it to work both peripherally at the source of inflammation and centrally to block central sensitization to pain. CV Safety- Vioxx's problems are not a class effect. Both Celebrex and Bextra, there is no dose proportional response to hypertension and edema. Managed Access- Discussing managed care opportunities (step edit vs. prior auth) Talk Medicaid as well.

POA Sales Message

- Celebrex: Ibuprofen blocks aspirin from being cardioprotective.
 - Celebrex does not negate cardio-protectiveness of aspirin.
 - Better efficacy versus Ibuprofen. Better persistency and less switching as well.
 - Proven safety over older NSAIDs even when aspirin is added.
 - Access if patient is on Ibuprofen.
- Bextra: Efficacy in Flare State and Faster onset and efficacy in a Flare state versus Vioxx
 - Fastest onset of any NSAID.
 - Superior efficacy and onset because Bextra crosses the blood brain barrier.
 - CV Safety - not a class effect and better Access

Opportunities — What are the three to five most significant opportunities in your territory that can drive success with this product?

OPPORTUNITY (Customer, Bucket of Business)	Goal	Status of Goal:
MEDICAID	Increase NY Medicaid Marketshare by 10% in each Market.	Increase ≥ 10% in J15 and J16 LATs. Average increase in Medicaid Pfizer Cox-2 sales for the TACU = 6%.
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
NY Medicaid – (Data from Q3 Drill Down) <ul style="list-style-type: none"> ▪ J11 38.3% (Goal = 42.13%) ▪ J12 26.4% (Goal = 29.04%) ▪ J13 31.7% (Goal = 34.87%) ▪ J14 30.2% (Goal = 33.22%) ▪ J15 35.7% (Goal = 39.27%) ▪ J16 30.1% (Goal = 33.11%) ▪ J17 30.8% (Goal = 33.88%) 	Tom Tom Eileen Erik Erwin Nada Ron	(Sept 2004 Drilldown) <ul style="list-style-type: none"> ▪ J11 39.0% ▪ J12 27.8% ▪ J13 31.6% ▪ J14 31.4% ▪ J15 39.1% ▪ J16 35.4% ▪ J17 31.6%
Have DM bring up as agenda item at TACU to discuss: <ul style="list-style-type: none"> ▪ High Writers List (Medicaid) ▪ Funding for Speaker Programs/Dinners/Lunches focused on these groups. 	See above	Completed Discussions on February 15, 2003
Run a Monthly NSAID/Cox-2 Medicaid Highwriters list to be reviewed at each TACU meeting.	Tom	Started for the February TACU. Completed up to September 2004 data.
Roll out monthly Medicaid NSAID/Cox-2 Highwriters lists to respective LATs.	LAT mentors	Completed up to October 2004 data.
Incorporate Medicaid NSAID/Cox-2 Highwriters into CCP as "A" level doctors for PCPs and lead specialties.	LAT teams and followed up by LAT mentors.	Rolled out at March LAT meetings. Completed during June 2004 LAT meetings.
Incorporate Cox-2 Medicaid Access focusing on traditional NSAIDs with Celebrex and Vioxx with Bextra. (same \$2 copay as ibuprofen)	Cluster A DMs.	Completed January 2004.
Establish a baseline NRx for Top 20 Medicaid Highwriters for each LAT using Medical Group Builder and update monthly.	LAT mentors	Completed at the March LAT meetings.
Hold targeted Medicaid Roundtable by March 15 th focusing on Medicaid Highwriters that are NSAID abusers.	Each LAT	Completed – J11-2/11, J12-2/25, J13-3/30, J14-5/4, J15-3/10, J16-1/9, J17-4/12
Roll out a Cox-2 Medicaid Pull-through Contest – Utilize MGB to track NRx growth in Top 20 Medicaid Offices 1 month and 3 months after target program.	Ron and Tom to roll out with Cluster A DMs	Reviewed at February 26 th TACU meeting.
Identify new Medicaid champions to mobilize for the 2004 State Medicaid challenges.	Each LAT	Dr. Sweeney, Dr. Duahre, Dr. Goldfinger, Dr. Vincent, Dr. Sheridan, Dr. Banjeri attended speaker training on March 22 nd . Dr. Duahre held dinner with President of Dominican Medical Society on April 8 th . Dr. Sweeney held Access program for community physicians on 6/5/04.
Generate letters from Key Medicaid Opinion Leaders in opposition to proposed changes to NY State Medicaid (PDL) – 2 per rep by Mar 31 st using Access to Medicine Website	TACU LATs	As of March 31 st , each LAT had generated > 10 letters in opposition to the NY State Medicaid PDL. (>4k letters have been sent to date). Confirmed PDL denied 8/10/04.
Track Plan Marketshare utilizing the drill down report each month Track Retail Marketshare Track Specialty Marketshare (Melissa Pecullun)	Tom Ron Erik	Reviewed latest drill down reports at August 2004 TACU meeting 8/11/04 (Medicaid, Cash, HIP - increasing, ESI – decreasing)
Utilize MCBT funding and Max Hamburger at each NY District (Patient Access Programs) <ul style="list-style-type: none"> ▪ Richard Dujhare (Brooklyn) – J11 ▪ Miriam Vincent (Brooklyn) – Medical Leave ▪ Monica Sweeney (Brooklyn) – J13 ▪ Henry Habib (Staten Island) – J17 	Erik Ron Tom	Attended the March 22 nd Access to Medicine Advocacy Meeting.
Meeting with Dr. Jarrett to discuss the opportunities for Support Follow up Call on 3/18/04 to discuss follow-up.	Erik	Completed March 4 th , 2004. Follow-up conference call May 7 th , 2004.
Meeting with Palema Hernandez, CEO of the Urban Health Initiative of New York. Fact finding mission to evaluate the potential impact of this very large VHA	Erik	Completed
Discussed follow-up meeting with Hellen and Palema Hernandez regarding the Urban Health Clinic in Corona. We will be working on mobilizing all the Urban Health Physicians to write letters to fight the Medicaid PDL.	Erik	June 29 th , 2004 Completed

<p>Implement CEC NSAID/OTC survey in one key Medicaid office for identified LATs J11, J12, J13, J15, J17, and J20 LATs.</p>	<p>CECs (Marianna & Ron)</p>	<p>Traditional NSAID/Over-the-counter (OTC) Survey implemented in identified sites (by 5/4/04): J11- Dr. Eliseo Asencio (Data presented 9/04) J12- Dr. Errol Thompson (Data presented 7/04) J13- South Brooklyn Health Center (Data presented 6/04), Bedford Stuyvesant Heath Center (Data presented 9/04) J17 - Staten Island Medical Group (Data presented 9/04) J20- Interfaith Hospital (Data Presented 8/06)</p> <p>Compilation of all data reviewed by CEC's at September TACU meeting.</p>
<p>Implement OTC patient newsletters in sites that participated in traditional NSAID/Over-the-counter (OTC) Survey</p>	<p>DM/ CECs</p>	<p>Dinner program scheduled to review data with participants/ Targeting high NSAID writers: (Jeb Bunt coordinating with CECs). November 30, 2004</p>
<p>Implement OTC patient newsletters in sites that participated in traditional NSAID/Over-the-counter (OTC) Survey</p>	<p>CECs</p>	<p>Provided to Bedford Stuyvesant Heath Center (October 2004)</p>

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
HOSPITAL PULL-THROUGH	Increase Outflow Sales in top 5 Hospitals by 5% where Vioxx is Not on Formulary	
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
<p>Increase Outflow in top 5 Non-Vioxx hospitals (Data from Bubble Report)</p> <ol style="list-style-type: none"> Maimonides – Hospital-wide Pathway & No VIP <ul style="list-style-type: none"> Outflow potential \$900k (Share = 55%, Goal 60%, Vioxx 30%) Brooklyn Hospital – Hospital-wide Pathway <ul style="list-style-type: none"> Outflow potential \$753k (Share = 57%, Goal 62%, Vioxx 24%) NY Methodist – Hospital-wide Pathway & No VIP <ul style="list-style-type: none"> Outflow potential \$691k (Share = 60%, Goal 65%, Vioxx 27%) Queens Hospital – Celebrex only Cox-2 on formulary <ul style="list-style-type: none"> Outflow potential \$371k (Share = 44%, Goal 49%, Vioxx 21%) Kingsbrook Jewish Hospital – Vioxx just removed; Celebrex & Bextra On Hospital-wide Pathway Bextra NOW available pull-through plan <ul style="list-style-type: none"> Outflow potential \$322k (Share = 46%, Goal = 51%, Vioxx 37%) 	<p>Ron</p> <p>Nada</p> <p>Ron</p> <p>Tom</p> <p>Erwin</p>	<p>Sept 2004 Institutional Analyzer</p> <p>Maimo Outflow – 56.31% vs. 21.96%</p> <p>Brooklyn Outflow – 57.39% vs. 22.93%</p> <p>Methodist Outflow – 62.71% vs. 21.12%</p> <p>Queens Outflow – 57.54% vs. 18.75%</p> <p>Kingsbrook Outflow – 46.49% vs. 33.51%</p>
Use the Bextra Coupons in all Orthopedic Surgery Centers, to capitalize on the Orthopedic “Arthritic Flare” adoption of Bextra leaving the hospital. FTCCG’s and LAT meetings will be the means of implementation.	Tom, Ron, and Erik	Bextra Outflow: \$1.7million - +54.8% Celebrex Outflow: \$3.9million - +13.6%
Must get a Strong Push for the Celebrex in the Clinic situations in all key accounts. Right now we must have all IHR/Specially representatives recognize the big opportunities. Using the core message “PROVEN STRENGTH Patients can stay with”, ask for the generic Ibuprofen Upgrade. CONTEST TO BE STARTED on MAY 1 st , 2004.	IHR LAT mentors	Completed at the May 2004 IHR meeting.
<p>Pull through initiative in all ER Settings for Celebrex over the Ibuprofen: PRO, Searle, and Powers will split up the responsibility:</p> <ul style="list-style-type: none"> Brookdale Hospital: Rebecca Zapcic Kingsbrook Jewish: Rebecca Zapcic Wyckoff Hospital: Jennifer/Angela Bailey-Hardy Maimonides: Eugene Zabolotsky Methodist: Courtney Barnhart Kings County: Danielle Fischer Staten Island Hospital: Michael Glazman 	Tom, Ron, Erik	<ul style="list-style-type: none"> Brookdale Hospital: \$193k Kingsbrook Jewish: \$80k Wyckoff Hospital: \$130k Maimonides: \$452k Methodist: \$203k Kings County: \$207k Staten Island Hospital: \$155k
Utilize Chief Residents to in-service physicians in Outpatient clinics on Hospital Pathways. Encourage Chief Residents to direct junior residents Not to use Vioxx in their clinics.	Tom	In May, after Cox-2 Grand Rounds with Dr. Puma, St. Dominic’s Family practice attendings and chief residents agreed to have their clinic stop using Vioxx.
Utilize Director of Pain Management/Member of Pain Committee to in-service each core Department on adherence to the Hospital-wide Pain Pathway – Medicine, Surgery, FAP, OBGYN, Dentistry, ER, Rehab, Anesthesia	Tom	<p>Tina Abraham is setup to speak to NY Methodist Medicine Clinic Attendings in June 04.</p> <p>CEC Pain pathway (Ron) per product PI implemented Interfaith Hospital, August 2004</p> <p>CEC Pain pathway (Marianna) per product PI implemented Wyckoff Hospital July 2004</p>
Utilize Anesthesia to inservice surgical subspecialties on the use of Celebrex and Bextra (Arthritis pain) in accordance with their Pre-op instruction sheets (e.g. Methodist, Maimonides, Kingsbrook Jewish, Interfaith)	Erik, Tom	Dr. Schiandicola, Dir. of Anesth at NY Methodist, held an inservice on May 3 rd for presurgical testing and the pharmacy is now stocking Celebrex in the unit. Dr. Holden met with the director of Presurgical testing at Maimonides and gave him a Letter of Reprimand for not utilizing Celebrex pre-operatively according to the hospital’s standing orders.
Work with Dr. Ricciardi, Dir. of Rheum, to block Celebrex’s removal from formulary and Vioxx’s addition to formulary at Long Island College Hospital.	Erik, Tom	Completed at April P&T meeting. Celebrex will remain on formulary and Vioxx was kept off of the formulary.
Get Bextra added to formulary in key PHR hospitals.	Tom, Erwin, Erik, Ron	Bextra added to formulary at Kingsbrook Jewish in January 04. Bextra added to formulary in May 04.
Utilize CE teleconferences to reach out to hospital pharmacists	CECs	National Pharmacy Week Pain Lecture St. Mary’s, SUNY Downstate, Interfaith, Wyckoff, October 26, 2004

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>CASH/Workers Comp</i>	Increase Cash Share by 5% in each LAT.	Surpassed in every LAT except J17.
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Increase Cash Share in each TACU: (Drill Down Report) <ul style="list-style-type: none"> ▪ J11 16.6% (Goal = 17.4%) ▪ J12 10.9% (Goal = 11.4%) ▪ J13 10.8% (Goal = 11.3%) ▪ J14 10.9% (Goal = 11.4%) ▪ J15 10.4% (Goal = 10.9%) ▪ J16 15.6% (Goal = 16.4%) ▪ J17 24.1% (Goal = 25.3%) 	Tom Tom Eileen Erik Erwin Nada Ron	(August 2004 Drilldown) <ul style="list-style-type: none"> ▪ J11 18.7% ▪ J12 13.3% ▪ J13 11.6% ▪ J14 14.6% ▪ J15 13.7% ▪ J16 21.0% ▪ J17 24.9%
Run a Monthly NSAID/Cox-2 Cash Highwriters list to be reviewed at each TACU meeting.	Tom	Completed through Oct 2004 LAT meetings.
Roll out monthly Cash NSAID/Cox-2 Highwriters lists to respective LATs.	LAT mentors	Completed through Oct 2004 LAT meetings.
Incorporate Cash/Workmans Comp/Indemnity plans Access messaging at MidCycle 1	Cluster A DMs	Implemented with LAT teams at Midcycle 1 meeting 2/17/04.
Implement Bextra 7 day trial scripts with Cash Highwriters by March 31, 2004.	LAT mentors	Implemented in the Access message at March 22, 2004 breakfast meeting.
Utilize Celebrex Pain Paks to Action Close with Workmans Comp physicians	LAT mentors	Implemented at Midcycle 1 meeting 2/17/04.

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
<i>AdvancePCS/ Express Scripts</i>	Grow AdvancePCS Market share by 5%.	Met or exceeded 5% growth Cox-2 Mkt share in all LATs for Adanced PCS
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Increase AdvancePCS Share in each TACU: (Drill Down Report) <ul style="list-style-type: none"> ▪ J11 15.9% (Goal = 16.4%) ▪ J12 9.2% (Goal = 9.7%) ▪ J13 11.8% (Goal = 12.4%) ▪ J14 9.5% (Goal = 10.0%) ▪ J15 11.8% (Goal = 12.4%) ▪ J16 17.7% (Goal = 18.6%) ▪ J17 20.3% (Goal = 21.3%) 	Tom Tom Eileen Erik Erwin Nada Ron	(August 2004 Drilldown) <ul style="list-style-type: none"> ▪ J11 16.4% ▪ J12 10.4% ▪ J13 13.6% ▪ J14 10.3% ▪ J15 12.4% ▪ J16 19.7% ▪ J17 24.4%
Run a Monthly NSAID/Cox-2 AdvancePCS Highwriters list to be reviewed at each TACU meeting.	Tom	Completed through Oct 2004 LAT meetings.
Roll out monthly AdvancePCS NSAID/Cox-2 Highwriters lists to respective LATs.	LAT mentors	Completed through Oct 2004 LAT meetings.
Incorporate AdvancePCS NSAID/Cox-2 Highwriters into CCP as "A" level doctors for PCPs and lead specialties.	LAT teams and followed up by LAT mentors.	Completed with J12, J14, J16 LATs at the May LAT meetings. Scheduled for J11, J13, J15, J17 LATs for June meetings.
Incorporate Cox-2 AdvancePCS Access focusing on traditional NSAIDs with Celebrex and Vioxx with Bextra. "Pfizer Cox-2's are the preferred Cox-2's on Advanced PCS."	Cluster A DMs.	Completed at the Midcycle 1 meeting in March 04 and updated at POA 2.
Establish a baseline NRx for Top 10 AdvancePCS Highwriters for each LAT using Medical Group Builder and update monthly.	LAT mentors	Updated through October 2004.
Key in on patients that are iron workers, excavators, engineers – typical AdvancePCS patients	Cluster A DMs.	Rolled out to LATs at the March LAT meetings. Reviewed during Access workshops at POA 2.
Run High Writers for Express Scripts. Must capitalize on new opportunities that have come to the market	Cluster A DM's	Reviewed through the Oct 2004 LAT meetings.

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
Resource Allocation/Implementation	Provide Resources for TACU to drive sales.	
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Encourage maximum participation in Regional Cox-2 Teleconferences. <ul style="list-style-type: none"> Gudin Regional Telenet Set up Simon Telenet Susman Telenet 	Cluster A DMs	Sent out joint Cox-2 voicemails to Cox-2 teams to encourage participation. Rolled out the Regional Cox-2 Resource Calendar to the LAT teams at the September LAT meetings.
Speakers: <ul style="list-style-type: none"> Bring in 4 speakers (1 per Quarter) to support SUNY Downstate Monthly Orthopedic CME Dinner programs – will include Orthopedic Departments from 8 separate hospitals National <ul style="list-style-type: none"> Dr. Michelle Petrie (PRO) Dr. Joseph Cotton (PRO) March 30th Dr. Gudin Dr. Bouler (PRO) April 16th Dr. Thomas Lee (PRO) Local <ul style="list-style-type: none"> Dr. Joseph Puma - cardiology Dr. Miriam Vincent – family practice Dr. Laith Jazrawi - orthopedics Dr. Isaac Kreizman – rehab Dr. Patel- rehab/ attendings at Kingsbrook; Dr. Patel to speak to District at POA 2. 	Erik, Ron, Tom	Petrie Completed 3/29 th , 2004 Cotton Completed 3/30 th , 2004 Erik and Eugene met with Dr. Patel on 4/1/04
Symposia Held/Attended <ul style="list-style-type: none"> 2 day Musculoskeletal Conference for PCP's – through Brooklyn Orthopedic Society and SUNY Downstate Funding committed Charitable contribution for the SUNY Downstate Outing. Spending time with Dr. Urban. Second Annual Update in Rheumatology for Primary Care Physicians. Dr. Ricciardi is the Key Contact. Staten Island Hospital Orthopedic 3 day Symposium 	Erik Erik Erik Ron	
KOL Key Contacts <ul style="list-style-type: none"> Mark Jarrett (Oxford) Teena Abraham Henry Cohen, Pharm D Joseph Puma Laith Jazrawi William Urban 	Ron Eileen Erwin, Tom Tom Erik Erik, Tom	
Utilize the RMRS (Linda Scheer) to strengthen relationships with Dr. Joseph Puma (Dir. of Interventional Cardiology – NY Methodist Hospital) and Dr. William Urban (Chairman of Orthopedic Surgery – SUNY Downstate) Possibly getting the Orthopedic/ Rheumatology division involved with the Train the Trainer for Clinical trials to be held at SUNY Downstate.	Erik, Tom	Urban Completed 3/11/04. Linda Scheer (RMRS) had dinner meeting with Dr. Puma on 4/29/04.
Value Added Orthopedic & Rheumatology Program (Procedures)	Erik	Completed January 13 th , 2004
Have the Visiting Professor CME Program for Sports Medicine take Place at the River Side Café in Brooklyn. Here we will have one of the top Sports Orthopedic Surgeons speak on Athletic Injuries. Projected 50 Specialists. DMT SPONSORED.	Erik	Completed September 2004.

OPPORTUNITY (Customer, Bucket of Business)	Goal:	Status of Goal:
Cluster Coordination		
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Cluster A Cox 2 group to meet monthly		Scheduled
Cox-2 DMs to meet prior to each POA meeting to coordinate/align messaging and strategies.	Tom, Ron, Erik	Revisited coordinated Cox-2 message (Top 3 points to make) at MidCycle meeting and rolled down to LATs for the final push at the September LAT meetings.
Must continue to inspect what we expect on the PAG's this should be the lead in all LAT meetings and must be action driven.	LAT Mentors	Developed LAT Effectiveness Guide at the August TACU Meeting. Rolled out to the LATs at the September LAT Meetings.

2004 ZOLOFT Business Plan - Northeast Region

Date Updated: **November 14, 2004**

Team Members

Nada Obeid-Asad – Roerig (35%) Tom Farina – Powers Rx (25%) Erwin Camacho- Upjohn (20%)
 Greta Besendorfer – Vista (30%) Alan Wrobel – NHO David White –PD2 (15%) Anthony De Vito– CNS (30%)
 Ron Weathermon/Marianna [REDACTED] – CEC

Product Performance Update

% Quota GAR	Baseline Rolling 12 Week %NRx Share (10-10-03)	Latest Rolling 12 Week %NRx Weekly Share (Trend)	Competitors Baseline Rolling 12 Week %NRx Share (10-10-03)	Latest Competitors Rolling 12 Week %NRx Share (Trend)
Zoloft = 97.96% (Rank # 46 October '04 GAR)	Zoloft = 18.625%	Zoloft = 18.823% 10/15/04	Paxil/Paxil CR/Parox. = 22.23% Lexapro = 9.639% Celexa = 7.061%	Paxil/Paxil CR/Parox = 18.41% Lexapro = 14.534% Celexa = 4.781% 10/15/04

As of 10/8/04, Zoloft has a gap of 3% over Lexapro in NRx, however the gap change is negative at 1.5.

	Zoloft NRx Share					Lexapro NRx Share					Gap Rank**		Gap Chang Rank**			
	Baseline 5/7/04	9/17/04	9/24/04	10/1/04	10/8/04	Baseline 5/7/04	9/17/04	9/24/04	10/1/04	10/8/04	Regional	National	Regional	Natio		
National	16.3%	16.4%	16.3%	16.3%	16.4%	14.8%	16.0%	16.0%	16.0%	16.0%	0.4		0.0			
11J Northeast	17.1%	17.0%	16.7%	17.0%	16.6%	14.0%	15.1%	15.5%	15.4%	15.5%	1.2		-0.7			
11J Brooklyn	19.1%	19.3%	19.3%	20.1%	18.8%	13.6%	14.7%	15.2%	15.7%	15.8%	3.0	1	10	-1.5	9	72

POA Product Messaging – The key elements that all teams will include in promotional efforts

PCP Opener:

Zoloft is **STILL** the best starting point for pediatric to geriatric patients with Mixed Anxiety & Depression because nothing works faster, better or longer.

Psych Opener:

- Last time I was here...
- Consultant on PCP message...
- APA: bringing the hottest from the APA to you...
- Your psychiatric peers are telling me...
- New APA data showing superior efficacy and tolerability vs. Paxil (PCP: Vis Aid; Psych: Abstract)

Core Message:

- Zoloft works faster, better and longer for your anxious patients that are tense/stressed out, can't sleep, and worry all the time.

Faster: in terms of symptomatic relief

- Paxil – Fava
- Lexapro - Fava

Better: in terms of response/remission or tolerability

- Paxil – Bandelow (Panic free)
- Paxil – Aberg Wistedt (WG/Sedation)
- Lexapro – BIG JIM Sex Dys
- Lexapro - DDI (Preskorn)

Longer: in terms of long term data and adherence

- Paxil - Vis Aid (9)
- Lexapro – Vis Aid (9)

Lexapro Sell Sheet

Long Term Data

1. Zoloft long term Dogan study in depression demonstrated 87% of patients were relapse free versus 54% placebo at 44 weeks. (Approximately 9 out of 10 patients receiving Zoloft maintained response over 10 months, average dose 70 mg's.)
2. Lexapro Rappaport study demonstrated a 74% relapse free rate compared to a 60% placebo rate at 36 weeks. (Average dose 14.4 mg's.)
3. Lexapro only has relapse free data in depression, while Zoloft has long-term approvals for MDD, SAD, Panic disorder, PTSD, and OCD. Along with these long-term approvals, Zoloft also has pediatric OCD and PMDD approvals.

Excellent Tolerability- Doctor's love Zoloft for it's excellent side effect profile and tolerability. 3 key comparisons appear on the sell sheet

1. Sexual Dysfunction- Lexapro 5.7% versus Zoloft 3.2%
2. Nausea & GI- Lexapro 6.8% versus Zoloft 5.6%
3. Sedation- Lexapro 8.2% versus Zoloft 5%

Managed Care Coverage

1. Zoloft is available on 94% of managed care plans while Lexapro coverage is only 52% on Plans- Tier 2 and 70% on PBM's- Tier 2. An increase in cost can result in patients stopping med's and noncompliance.

Dosing Flexibility

1. Zoloft National average dose- 87.9 mg's with the flexibility to go up to 200 mg's
2. Lexapro National average dose- 14.2 mg's with maximum dose 20 mg's.

PCP Close:

- Trial Close – Why not Zoloft?
- New Starts for your anxious patients, starter kit and MCO statement on every call
- One last thing doctor, every time you write Zoloft for your stressed out, anxious patients you are guaranteeing them the lowest out of pocket expense, because Zoloft is preferred on every managed care plan in this area unlike Lexapro or Effexor XR which will cost your patients \$5-15 more per month in co-payments.

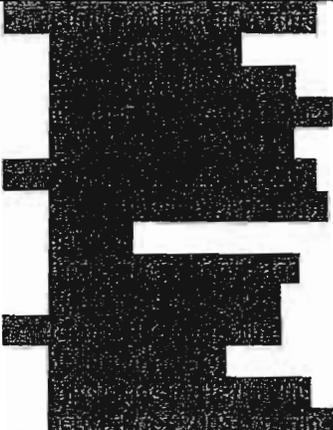
Psych Close: (in addition to above)

What should I tell a PCP? What about for your patients

Opportunities – What are the three to five most significant opportunities in your territory that can drive success with this product?

Opportunity (Customer, Doctor, etc)	Goal (What... 'as measured by' ... by when)	Status of Goal
NY State Medicaid	Increase Zoloft Market Share to 19%	Currently at 17% NRx (CDR) up 5% from 11/03
Why is this an Opportunity? Zoloft has open access and significant Paxil & Lexapro share to take away from (20%).		
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
Consistent open Medicaid ACCESS message across all divisions. To be discussed at every LAT meeting utilizing Customer Drill Down Reports to update growth.	CLUSTER LAT/DM Mentors	Nada- Quarterly dissemination of Customer Drill Down Report to Roerig reps to discuss high Medicaid potential at every LAT meeting
One targeted Zoloft Medicaid program per LAT by end of 2nd quarter. To complete 2 programs per LAT per year.	Roerig/CNS	J11 & J12- Dr Grachowski REACH Pgm J13- Roebing Clinic J14 & J15- ILC Clinics- Dr. Lubin J16- Sunset Park clinic & 9401 Ridge Blvd
Create a high writer Medicaid-Paxil & Lexapro physicians list and incorporate in call cycle due to Paxil generic and increase in Lex mkt share. Discuss call grid at every cluster meeting.	Roerig & DM mentors	All LATs have incorporated lists into CCP with a copy to Nada. Zoloft ctrpts to target and lead with Zoloft in 10 offices. Paxil- 26.5% (10/03)– 22.7 (9/04) Lex- 3.3% – 8.4

<p>Target top 5 Medicaid doctors WEEKLY for the next 30 days who prescribe primarily Paxil in order to get Zoloft switches instead of Paroxetine. Utilizing Zol vs Lex sell sheet to target Lexapro prescribers.</p>	<p>Roerig to run list and discuss with LAT at meetings</p>	<p><i>All LATs with Roerig rep calling weekly on their "95/5" docs. - Mid POA 2 incorporated sell sheet into detail</i></p>
<p>Ethnic Speaker development to target Russian, Hispanic and African Am. audience</p>	<p>Roerig/ Powers</p>	<p><i>Dr. Shpitalnik- J11 & J16 Dr. Clerisme- J12 Dr. Feola- J14 Dr. Lubin- J15 Dr. Newman & Dr. Caro- J13 Dr. Mitelman, Gonzales, Patel- J10 ethnic physicians developed and utilized for target audiences.</i></p>
<p>A strict focus on all Medicaid clinics throughout the district to incorporate usage of PHQ-9 and Knowing More</p>	<p>All</p>	<p><i>Contests in place for Pt. Educ. In offices and implementation of PHQ9 as screeners. Zoloft patient education including "Knowing More" (Depression) and (Social Anxiety) were left behind in Zoloft top 75 targeted offices. All late teammates ordered and continue to hand out and leave behind Zoloft patient education VHS tapes.</i></p>
<p><i>Coordinate with representatives to identify sites willing to conduct...</i></p>	<p>All</p>	<p><i>[REDACTED]</i></p> <p>Langman Clerisme Louis Pandya Thu Herman Note: Herman Ogungbamigbe CONRAD POOLE HYMAN HSUIH LUCENTE RUSSO KONSKY</p> <p>Fayngersh Anglade</p>
<p><i>...to conduct in-services on the use of the PHQ-9...</i></p>	<p>All</p>	<p><i>[REDACTED]</i></p>

<p>with local Managed Medical Organization in Brooklyn (HealthPlus) to evaluate the value that Pfizer can offer to their Department of Mental Health in 2004.</p> <p>Identify partnership opportunities with Physicians in 2005.</p>	<p>Rdorg/CNS/GCC</p>	
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Opportunity (Customer, Doctor, ect)	Goal (What... 'as measured by' ... by when)	Status of Goal
Institutional Account- Pull through	Increase Hospital Outflow numbers by 10% by the end of year.	Currently 6.4% increase in Hospital Outflow (Sales summary) down from 12.8% from 1/04
Why is this an Opportunity?		
Hosp. Outflow is the 2nd largest portion of our Zoloft business after RPD		
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic
One Zoloft dinner speaker program per IHR LAT per quarter.	IHR/CNS	<i>Dr. Crasta, Chung, Cohen, Rosen</i>
Synchronized medicine and psych clinic coverage daily.	IHR/CNS	Calling on clinics during field rides and observing a jump in out flow \$'s – Clinics priority on IHR & PHR call cycle J10- Increase frequency of off campus clinics – Elmhurst & Hillside Ave. Jamaica clinics (Pierre Louis, Anand, Castro, Shih, Rajput & Edmonds) J20- SUNY & KCH clinics J30- Methodist, Maimo, Interfaith clinics
Develop speakers to give consistent POA message at our local accounts.	IHR/CNS	<i>Dr. Copelan, Dr. Zhysman, Dr. Goldfinger, Dr. Sureesh Patel (Creedmore), Dr. Gonzales</i>
Roll out PHQ 9 in key accounts and have it implemented in the clinics.	All	<ul style="list-style-type: none"> •  • J20- FAP KCH • J30 - Woodhull
To add a Tactic [Insert at new row], click on Table... Insert..., Row Above		

Opportunity (Customer, Doctor, ect)	Goal (What... 'as measured by' ... by when)	Status of Goal
Strategic leveraging of all available Resources like CME symposia, and DMT sponsored initiatives, Betsy, RMRS	Target High Paxil writers and change prescribing habits in favor of Zoloft by 10%	Participation in DMT initiatives through (ROI) on pgms.
Why is this an Opportunity?		
Builds and leverages relationships with key customers. Offers Customer Value.		
Tactic – What will you do? By When?	Who is the Lead?	Status of Tactic

Monitor speaker program activity at LAT level. Measure ROI by tracking trends utilizing Medical Group Builder.	Roerig	<table border="1"> <thead> <tr> <th></th> <th>PD2</th> <th>Powers</th> <th>Roerig</th> <th>Upjohn</th> </tr> </thead> <tbody> <tr> <td>J00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> </tr> <tr> <td>J10</td> <td>1.66</td> <td>0.00</td> <td>3.00</td> <td>1.66</td> </tr> <tr> <td>J11</td> <td>0.00</td> <td>0.50</td> <td>7.00</td> <td>1.50</td> </tr> <tr> <td>J12</td> <td>0.50</td> <td>1.50</td> <td>15.00</td> <td>0.50</td> </tr> <tr> <td>J13</td> <td>0.17</td> <td>0.00</td> <td>5.33</td> <td>0.50</td> </tr> <tr> <td>J14</td> <td>3.75</td> <td>0.25</td> <td>2.75</td> <td>1.25</td> </tr> <tr> <td>J15</td> <td>1.50</td> <td>0.00</td> <td>2.50</td> <td>0.00</td> </tr> <tr> <td>J16</td> <td>0.33</td> <td>0.33</td> <td>0.00</td> <td>1.34</td> </tr> <tr> <td>J17</td> <td>0.00</td> <td>0.00</td> <td>4.00</td> <td>0.00</td> </tr> <tr> <td>J20</td> <td></td> <td>0.00</td> <td>4.18</td> <td>0.00</td> </tr> <tr> <td>J30</td> <td></td> <td>0.00</td> <td>2.00</td> <td>0.00</td> </tr> <tr> <td>TOTALS</td> <td>7.91</td> <td>2.58</td> <td>46.76</td> <td>6.75</td> </tr> </tbody> </table>		PD2	Powers	Roerig	Upjohn	J00	0.00	0.00	0.00	0.00	J10	1.66	0.00	3.00	1.66	J11	0.00	0.50	7.00	1.50	J12	0.50	1.50	15.00	0.50	J13	0.17	0.00	5.33	0.50	J14	3.75	0.25	2.75	1.25	J15	1.50	0.00	2.50	0.00	J16	0.33	0.33	0.00	1.34	J17	0.00	0.00	4.00	0.00	J20		0.00	4.18	0.00	J30		0.00	2.00	0.00	TOTALS	7.91	2.58	46.76	6.75
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Maximize participation and ROI at all DMT sponsored events. Zoloft program grid, TACU invite status and NRx tracker (each POA).	LAT/DM Mentor	<p>J12- 1. Dr. Bondoc- September '03 4 Zoloft NR '04 15 Zoloft NRX's.</p> <p>2. Dr. Reznick Zoloft market share increase At 12.5% to June '05- 45%</p> <p>3. Dr. Clerisme Zoloft market share increase A 4% to June '04 19%.</p>																																																																	
Trial RX coupons to maximize sales. Ensure top markets maintain adequate sample supplies and proportional resource allocation.	All	Zoloft trial scripts distributed by each LAT inc. IHR's and extra orders placed by Powers to Ro IHR's																																																																	
Maximize ROI for CE programs to Pharmacists and Nurse Practitioners	Roerig/CNS																																																																		
Maximize ROI regional initiatives, including PHOENIX project	Roerig/CEUs																																																																		
Set up one speaker tour for 1 st & 2 nd semester with Key opinion leader in key accounts and dinner program.	Roerig IHR's	<p>1st Qtr- Chung</p> <p>2nd Qtr- Lee Cohen</p> <p>3rd Qtr- Monica Sweeny</p> <p>4th Qtr- Crane/ Glassman (SADHRT)</p>																																																																	
Zoloft Reach Program with assistance of RMRS to develop local speakers and utilize in round table settings.	Roerig	<ul style="list-style-type: none"> - Conducted 12/1/03 success with 9 participants. - Pull through on attendees conducting their own small roundtables: Reznik, Shp 																																																																	
Teleconferences- mandatory participation by each LAT		<p>Teleconferences:</p> <ul style="list-style-type: none"> • Preskom Teleconference • Bandelow Lunch and Learns • Mendelowitz/Tandon DVD • Stahl CD <p>Psych. Link Series</p>																																																																	
Department of Health Depression Collaborative - CECs and RAM (Shali Sterry). Worked with New York City, DOH to increase the awareness, screening and treatment of depression in the primary care setting. Implemented in 8 sites throughout Metro New York (included Cumberland Clinic and Woodhull Hospital).	RAM/CEC	Final Collaborative results presented in 'Outcomes Congress' - October 5, 2004.																																																																	

Opportunity (Customer, Doctor, ect)	Goal (What... 'as measured by' ... by when)	Status of Goal
Cluster Coordination- calls and messaging	<ul style="list-style-type: none"> • Consistent messaging by counterparts to targeted physicians frequently and enter team notes to keep that conversation going on in the next visit. 	Reinforced at post-POA district meeting and heard during field rides
Why is this an Opportunity?		
To Increase sales and blunt competition growth.		
Tactic - What will you do? By When?	Who is the Lead?	Status of Tactic
Develop and deliver one consistent Zoloft presentation on all calls and incorporate on LAT PAG's- Faster Better, Longer w/ increased sampling	Roerig, Powers, Upjohn, PD2, Vista, CNS	Reviewed at LAT meetings w/ Roerig as lead to add any updates, challenges CCP in place for all LATs - Target 60% rate for A's and B's communicated to each LAT
Increase Psych calls across Roerig and CNS to at least 3 Psych calls per day	Roerig & CNS	Increase in overall Psych calls to 42% of total calls (Roerig)

Roerig to lead and include all counterparts on all initiatives- RCI programs, DMT programs, National programs	Roerig	Dr. Sixto Carro to Arizona 1/9/04 and implemented PHQ9 at Roebing clinic- also to do roundtable
Roerig to coordinate w/ Upjohn DM's/ reps with Zoloft: targeted field rides to high PCP's, help identify opportunity, allocating and sharing resources	Roerig	Targeting of 5-15 docs by each LAT w/ Zoloft as lead product as agreed to at POA 2

Final PHR Standings 2004 Power Players “Work Hard Play Hard Contest”

District PHR Winners

1. Steven Bradley - Manchester
2. Elizabeth Zihnerl - Albany
3. Sandy Porter - Buffalo
4. Tim Hinspeter - Westchester
5. Kevin Halter – Hartford
6. Joshua Cardin – Providence
7. Lisa Wilkie – Boston
8. Archana Broker – Manhattan
9. Nelson Bermudez – Brooklyn
10. Darrell Ingold – Long Island

PHR At Large Winners

1. Karlyn Fenton Hinkley – Long Island
2. Alisha Taylor – Providence
3. Jeff Zanni - Manchester
4. Adam Denis – Buffalo
5. Juanita Estwick-Gillus – Long Island
6. Thomas Estep – Albany
7. Chris Higgins – Hartford
8. Darline Davermann-Reid – Brooklyn
9. Jeff Wynn – Buffalo



2004 PHR Power Players Standings

Contest Legend	
The PHR with the lowest score in each District Wins	Tie Breaker = Highest GAR Rank wins
Next 9 at Large PHRs Win	VPC winners are Not Eligible
# Indicates Not Eligible	Data Updated as of Sept 2004 GAR

Terr Code	Name	Zyvox GAR Contest Score	Combined Final Contest Rank/Score	Contest Eligibility
3PW11B17	VACANT	4.9	5.2	10.1
3PW11A14	Bradley, Steven	14.4	1.15	15.55
3PW11J15	Gorellk, Irina	9	14.6	23.6
3PW11H15	MacBride, Melissa	17.65	7.95	25.6
3PW11D15	Collins, Kathryn	9.05	17.3	26.35
3PW11D16	Carter, Greg	15.4	16.25	31.65
3PW11H14	Broker, Archana	13.3	19.1	32.4
3PW11B12	Wright, Douglas	25.55	7.95	33.5
3PW11B16	Zheri, Elizabeth	14.55	21.05	35.6
3PW11B11	Taylor, John	18.1	24.6	42.7
3PW11F14	Cardin, Joshua	35.85	7.4	43.25
3PW11H17	Michelle Abbani	10.4	35.35	45.75
3PW11F11	Fenton Hinkley, Kariyn	36.65	11.3	47.95
3PW11F13	Taylor, Alisha	36.75	11.2	47.95
3PW11C16	Porter, Sandra	37.25	15.85	53.1
3PW11B15	Raven McDonald	16.35	41.45	57.8
3PW11G11	Willie, Lisa	11.3	46.95	58.25
3PW11K11	Trigold, Darrell	22.65	36.2	58.85
3PW11C12	Martha Navarra	13.5	45.75	59.25
3PW11A17	Zanni, Jeffrey	11.3	49	60.3
3PW11H11	Adrian Bota	7.3	53.45	60.75
3PW11C15	Denis, Adam	19.35	41.45	60.8
3PW11K18	Gillus-Estwick, Juanita	17.35	44.15	61.5
3PW11E11	Halter, Kevin	26.45	35.4	61.8
3PW11G17	Brian Rosario	49.55	13.05	62.6
3PW11B14	Estep, Thomas	28.05	34.95	63
3PW11A16	Wogan-Goebel, Nancy	4.55	59.25	63.8
3PW11H16	Jeff Repetto	34.15	29.8	63.95
3PW11J14	Van Gelder, Tanya	47.35	18.15	65.5
3PW11E13	Higgins, Christopher	53.3	13.35	66.65
3PW11J13	Davermann - Reid, Darli	8.1	58.75	66.85
3PW11C14	VACANT	23.65	43.55	67.2
3PW11D12	Hinspeler, Timothy	55.3	13.65	68.95
3PW11E18	Barbara Cook	61.25	9.75	71
3PW11A15	VACANT	41.7	30.35	72.05
3PW11J12	Bailey-Hardy, Angela	33.2	38.9	72.1
3PW11C11	Wynn, Jeffrey	33.85	39.15	73
3PW11D17	Shetty, Lalla	39.1	34.9	74
3PW11F12	O'Brien, Kelly	76	2.35	78.35
3PW11D11	Kozel, William	25.65	53.35	79
3PW11F16	D'Ammora, Nicholas	38.15	41.3	79.45
3PW11G16	Bermudez, Nelson	32.95	46.5	79.45
3PW11G16	Murphy, Dana	47.65	32.25	79.9
3PW11J17	Neumann, Jessica	48.9	31.6	80.5
3PW11H13	Nepomuceno, Ryan	31.4	49.15	80.55
3PW11F17	Dupont, Michael	60.95	20.4	81.35
3PW11B13	VACANT	12.75	69.7	82.45
3PW11A18	Donnellan, Brian	73	12.25	85.25
3PW11E14	Elsa Scirocco	42.65	43.05	85.7
3PW11J11	Raul Hernandez	35.95	50.2	86.15
3PW11E12	Penfield, Lisa	50.2	36.5	86.7
3PW11G15	Lily Hayes	20.35	69.35	89.7
3PW11F15	Jennife Sabo	65.95	24.05	90
3PW11B18	Tracy Lavery	53.6	37.2	90.8
3PW11K13	Glicksman, Sharon	54.1	40.95	95.05
3PW11D13	Schenker, Keith	73.6	22.85	96.45
3PW11D18	Scott Konnin	48.5	50.8	99.3
3PW11G13	Christina DeMichele	29.9	69.8	99.7
3PW11K17	Bilawsky, Leslie	45	56	101
3PW11A11	Scott, Deborahann	41.55	59.95	101.5
3PW11E17	Mulligan, Robby	30.45	73.25	103.7
3PW11K12	DeGeorge, Tammy	59.45	44.3	103.75
3PW11D14	Schorer, Dana	56.6	50.35	106.95
3PW11G18	Jennife McCarthy	63.9	43.3	107.2
3PW11K15	Markowitz, Laura	64.85	44.1	108.95
3PW11C17	Cuzzola, Christopher	56.4	56.75	113.15
3PW11C13	Fosegan, Jennifer	47.2	68.55	115.75
3PW11G14	Bill Quattrone	54.7	61.1	115.8
3PW11G12	Minton, Chris	61.2	60.45	121.65
3PW11A13	Deniso, Tracey	48.85	74.25	123.1
3PW11E15	Fradkin, Monica	74.05	50.75	124.8
3PW11E16	Nichols, Malik	67.2	60	127.2
3PW11H12	McCarthy, Morgan	65.25	63	128.25
3PW11K14	Murphy, Brian	72.7	59.05	131.75
3PW11A12	Rotolico, Tony	63.2	71.55	134.75
3PW11K16	Ejnes, Walter		69.35	137.75

uspff3pw11j00

From: Farina, Thomas P
Sent: Thursday, January 06, 2005 9:27 PM
To: DL-Powers_NE_J_Reps
Cc: Farina, Thomas P
Subject: FW: 2004 Power Players Contest Results

Importance: High

Highlanders,

Congratulations to the Highlander winners for the Power Players "Work Hard, Play Hard" contest.

They are:

Alex Alvarez
Nelson Bermudez
Darline Davermann-Reid

Can you say \$2500 and 2 extra days vacation??

Awesome job to you all and congratulations to our winners!!

"There can be only one."

Tom Farina

**Brooklyn District Manager - Powers Rx
PFIZER INC**

-----Original Message-----

From: Arriaga, Steven M
Sent: Thursday, January 06, 2005 5:45 PM
To: DL-Powers_NE_DMs; DL-Powers_NE_IHRs; DL-Powers_NE_PHRs
Cc: Holloway, Mary J
Subject: 2004 Power Players Contest Results
Importance: High

Trailblazers,

The 2004 Power Players "Work Hard Play Hard" contest final results have been calculated. Everyone should be commended on such a close race down to the final GAR!

May I have the envelope, please?....



The 2004 Power Player Winners are...

Final Contest Results/Winners



2004 Winners.ppt

Contest Calculations



2004 Power Players
Standings 4...

Congratulations to our winners for their outstanding sales leadership in maximizing their **Cox-2** and **Zyvox** opportunities in 2004. These top performers will be receiving a **\$2500** travel card and **two** vacation days in recognition of their outstanding performance.

Steven Arriaga
Powers NE, ARM
(973) 541-5946
"Our Time Is Now"

DIST	NAME	R L G	HOF**		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST											
			VEFND	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES				YTD & GOAL										
11J	FARINA, THOMAS P	1 2	209,135	14,779,890	35,335,535	50,115,426	23,342,930	4,258,625	77,926,115	33.82	24	6	76.33%	68	110.43%	17	105.16%	19	106.66%	17	96.32%	52	122.50%	43	107.05%	43	39.67	42	8	
	Brooklyn																													

TERR	NAME	R L G	HOF**		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST											
			VEFND	YTD SALES	YTD & GOAL	YTD SALES				YTD & GOAL																				
11J10	ALVAREZ, ALEJAN		107,317	375,246	1,716,755	2,092,001	303,913	2,503,232	40.70	23	3	143.09%	9	115.16%	43	117.25%	11	116.87%	14	99.55%	79	117.10%	25	45.85	29	6	1			
	Brooklyn																													

TERR	NAME	R L G	HOF**		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST											
			VEFND	YTD SALES	YTD & GOAL	YTD SALES				YTD & GOAL																				
11J30	BARNHART, COURT	1 1	19,075	525,490	1,276,196	1,801,686	725,267	2,546,029	70.15	90	15	25.43%	107	98.20%	86	92.26%	89	93.92%	94	126.11%	24	88.59%	104	76.95	97	16	2			
	Brooklyn																													

TERR	NAME	R L G	HOF**		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST										
			VEFND	YTD SALES	YTD & GOAL	YTD SALES				YTD & GOAL																			
11J20	FISCHER, DANIEL	1 1	82,743	309,833	998,367	1,308,200	350,629	1,741,571	91.60	106	19	66.73%	100	106.42%	67	85.44%	98	89.62%	100	90.06%	96	86.57%	106	80.80	99	17	3		
	Brooklyn																												

TERR	NAME	R L G	HOF**		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST										
			VEFND	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES				YTD & GOAL									
11J15	GORELIK, IRINA		2,552,145	4,127,319	6,679,464	3,232,768	149,955	10,062,187	14.68	19	3	120.83%	17	111.04%	6	114.58%	4	100.30%	14	152.52%	24	119.39%	14	31.12	143	25	3		
	Brooklyn																												

TERR	NAME	R L G	HOF**		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST										
			VEFND	YTD SALES	YTD & GOAL	YTD SALES				YTD & GOAL																			
11J12	BAILEY-HARDY, AN	2 2	1,559,475	4,528,098	6,087,574	2,840,529	419,785	9,347,888	23.17	64	8	113.52%	25	106.70%	21	108.37%	26	100.44%	10	137.87%	40	113.28%	35	25.60	66	14	1		
	Brooklyn																												

TERR	NAME	R L G	HOF**		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST										
			VEFND	YTD SALES	YTD & GOAL	YTD SALES				YTD & GOAL																			
11J13	DAVERMANN - REID	1 1	1,420,955	4,968,210	6,389,166	3,207,914	172,473	9,769,553	24.47	86	13	113.02%	28	111.58%	4	111.90%	7	99.08%	19	113.62%	54	109.27%	47	26.85	96	16	2		
	Brooklyn																												

TERR	NAME	R L G	HOF**		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST										
			VEFND	YTD SALES	YTD & GOAL	YTD SALES				YTD & GOAL																			
11J14	VAN GELDER, TANY		1,755,390	4,775,600	6,530,989	3,060,426	368,812	9,960,227	40.57	233	42	106.12%	52	103.88%	43	104.47%	46	96.34%	40	157.60%	22	113.37%	34	40.45	235	45	4		
	Brooklyn																												

TERR	NAME	R L G	HOF**		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST										
			VEFND	YTD SALES	YTD & GOAL	YTD SALES				YTD & GOAL																			
11J16	BERMUDEZ, NELSON		1,520,138	3,269,019	4,789,157	3,001,091	426,043	8,216,290	42.33	300	49	113.84%	23	103.04%	47	106.24%	35	95.96%	44	108.69%	61	105.42%	59	52.34	415	64	6		
	Brooklyn																												

TERR	NAME	R L G	HOF**		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST										
			VEFND	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES				YTD & GOAL									
11J11	HERNANDEZ, RAUL	#	3,152,138	6,288,835	9,440,973	4,090,537	877,657	14,409,167	45.38	295	54	104.68%	58	104.61%	37	104.63%	43	96.34%	39	127.27%	47	107.09%	51	50.80	432	62	5		
	Brooklyn																												

TERR	NAME	R L G	HOF**		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST										
			VEFND	YTD SALES	YTD & GOAL	YTD SALES				YTD & GOAL																			
11J17	NEUMANN, JESSICA	#	1,609,080	3,387,136	4,996,216	3,909,665	464,090	9,369,971	55.39	443	65	108.18%	45	99.86%	62	102.39%	53	88.94%	73	137.96%	39	107.08%	52	59.08	482	71	7		
	Brooklyn																												

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US PHARM - POWERS RX
 YTD GOAL ACHIEVEMENT REPORT
 REPORT MONTH : NOVEMBER, 2004

Data Months :
 * Direct Sales : NOV-SEP
 * DDD Sales : NOV-SEP
 * RPD Sales : NOV-SEP
 * Mail Order : NOV-SEP
 * Hospital Outflow: NOV-SEP

DIST	NAME	HOP**	VFEND		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG	DST													
			YTD %	GOAL	YTD %	GOAL	YTD %	GOAL	YTD %	GOAL	YTD %	GOAL	YTD %	GOAL	YTD %	GOAL					YTD %	GOAL											
11J	FARINA, THOMAS P 1 2		193,338	13,113,854	31,976,136	45,089,990	21,428,964	3,915,237	70,627,529	32.09	21	5	77,568	66	108,448	14	104,608	17	105,698	14	105,698	14	124,438	41	107,098	32	34.88	28	6				
	Brooklyn																																
		HOP**	VFEND	BEXTRA	CELEBREX	COX2	ZOLOFT	ZYVOX	TOTAL	SALES INDEX	DIV RNK	REG	DST																				
TERR	NAME	C T E	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES								
	DISTRICT	U T L	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL								
		R L G	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK	/DIVN RANK								
11J10	ALVAREZ, ALEJAN		99,496	335,134	1,564,598	1,899,733	285,267	2,284,495	36.60	19	3	1	145,818	9	113,828	37	117,478	7	116,818	11	103,248	73	118,848	19	37,70	19	3	1					
	Brooklyn																																
11J30	BARNHART, COURT	1 1	18,233	485,307	1,167,198	1,652,506	665,562	2,336,301	67.95	89	15	2	26,728	107	100,368	74	92,768	90	94,878	88	127,868	24	90,068	102	71,75	91	15	2					
	Brooklyn																																
11J20	FISCHER, DANIEL	1 1 #	75,609	256,948	909,582	1,166,530	322,623	1,564,762	94.40	105	19	3	67,038	100	97,678	80	85,578	99	87,978	102	91,558	96	85,458	105	83,20	101	19	3					
	Brooklyn																																
		HOP**	BEXTRA	CELEBREX	COX2	ZOLOFT	ZYVOX	TOTAL	SALES INDEX	DIV RNK	REG	DST																					
TERR	NAME	C T E	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES	YTD SALES							
	DISTRICT	U T L	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL	YTD % GOAL							
		R L G	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK	/REGN RANK							
11J15	GOBELIK, IRINA		2,271,180	3,732,490	6,003,670	2,969,572	144,362	9,117,604	11.97	11	2	1	119,008	14	110,388	5	113,498	3	101,088	10	162,228	21	120,848	10	26,30	112	13	3					
	Brooklyn																																
11J12	BATLEY-HARDY, AN	2 2	1,381,758	4,090,199	5,471,957	2,607,417	380,545	8,459,918	21.64	63	8	2	111,328	24	105,958	21	107,258	23	101,158	9	138,098	35	112,688	31	22,22	60	9	2					
	Brooklyn																																
11J13	DAVERMANN - REID	1 1	1,238,540	4,485,545	5,724,085	2,960,570	160,387	8,845,042	23.65	81	11	3	109,028	29	110,748	4	110,378	8	100,328	17	116,748	51	108,858	43	21,47	59	7	1					
	Brooklyn																																
11J14	VAN GELDER, TANY		1,547,428	4,338,624	5,886,052	2,798,827	329,565	9,014,444	39.32	229	40	4	103,538	51	103,748	37	103,698	43	96,668	41	155,598	24	112,288	32	39,58	232	44	4					
	Brooklyn																																
11J16	BERMUDEZ, NELSON		1,349,504	2,934,922	4,284,426	2,767,106	396,030	7,447,562	41.02	293	46	5	111,848	23	101,698	49	104,688	34	97,078	39	111,628	58	105,378	54	51,53	437	60	5					
	Brooklyn																																
11J11	VACANT	#	2,814,378	5,688,051	8,502,429	3,739,596	799,655	13,041,680	43.17	287	51	6	103,438	52	104,008	33	103,818	42	96,638	42	128,128	46	106,828	50	53,64	460	66	7					
	Brooklyn																																
11J17	NEUWANN, JESSICA	#	1,433,677	3,064,926	4,498,603	3,585,877	431,241	8,515,721	52.34	438	61	7	106,678	40	99,338	62	101,588	53	89,498	72	141,648	32	107,398	49	52,96	441	64	6					
	Brooklyn																																

Region : 11

DIST NAME	HOF**	VFEND		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST
		YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL			
11J FARINA, THOMAS P 1 2 Brooklyn		168,183	75.40%	11,710,835	107.68%	28,946,790	104.90%	40,657,626	105.69%	19,510,640	97.62%	3,517,372	125.74%	63,853,821	107.23%	30.70	17	4

TERR NAME DISTRICT	HOF**	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST	
		YTD SALES	YTD % GOAL														
11J10 ALVAREZ, ALEJAN Brooklyn		89,938	145.66%	298,320	112.66%	1,407,473	117.06%	1,705,793	116.27%	247,994	100.95%	2,042,725	117.69%	38.55	21	3	1
11J30 BARNHART, COURT 1 1 Brooklyn		14,865	24.35%	439,655	101.11%	1,064,886	93.75%	1,504,540	95.79%	608,913	131.57%	2,128,318	91.11%	65.60	79	14	2
11J20 FISCHER, DANIEL 1 1 # Brooklyn		64,380	63.78%	230,384	97.38%	829,873	86.48%	1,060,257	88.64%	291,534	93.05%	1,416,171	85.28%	93.95	106	19	3

TERR NAME DISTRICT	HOF**	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG DST	
		YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL												
11J15 GORELIK, IRINA Brooklyn		2,033,871	118.50%	3,385,249	110.90%	5,419,119	113.63%	2,708,306	101.89%	136,120	172.05%	8,263,545	123.00%	9.99	5	2	1
11J12 BAILEY-HARDY, AN 2 2 Brooklyn		1,217,444	109.06%	3,688,348	105.84%	4,905,792	106.62%	2,373,445	101.76%	342,094	139.63%	7,621,332	112.48%	22.75	63	11	2
11J13 DAVERMANN - REID 1 1 Brooklyn		1,090,357	106.72%	4,056,158	110.93%	5,146,515	110.01%	2,700,488	101.14%	132,442	108.43%	7,979,445	106.80%	26.66	112	18	3
11J14 VAN GELDER, TANY Brooklyn		1,383,055	102.89%	3,934,109	104.21%	5,317,164	103.86%	2,540,686	96.98%	300,642	159.65%	8,158,491	113.12%	37.36	213	34	4
11J16 BERMUDEZ, NELSON Brooklyn		1,201,796	110.75%	2,655,811	101.94%	3,857,606	104.53%	2,529,536	98.08%	367,876	116.63%	6,755,018	106.38%	38.76	253	38	5
11J11 ALMACHE, ROBINSO 1 1 Brooklyn		2,540,531	103.82%	5,160,890	104.53%	7,701,421	104.30%	3,391,743	96.87%	702,912	126.67%	11,796,076	106.84%	40.88	259	48	6
11J17 NEUMANN, JESSICA Brooklyn		1,275,423	105.52%	2,763,994	99.23%	4,039,417	101.13%	3,266,437	90.10%	386,844	142.91%	7,692,699	107.45%	52.98	443	61	7



PERCENT OF QUOTA for OCTOBER 2004 Y.T.D.



Territory Ranking

Irina	118.50%	13
Nelson	110.75%	24
Angela	109.06%	27
Darline	106.72%	36
Jessica	105.52%	41
Robinson	103.82%	45
Tanya	102.89%	50



Irina Gorelik
3PW11J15

Region : 11

Data Months :
 * Direct Sales : NOV-JUL
 * DDD Sales : NOV-JUL
 * RPD Sales : NOV-JUL
 * Mail Order : NOV-JUL
 * Hospital Outflow: NOV-JUL

DIST	NAME	R L G	HOF**		VEND		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES		DIV REG DST								
			YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	INDEX	RNK	RNK	RNK					
11J	FARINA, THOMAS P	1 2	143,866	10,391,715	25,986,128	36,377,842	17,641,340	3,147,670	57,310,719	30.29	18	5	71,868	69	106,968	14	105,208	19	105,708	14	98,138	40	126,718	40	107,188	38	30.74	20	5
	Brooklyn																												

TERR	NAME	DISTRICT	HOF**		VEND		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES		DIV REG DST						
			YTD SALES	YTD % GOAL	INDEX	RNK	RNK	RNK																			
11J10	ALVAREZ, ALEJAN	Brooklyn	74,414	265,366	1,267,048	1,532,414	230,229	1,837,057	38.25	25	3	135,788	15	112,198	40	117,728	10	116,738	12	105,538	70	116,878	30	20.70	5	2	1
11J30	BARNHART, COURT	Brooklyn	11,497	393,340	961,279	1,354,619	536,072	1,902,189	67.05	80	14	20,988	107	101,268	73	94,548	90	96,408	90	130,448	22	90,068	104	67.95	85	16	2
11J20	FISCHER, DANIEL	Brooklyn	57,955	204,482	748,152	952,634	261,336	1,271,925	94.60	106	19	63,978	102	96,758	80	87,108	101	89,008	101	93,938	94	85,648	105	93.20	106	19	3

TERR	NAME	DISTRICT	HOF**		VEND		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES		DIV REG DST								
			YTD SALES	YTD % GOAL	INDEX	RNK	RNK	RNK																					
11J15	GORELIK, IRINA	Brooklyn	1,788,416	3,031,226	4,819,642	2,431,464	127,539	7,378,645	9.17	4	2	116,648	13	110,938	4	112,998	2	101,708	9	181,528	11	124,348	8	15.02	15	3	1		
11J12	BAILEY-HARDY, AN	Brooklyn	1,066,418	3,298,246	4,364,664	2,131,206	308,499	6,804,369	23.35	69	12	106,958	29	105,738	24	106,028	28	101,598	11	141,798	30	112,258	27	22.75	56	10	3		
11J13	DAVERMANN - REID	Brooklyn	959,713	3,655,715	4,615,428	2,474,661	125,049	7,215,137	23.93	62	13	105,158	39	111,698	3	110,278	8	103,048	4	115,288	56	108,428	45	15.38	9	4	2		
11J16	BERMUDEZ, NELSON	Brooklyn	1,065,277	2,385,775	3,451,052	2,281,050	339,819	6,071,921	36.80	229	31	109,908	22	102,308	47	104,538	35	98,338	31	98,338	31	121,318	51	107,248	50	40.10	256	41	4
11J14	VAN GELDER, TANY	Brooklyn	1,229,692	3,515,971	4,745,663	2,285,023	264,209	7,294,894	37.86	215	34	102,418	48	104,048	36	103,618	42	96,978	42	157,998	21	112,618	26	41.37	248	46	5		
11J11	ALMACHE, ROBINSO	Brooklyn	2,286,817	4,637,187	6,924,003	3,077,411	611,026	10,612,441	38.22	217	36	104,628	42	104,938	28	104,828	31	97,718	38	123,998	47	106,858	52	45.10	282	54	6		
11J17	NEUMANN, JESSICA	Brooklyn	1,132,195	2,485,528	3,617,723	2,960,526	343,892	6,922,141	51.05	439	62	104,868	41	99,688	61	101,258	54	90,798	70	143,068	28	107,598	49	57.95	485	70	7		

BROOKLYN

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 Region : 11

US PHARM - POWERS Rx
 YTD GOAL ACHIEVEMENT REPORT
 REPORT MONTH : AUGUST, 2004

Data Months :
 * Direct Sales : NOV-JUN
 * DDD Sales : NOV-JUN
 * RPD Sales : NOV-JUN
 * Mail Order : NOV-JUN
 * Hospital Outflow: NOV-JUN

DIST	NAME	R	L	G	HOF**		BEYTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG	DST
					VFEND	BEYTRA	CELEBREX	COX2	ZYVOX	TOTAL	SALES INDEX	YTD	YTD	YTD	YTD	YTD	YTD	YTD				
11J	FARINA, THOMAS P	1	2				131,067	9,064,786	22,993,368	32,058,154	15,726,963	2,816,171	50,732,355	29,42	16	3	3	3				
	Brooklyn						74,658 65	106,868 15	105,898 22	106,168 16	98,948 38	129,418 35	108,348 33	28,19	21	5						

TERR	NAME	C	T	E	HOF**		BEYTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG	DST
					VFEND	BEYTRA	CELEBREX	COX2	ZYVOX	TOTAL	SALES INDEX	YTD	YTD	YTD	YTD	YTD	YTD	YTD				
11J10	ALVAREZ, ALEJAN						61,825	227,427	1,133,888	1,361,315	197,706	1,620,846	42,45	30	4	1						
	Brooklyn						128,648 21	110,128 46	119,848 7	118,108 15	103,458 76	114,368 34	28,30	9	2	1						
11J30	BARNHART, COURT	1	1				11,497	348,033	851,800	1,199,833	505,085	1,716,415	64,55	77	14	2						
	Brooklyn						23,928 107	102,618 70	95,308 91	97,318 87	140,298 16	94,678 98	60,35	72	12	2						
11J20	FISCHER, DANIEL	1	1				57,745	177,853	668,522	846,376	232,238	1,136,358	93,10	106	19	3						
	Brooklyn						72,688 97	96,388 84	88,538 101	90,078 100	95,298 91	88,508 105	95,40	106	19	3						

TERR	NAME	C	T	E	HOF**		BEYTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES INDEX	DIV RNK	REG	DST
					VFEND	BEYTRA	CELEBREX	COX2	ZYVOX	TOTAL	SALES INDEX	YTD	YTD	YTD	YTD	YTD	YTD	YTD				
11J15	GORELIK, IRINA						1,551,988	2,678,632	4,230,620	2,166,149	115,734	6,512,503	9,31	4	2	1						
	Brooklyn						115,938 13	111,528 6	113,108 3	102,478 9	188,048 9	125,798 7	13,69	13	3	1						
11J12	BAILEY-HARDY, AN	2	2				922,039	2,908,117	3,830,156	1,892,089	265,460	5,987,706	27,54	97	19	2						
	Brooklyn						105,908 37	106,058 29	106,018 29	102,008 11	139,288 33	111,648 30	26,48	81	17	3						
11J13	DAVERMANN - REID	1	1				827,584	3,208,087	4,035,671	2,206,966	101,241	6,343,878	28,46	100	21	3						
	Brooklyn						103,858 44	111,508 7	109,848 10	103,938 5	106,548 65	106,478 52	16,23	12	4	2						
11J11	ALMACHE, ROBINSO	1	1				2,013,126	4,121,133	6,134,259	2,740,687	538,739	9,413,686	35,93	210	31	4						
	Brooklyn						105,488 39	106,088 28	105,888 30	98,428 33	124,808 46	107,748 47	44,26	263	51	6						
11J16	BERMUDEZ, NELSON						931,065	2,104,157	3,035,222	2,028,032	306,762	5,370,016	36,46	246	35	5						
	Brooklyn						110,018 25	102,648 48	104,798 39	98,878 30	125,018 45	108,238 45	42,57	319	47	5						
11J14	VAN GELDER, TANY						1,075,788	3,110,964	4,186,753	2,029,815	250,366	6,466,934	37,54	222	36	6						
	Brooklyn						102,618 49	104,728 36	104,178 43	97,428 42	170,908 18	115,548 21	39,55	219	43	4						
11J17	NEUMANN, JESSICA						989,882	2,208,067	3,197,949	2,663,225	302,839	6,164,013	50,52	437	61	7						
	Brooklyn						105,008 41	100,748 62	102,028 54	92,378 66	143,818 29	108,468 44	60,79	521	74	7						

Report : GAR_PHR_rep
 Date : 20-JUL-04
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 Region : 11

US PHARM - POWERS Rx
 YTD GOAL ACHIEVEMENT REPORT
 REPORT MONTH : JUNE, 2004

Data Months :
 * Direct Sales : NOV-APR
 * DDD Sales : NOV-APR
 * RPD Sales : NOV-APR
 * Mail Order : NOV-APR
 * Hospital Outflow: NOV-APR

TERR	NAME	DISTRICT	HOFF**		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES		DIV		REG		DST			
			C	T	YTD %	GOAL	YTD %	GOAL	YTD %	GOAL	YTD %	GOAL	YTD %	GOAL	YTD %	GOAL	YTD %	GOAL	INDEX	YTD	RNK	YTD	RNK	YTD	RNK	YTD
11H11	BOYLE, JOHN P	Manhattan	1,191,517	3,424,234	115.10%	8	109.73%	12	111.07%	8	2,121,054	100.46%	18	89,309	6,826,114	24.38	108	13	3							
11K11	INGOLD, DARRELL	Long Island	836,887	2,509,127	105.43%	35	109.46%	14	108.42%	19	3,096,828	100.79%	16	290,170	6,733,011	24.98	96	14	2							
11C16	PORTER, SANDRA L	Buffalo	657,343	2,575,855	102.94%	46	107.49%	26	3,233,199	106.54%	34	2,873,770	103.18%	7	70,180	6,177,148	25.25	66	15	3						
11H14	CHOKSHI, ARCHANA	Manhattan	631,377	1,442,632	107.94%	27	112.47%	5	2,074,009	111.05%	9	2,067,740	95.80%	49	212,323	4,354,072	25.36	102	16	4						
11B15	VACANT	Albany	694,544	2,216,085	111.49%	18	107.73%	25	2,910,629	108.60%	18	2,977,028	100.90%	15	88,013	5,975,670	25.54	113	17	4						
11B16	ZIHERL, ELIZABET	Albany	941,548	2,266,103	110.55%	23	108.43%	18	3,207,650	109.04%	15	3,432,851	94.78%	57	211,945	6,852,447	27.35	125	18	5						
11B13	GAWRONSKI, JEFFR	Albany	1,623,503	3,340,949	110.60%	22	110.68%	10	4,964,452	110.66%	12	3,480,283	98.99%	27	109,450	8,554,185	28.41	127	19	6						
11J13	DAVERMANN - REID	Brooklyn	602,436	2,301,234	102.76%	47	113.08%	4	2,903,670	110.77%	11	1,669,508	103.91%	4	64,553	4,637,731	29.44	110	20	2						
11F11	FENTON HINKLEY,	Providence	293,662	1,262,450	116.88%	6	105.77%	39	1,556,111	107.70%	25	2,258,854	91.68%	66	67,768	3,882,733	29.91	178	21	1						
11C11	WYNN, JEFFREY S	Buffalo	807,555	3,011,897	104.42%	38	105.60%	40	3,819,452	105.35%	39	4,823,358	105.41%	1	90,757	8,733,566	30.29	136	22	4						
11J16	BERNUDEZ, NELSON	Brooklyn	731,982	1,598,079	112.91%	14	104.50%	52	2,330,062	107.01%	30	1,499,012	99.79%	26	229,730	4,058,804	30.86	158	23	3						
11H16	MCDONALD, RAVEN	Manhattan	735,484	2,138,474	101.92%	51	108.93%	16	2,873,958	107.05%	29	2,062,374	100.41%	19	237,990	5,174,323	30.95	156	24	5						

Masters and Senior DMS are displayed in bold
 * Total sales goal attainment is weighted: BEXTRA=28% CELEBREX=27% ZOLOFT=25% ZYVOX=20%
 ** HOF displays Hall of Fame related information:
 CUR = the number of eligible awards earned in current status as a Rep or Manager
 TTL = the combined total of eligible Rep and Manager awards earned
 ELG = "#" indicates that the Rep/Manager is not eligible to win VPC or VPMC award based on territory assignment date
 "*" Compete in a different territory for annual Awards

Region : 11

DIST	NAME	HOF**	VFEND	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL	
				YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL
11J	FARIWA, THOMAS P	1 2	66,493	5,390,409	14,179,748	19,570,158	10,080,231	1,565,387	31,282,268	30.55	22	4	2	2	
	Brooklyn		72.10% 73	105.40% 19	106.72% 30	106.35% 21	101.39% 7	122.64% 47	106.75% 55	26.52	14	2	2	2	

TERR	NAME	DISTRICT	HOF**	VFEND	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL	
					YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	INDEX	DIV REG
11J10	ALVAREZ, ALEJAN	Brooklyn	1 1	25,214	128,431	690,275	818,707	102,686	946,606	66.60	82	13	1	2		
	Brooklyn			87.34% 96	111.61% 36	119.30% 16	118.03% 18	96.75% 92	101.88% 96	69.85	87	15	2	2		
11J30	BARNHART, COURT	Brooklyn	1 1	1,576	145,173	417,917	563,090	248,404	813,070	76.55	96	17	2	2		
	Brooklyn			5.46% 107	94.45% 93	91.98% 100	92.61% 102	129.70% 32	84.05% 107	68.55	83	13	1	2		
11J20	FISCHER, DANIEL	Brooklyn	1 1	39,703	108,896	420,378	529,274	140,899	709,875	87.00	104	19	3	3		
	Brooklyn			115.10% 76	98.65% 84	88.55% 102	90.46% 103	101.25% 88	101.66% 97	74.45	92	17	3	3		

TERR	NAME	DISTRICT	HOF**	VFEND	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL	
					YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	INDEX	DIV REG
11J15	GORELIK, IRINA	Brooklyn	1 1	912,867	1,660,127	2,572,994	1,341,261	54,366	3,968,621	13.81	11	3	1	2		
	Brooklyn			110.71% 21	111.34% 9	111.12% 7	102.79% 10	163.37% 15	119.43% 6	11.05	11	2	1	2		
11J16	PERNUDEZ, NELSON	Brooklyn	1 1	596,037	1,327,236	1,923,273	1,255,244	190,707	3,369,223	29.27	157	22	2	2		
	Brooklyn			112.17% 14	104.35% 50	106.66% 33	100.38% 21	130.21% 33	110.72% 25	33.27	217	32	5	2		
11J13	DAVERMANN - REID	Brooklyn	1 1	490,429	1,906,065	2,396,494	1,405,240	50,447	3,852,181	29.79	109	23	3	3		
	Brooklyn			102.06% 51	112.61% 3	110.28% 11	105.06% 2	88.96% 71	103.04% 59	24.12	78	12	2	2		
11J11	ALMACHE, ROBINSON	Brooklyn	1 1	1,254,038	2,640,144	3,894,182	1,803,477	288,527	5,986,186	30.44	147	27	4	4		
	Brooklyn			106.50% 31	107.14% 28	106.94% 30	101.72% 12	107.30% 56	105.64% 49	30.93	171	29	4	4		
11J14	VAN GELDER, TANY	Brooklyn	1 1	618,629	1,922,988	2,541,617	1,331,308	142,361	4,015,286	35.62	196	33	5	5		
	Brooklyn			98.94% 63	106.21% 34	104.34% 50	100.76% 20	152.25% 19	112.02% 22	37.88	223	42	7	7		
11J12	BAILEY-HARDY, AN	Brooklyn	2 2	529,982	1,782,442	2,312,424	1,174,137	145,274	3,631,835	35.80	179	34	6	6		
	Brooklyn			100.52% 58	105.88% 38	104.60% 47	104.36% 6	124.26% 39	107.68% 39	26.54	105	18	3	3		
11J17	NEUMANN, JESSICA	Brooklyn	#	605,928	1,412,176	2,018,104	1,769,563	201,717	3,989,384	40.05	258	39	7	7		
	Brooklyn			106.52% 30	103.46% 60	104.36% 49	96.69% 49	162.86% 16	114.50% 15	35.15	293	38	6	6		

Masters and Senior Dms are displayed in bold

* Total sales goal attainment is weighted: BEXTRA=28% CELEBREX=27% ZOLOFT=25% ZYVOX=20%

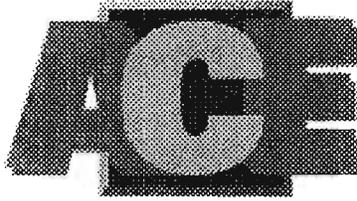
** HOF displays Hall of Fame related information:

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ELG = "#" indicates that the Rep/Manager is not eligible to win Circle of Excellence or VPMC award based on territory assignment date

"*" Compete in a different territory for Year End Awards



AWARDS CELEBRATING EXCELLENCE

Congratulations

NELSON BERMUDEZ

You have been recognized by
THOMAS FARINA

For the following
GAR Movement
06/04/2004

Thomas Farina has deposited 7,500 ACE POINTS into your account. Congratulations on your strong product performance and for being a product sales leader (#1 in the District for an individual product) for POA 2, 2004. Keep up the great work! Enjoy your well-deserved award!



Congress Awards

USPFF3PW11J16

From: Farina, Thomas P
Sent: Friday, July 23, 2004 12:44 AM
To: DL-Powers_NE_J_Reps
Subject: FW: June GAR

Importance: High

Highlanders,

Attached is the June GAR. Awesome job to all of you for your teamwork and hard work. Our District moved up **9 spots to #15!!**

Here's where you stand:

Irina - up one spot to #2!!
Darline - up 3 spots to #20
Nelson - holding at #23
Robinson - up one spot to #26
Tanya - up 5 spots to #28
Angela - up 4 spots to #30
Jessica - down 10 spots to #49

Alex - down one spot to #14
Courtney - up 5 spots to #91
Danielle - up 2 spots to #102

There are at least five of you guys within striking distance. **THE EASIEST WAY TO MOVE UP THE GAR IS WITH ZYVOX (1ST LINE FOR HAP & VAP).** You have the ball and we are entering the 4th quarter. Will you score?

I know we can do this guys. What do you say?

Let's dig down deep and finish this thing.

Tom`

-----Original Message-----

From: Holloway, Mary J
Sent: Thursday, July 22, 2004 2:55 PM
To: Holloway, Mary J; Puco, Donna M; Sheth, Arpita; 3PW11A00, USPFF; 3PW11B00, USPFF; 3PW11C00, USPFF; 3PW11D00, USPFF; 3PW11E00, USPFF; 3PW11F00, USPFF; 3PW11G00, USPFF; 3PW11H00, USPFF; 3PW11J00, USPFF; 3PW11K00, USPFF; 3PW11X05, USPFF
Subject: June GAR

DM Team:

Attached is the June GAR! This data does include Anthem. Looks like we are making some progress with Zyvox - but we must pull it through this month to reap any type of rewards.

Congratulations go out to Ed Dollar for continuing to lead the NE! We have 4 DMs in the top 1/3 , (5 DMs in the top 1/2) and 3 DMs in the Middle 1/3!

Right now we have 5 qualifying for the spree but everyone appears to be qualifying for QUOTA ACHIEVERS!

BROOKLYN

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Region : 11

US PHARM - POWERS RX
 YTD GOAL ACHIEVEMENT REPORT
 REPORT MONTH : APRIL, 2004

Data Months :
 * Direct Sales : NOV-FEB
 * DDD Sales : NOV-FEB
 * RPD Sales : NOV-FEB
 * Mail Order : NOV-FEB
 * Hospital Outflow: NOV-FEB

DIST	NAME	R L G	HOF**		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		TOTAL		TOTAL		TOTAL														
			VFEND	BEXTRA	CELEBREX	COX2	ZOLOFT	ZYVOX	SALES	DIV REG DST	SALES	DIV REG DST	SALES	DIV REG DST	SALES	DIV REG DST	SALES	DIV REG DST	SALES	DIV REG DST	SALES	DIV REG DST													
			YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL													
11J	FARINA, THOMAS P	1 2	55,641	4,165,734	11,034,593	15,200,327	7,881,708	1,159,417	24,297,093	33,52	27	4	4	77,848	72	103,768	19	105,328	40	104,898	27	100,608	6	118,518	50	105,278	55	30,107	23	4					
	Brooklyn																																		
11J10	ALVAREZ, ALEJAN		23,530	100,103	537,982	638,085	76,975	738,591	62,85	73	13	1	1	105,188	80	110,828	34	117,918	14	116,748	14	94,638	95	105,168	85	69,60	89	16	2	2					
	Brooklyn																																		
11J30	BARNHART, COURT	1 1	1,576	110,857	328,819	439,677	187,445	628,697	75,40	96	17	2	2	7,048	107	91,888	96	91,788	100	91,808	101	127,698	27	83,198	107	64,15	73	12	1	1					
	Brooklyn																																		
11J20	FISCHER, DANIEL	1 1 #	30,534	82,194	322,440	404,634	102,122	537,291	88,35	105	19	3	3	114,228	74	94,868	87	86,138	103	87,778	104	95,758	91	98,278	99	74,70	95	19	3	3					
	Brooklyn																																		
11J15	GOBELIK, IRINA		704,143	1,286,789	1,990,933	1,047,923	34,321	3,073,177	16,18	24	4	1	1	108,788	18	109,448	12	109,218	13	101,928	10	134,568	27	112,408	14	25,11	110	13	1	1					
	Brooklyn																																		
11J16	BERMUDEZ, NELSON		458,038	1,044,522	1,502,560	988,875	151,331	2,642,766	28,76	114	25	2	2	109,818	16	104,148	54	105,818	35	100,358	18	134,818	26	110,928	23	30,86	191	27	4	4					
	Brooklyn																																		
11J11	ALMACHE, ROBINSO	1 1	976,774	2,051,815	3,028,589	1,413,989	216,118	4,658,696	31,11	166	25	3	3	105,688	25	105,598	38	105,628	38	101,218	13	104,868	53	104,388	47	37,29	248	39	5	5					
	Brooklyn																																		
11J13	DAVERMANN - REID	1 1	376,106	1,460,306	1,836,412	1,100,242	35,735	2,972,389	33,97	152	28	4	4	99,718	57	109,418	13	107,278	23	104,398	2	82,228	70	100,008	64	28,99	115	20	2	2					
	Brooklyn																																		
11J14	VAN GELDER, TANY		472,304	1,501,108	1,973,412	1,037,493	114,533	3,125,438	38,14	224	37	5	5	96,238	68	105,138	40	102,868	59	99,658	22	159,828	14	112,218	16	42,74	367	48	7	7					
	Brooklyn																																		
11J17	NEUMANN, JESSICA	#	471,393	1,114,097	1,585,490	1,393,303	145,346	3,124,138	39,97	242	40	6	6	105,568	28	103,508	59	104,118	50	96,618	48	153,108	21	112,288	15	37,81	258	41	6	6					
	Brooklyn																																		
11J12	BAILEY-HARDY, AN	2 2	413,821	1,386,714	1,800,535	899,883	95,492	2,795,910	42,74	269	46	7	7	99,998	56	104,468	53	103,398	53	101,518	11	106,578	50	102,898	54	30,23	176	24	3	3					
	Brooklyn																																		



PERFORMANCE



PERCENT OF QUOTA for APRIL 2004 Y.T.D.

Territory Ranking

Nelson	109.81%	16
Irina	108.78%	18
Robinson	105.68%	25
Jessica	105.56%	28
Angela	99.99%	56
Darline	99.71%	57
Tanya	96.23%	68



Nelson Bermudez
3PW11J16

ZYVOX

PERCENT OF QUOTA for
APRIL 2004 Y.T.D.



Territory Ranking

Tanya	159.82%	14
Jessica	153.10%	21
Nelson	134.81%	26
Irina	134.56%	27
Angela	106.57%	50
Robinson	104.86%	53
Darline	82.22%	70



Tanya Van Gelder
3PW11J14

Region : 11

DIST NAME	R L G	VEEND		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES		DIV REG	
		YTD SALES	YTD % GOAL	INDEX	RNK	YTD	YTD												

11J	FARINA, THOMAS P	1	2	54,339	117.26%	3,229,562	105.85%	8,487,434	106.47%	11,716,996	106.30%	6,119,996	101.26%	443	7	854,037	18,744,815	28.72	18	3
	Brooklyn																			

TERR NAME	DISTRICT	R L G	VEEND		BEXTRA		CELEBREX		COX2		ZYVOX		TOTAL		SALES		DIV REG	
			YTD SALES	YTD % GOAL	INDEX	RNK	YTD	YTD										

11J10	ALVAREZ, ALEJAN			22,775	62.286	380,395	442,681	64,607	530,063	41.90	29	2	1							
	Brooklyn																			

11J30	MYSLWIEC, COUR	1	1	5,253	83.852	242,735	326,588	128,246	460,087	83.35	102	18	2							
	Brooklyn																			

11J20	VACANT			26,311	66.005	242,121	308,126	67,786	402,224	88.20	104	19	3							
	Brooklyn																			

TERR NAME	DISTRICT	R L G	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES		DIV REG	
			YTD SALES	YTD % GOAL	INDEX	RNK	YTD	YTD										

11J13	DAVERMANN - REID	1	1	320,725	111.33%	1,098,880	111.91%	1,419,605	111.78%	837,717	2	35,180	103.78%	59	108.54%	36	18.62	29	5	1
	Brooklyn																			

11J15	GORELIK, IRINA			505,549	103.11%	1,045,180	108.43%	1,550,729	106.64%	802,131	7	167,31%	10	117.24%	10	2,386,725	24.43	54	13	2
	Brooklyn																			

11J16	BERMUDEZ, NELSON			310,992	110.77%	720,705	107.22%	1,031,698	108.27%	778,498	28	118,580	144.26%	23	113.73%	19	26.04	82	14	3
	Brooklyn																			

11J11	ALMACHE, ROBINSO	1	1	729,878	107.92%	1,550,138	106.65%	2,280,015	107.05%	1,147,139	3	150,646	106.04%	55	106.41%	44	30.31	106	23	4
	Brooklyn																			

11J17	NEUMANN, JESSICA			415,835	109.11%	962,412	108.20%	1,378,248	108.47%	1,176,320	53	95,302	128.33%	37	109.46%	32	34.32	180	31	5
	Brooklyn																			

11J12	BAILEY-HARDY, AN	2	2	346,757	105.74%	1,082,482	106.85%	1,429,240	106.58%	683,857	8	66,753	91.40%	66	102.33%	63	36.01	157	36	6
	Brooklyn																			

11J14	VAN GELDER, TANY			387,683	100.47%	1,162,384	105.32%	1,550,067	104.06%	693,780	32	93,073	172.99%	9	115.96%	12	40.28	220	41	7
	Brooklyn																			

BROOKLYN

Report : GAR_PHR.rep
 Date : 29-FEB-04
 Time : 02:09:11
 Page : 7
 Region : 11

US PHARM - POWERS RX
 YTD GOAL ACHIEVEMENT REPORT
 REPORT MONTH : FEBRUARY, 2004

Data Months :
 * Direct Sales : NOV-DEC
 * DDD Sales : NOV-DEC
 * RPD Sales : NOV-DEC
 * Mail Order : NOV-DEC
 * Hospital Outflow: NOV-DEC

DIST NAME	R L G	HOF**	VEFEND		BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL	SALES INDEX	DIV RNK	REG DST												
			YTD SALES	YTD & GOAL					YTD SALES	YTD & GOAL																				
11J FARINA, THOMAS P 1 2			41,025	2,076,515	2,076,515	5,569,310	7,645,825	3,966,607	559,074	12,212,531	27.20	14	3	114.00%	51	108.06%	19	27.20	14	3										
Brooklyn			129.52%	20	103.51%	14	105.63%	33	105.04%	22	100.66%	8	114.00%	51	108.06%	19	27.20	14	3											
11J10 ALVAREZ, ALEJAN			14,121	40,759	40,759	242,944	283,703	51,095	348,919	28.70	9	1	1	102.28%	58	111.67%	22	110.21%	23	125.76%	32	140.25%	8	28.70	9	1	1			
Brooklyn			213.76%	6	102.28%	58	111.67%	22	110.21%	23	125.76%	32	140.25%	8	28.70	9	1	1												
11J20 MARTIN, TIMOTHY 2 2 *			21,651	42,993	42,993	159,624	202,616	52,710	276,977	72.70	95	17	2	95.89%	80	84.01%	102	86.28%	101	99.14%	78	102.47%	73	72.70	95	17	2			
Brooklyn			127.15%	36	95.89%	80	84.01%	102	86.28%	101	99.14%	78	102.47%	73	72.70	95	17	2												
11J30 MYSLIMIEC, COUR 1 1			5,253	53,167	53,167	160,055	213,222	85,566	304,041	83.00	100	19	3	65.33%	97	88.08%	101	87.17%	100	87.40%	100	117.30%	53	92.44%	95	83.00	100	19	3	
Brooklyn			5.25%	36	88.08%	101	87.17%	100	87.40%	100	117.30%	53	92.44%	95	83.00	100	19	3												
TERR DISTRICT																														
11J16 BERMUDEZ, NELSON			231,554	472,111	472,111	673,665	507,672	79,386	1,260,723	23.11	64	14	1	109.19%	13	106.19%	36	107.07%	23	99.65%	23	143.08%	20	112.77%	9	23.11	64	14	1	
Brooklyn			231.55%	13	106.19%	36	107.07%	23	99.65%	23	143.08%	20	112.77%	9	23.11	64	14	1												
11J13 DAVERMANN - REID 1 1			203,437	707,816	707,816	911,254	550,975	19,830	1,482,058	23.23	52	15	2	107.40%	15	108.98%	19	108.62%	14	106.52%	2	86.66%	67	103.46%	53	23.23	52	15	2	
Brooklyn			107.40%	15	108.98%	19	108.62%	14	106.52%	2	86.66%	67	103.46%	53	23.23	52	15	2												
11J11 ALMACHE, ROBINSO			475,821	1,025,616	1,025,616	1,501,437	749,743	107,293	2,358,473	24.14	59	17	3	107.00%	16	106.68%	33	106.78%	24	105.00%	3	111.89%	50	107.39%	27	24.14	59	17	3	
Brooklyn			107.00%	16	106.68%	33	106.78%	24	105.00%	3	111.89%	50	107.39%	27	24.14	59	17	3												
11J15 GORELIK, IRINA			318,890	680,127	680,127	999,017	518,281	20,961	1,538,258	27.58	86	21	4	98.92%	50	106.67%	34	104.07%	39	101.60%	8	153.41%	12	112.58%	12	27.58	86	21	4	
Brooklyn			98.92%	50	106.67%	34	104.07%	39	101.60%	8	153.41%	12	112.58%	12	27.58	86	21	4												
11J17 NEUMANN, JESSICA			274,017	634,287	634,287	908,304	758,593	56,502	1,723,399	33.03	176	27	5	109.35%	12	107.81%	26	108.27%	19	95.07%	53	112.72%	47	106.04%	36	33.03	176	27	5	
Brooklyn			109.35%	12	107.81%	26	108.27%	19	95.07%	53	112.72%	47	106.04%	36	33.03	176	27	5												
11J12 BAILEY-HARDY, AN 2 2			220,906	722,963	722,963	943,869	432,208	36,975	1,413,052	37.81	183	36	6	102.45%	37	107.89%	25	106.57%	28	99.24%	26	75.00%	71	97.63%	70	37.81	183	36	6	
Brooklyn			102.45%	37	107.89%	25	106.57%	28	99.24%	26	75.00%	71	97.63%	70	37.81	183	36	6												
11J14 VAN GELDER, TANY			244,973	763,766	763,766	1,008,739	449,136	48,756	1,506,631	42.14	312	42	7	96.55%	61	104.63%	43	102.54%	50	98.46%	33	134.25%	26	106.75%	31	42.14	312	42	7	
Brooklyn			96.55%	61	104.63%	43	102.54%	50	98.46%	33	134.25%	26	106.75%	31	42.14	312	42	7												

DIST NAME	HOFF**	VEEND	BEXTRA		CELEBREX		COX2		ZYOLOFT		ZYVOX		TOTAL		SALES	DIV	REG	DST
			YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL	YTD SALES	YTD % GOAL				
11J FARINA, THOMAS P 1 2		10,372	981,171	2,570,507	3,551,678	1,851,433	241,384	5,654,867	27.03	17	4							
Brooklyn		72.34% 63	104.88% 8	104.84% 32	104.85% 18	101.43% 3	108.38% 48	102.68% 44	27.03	17	4							

TERR	NAME	DISTRICT	HOFF**	VEEND	BEXTRA		CELEBREX		COX2		ZYOLOFT		ZYVOX		TOTAL		SALES	DIV	REG	DST
					YTD SALES	YTD % GOAL														
11J10	ALVAREZ, ALEJAN	Brooklyn		1,545	18,383	119,366	137,749	22,649	161,943	50.60	46	7	1							
11J20	MARTIN, TIMOTHY 2 2 *	Brooklyn		9,827	20,497	79,486	99,983	20,036	128,846	72.70	95	18	2							
11J30	MYSLIWIEC, COUR 1 1	Brooklyn		0	25,027	79,635	104,662	29,135	133,797	89.90	105	19	3							

TERR	NAME	DISTRICT	HOFF**	BEXTRA	CELEBREX	COX2	ZYOLOFT	ZYVOX	TOTAL	SALES	INDEX	RANK							
11J11	ALMACHE, ROBINSON	Brooklyn		232,107	475,186	707,293	350,275	54,549	1,112,117	14.12	22	2	1						
11J16	BERMUDEZ, NELSON	Brooklyn		92,986	212,134	305,119	238,546	31,784	575,450	20.98	116	8	2						
11J13	DAVERMANN - REID 1 1	Brooklyn		96,632	325,856	422,489	254,883	6,917	684,289	21.90	61	9	3						
11J15	GORELIK, IRINA	Brooklyn		156,247	324,737	480,984	239,387	4,230	724,600	26.27	109	15	4						
11J17	NEUMANN, JESSICA	Brooklyn	#	125,493	288,945	414,438	356,764	29,190	800,391	26.47	147	16	5						
11J12	BAILEY-HARDY, AN 2 2	Brooklyn		106,120	326,505	432,625	195,139	15,936	643,700	37.18	302	37	6						
11J14	VAN GELDER, TANY	Brooklyn		107,679	338,658	446,336	216,439	26,958	689,733	39.28	335	40	7						

Data Months :
 * Direct Sales : MAY-OCT
 * DDD Sales : MAY-OCT
 * RPD Sales : MAY-OCT
 * Mail Order : MAY-OCT
 * Hospital Outflow: MAY-OCT

DIST NAME	HOFF**	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		DIFLUCAN		VEND ANTI-FUNGALS		TOTAL					
		YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	INDEX	DIV RNK	REG DST	
11J1 FARINA, THOMAS P	1 2	5,498,772	16,422,446	21,921,218	11,405,966	1,378,658	1,226,248	55,157	1,281,405	35,987,247	34,55	30	7								
Brooklyn		112,568	16	98,368	41	101,588	32	107,898	2	90,718	61	101,498	65	54,548	71	97,068	68	99,578	59	32,52	24

TERR	NAME	DISTRICT	HOFF**	BEXTRA		CELEBREX		COX2		ZYVOX		DIFLUCAN		VEND ANTI-FUNGALS		TOTAL					
				YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	INDEX	DIV RNK	REG DST									
11J30	MYSLEWIEC, COUR	1 1	#	164,033	523,307	687,340	221,084	344,206	4,226	348,431	1,256,855	66,50	79	11	1						
	Brooklyn			108,438	59	79,368	97	84,788	94	147,328	11	92,138	106	14,228	107	86,398	107	93,818	95	68,90	84

TERR	NAME	DISTRICT	HOFF**	BEXTRA		CELEBREX		COX2		ZYVOX		DIFLUCAN		VEND ANTI-FUNGALS		TOTAL					
				YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	INDEX	DIV RNK	REG DST									
11J20	MARTIN, TIMOTHY	2 2	#	116,626	495,310	611,937	135,494	399,577	42,866	442,443	1,189,873	78,40	97	16	2						
	Brooklyn			114,428	49	48,968	107	54,958	107	83,858	79	108,928	69	99,128	83	107,888	78	88,558	100	77,00	96

TERR	NAME	DISTRICT	HOFF**	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL							
				YTD SALES	YTD & GOAL	INDEX	DIV RNK	REG DST													
11J10	ALVAREZ, ALEJAN	#	#	104,684	710,609	815,293	89,693	482,466	8,065	490,531	1,395,516	88,50	106	19	3						
	Brooklyn			75,158	101	104,488	32	99,508	64	53,298	106	103,148	91	28,638	105	98,908	98	67,958	107	87,20	106

TERR	NAME	DISTRICT	HOFF**	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL						
				YTD SALES	YTD & GOAL	INDEX	DIV RNK	REG DST												
11J11	ALMACHE, ROBINSO			1,277,924	3,034,154	4,312,078	2,059,825	256,491	6,628,394	13,15	10	3	1							
	Brooklyn			151,668	5	101,948	25	112,918	6	112,528	4	133,288	22	125,778	8	14,45	16	2	2	1

TERR	NAME	DISTRICT	HOFF**	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL						
				YTD SALES	YTD & GOAL	INDEX	DIV RNK	REG DST												
11J17	VACANT	#	#	724,750	1,846,102	2,570,852	2,276,015	152,039	4,998,905	24,55	63	12	2							
	Brooklyn			131,668	11	107,828	8	113,628	5	105,708	21	72,088	70	107,298	32	26,90	84	15	2	2

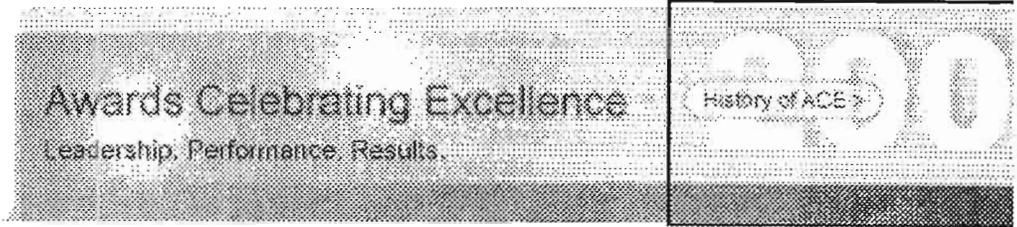
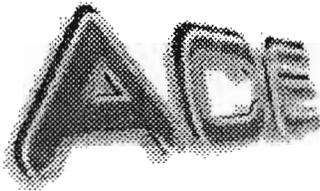
TERR	NAME	DISTRICT	HOFF**	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL						
				YTD SALES	YTD & GOAL	INDEX	DIV RNK	REG DST												
11J13	DAVERMANN - REID	1 1	#	504,016	2,175,911	2,679,928	1,560,774	81,320	4,322,021	29,85	117	19	3							
	Brooklyn			106,668	43	104,658	16	105,028	26	106,788	19	105,368	41	105,938	35	31,25	127	29	4	4

TERR	NAME	DISTRICT	HOFF**	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL						
				YTD SALES	YTD & GOAL	INDEX	DIV RNK	REG DST												
11J12	BAILEY-HARDY, AN	2 2	#	575,519	2,103,248	2,578,767	1,277,538	144,639	4,100,943	30,90	144	24	4							
	Brooklyn			104,028	49	104,308	18	104,248	29	114,008	2	86,908	56	103,168	44	30,60	123	26	3	3

TERR	NAME	DISTRICT	HOFF**	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL						
				YTD SALES	YTD & GOAL	INDEX	DIV RNK	REG DST												
11J14	VAN GELDER, TANY			631,255	2,138,053	2,769,308	1,262,355	97,958	4,129,621	42,00	305	42	5							
	Brooklyn			97,218	57	99,108	42	98,678	52	105,958	20	95,498	47	99,528	58	40,40	239	41	5	5

TERR	NAME	DISTRICT	HOFF**	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL						
				YTD SALES	YTD & GOAL	INDEX	DIV RNK	REG DST												
11J15	GORELIK, IRINA			886,159	1,987,874	2,874,033	1,489,448	53,418	4,416,898	45,00	389	50	6							
	Brooklyn			98,728	55	98,718	45	98,718	50	108,048	9	48,018	75	90,908	72	46,20	308	54	7	7

TERR	NAME	DISTRICT	HOFF**	BEXTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL						
				YTD SALES	YTD & GOAL	INDEX	DIV RNK	REG DST												
11J16	BERMUDEZ, NELSON			513,805	1,407,877	1,921,682	1,480,013	146,523	3,548,218	45,70	354	53	7							
	Brooklyn			97,718	56	101,338	30	100,348	48	103,108	36	81,828	62	96,788	66	44,90	305	53	6	6



My balance: 35,205 points

View Account History

ACE Account Summary for Nelson Bermudez

Below is a summary of your personal transaction information showing confirmed deposits and redemptions. Please allow two (2) business days for transactions to be updated and shown below.

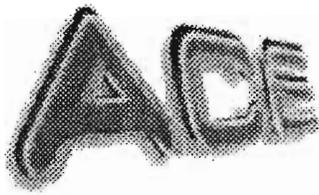
To view the Transaction Detail that comprises a specific deposit, click on the description in the Transaction Detail column below. This will open up a new window where you can view all of the details for your recognition.

Transaction Date	Activity Description	Transaction Detail	Number of Points
01/09/05	Earning	Online Recognition	10,000
10/08/04	Earning	Online Recognition	10,000
10/08/04	Earning	Online Recognition	2,500
09/17/04	Earning	Online Recognition	7,500
07/23/04	Earning	Online Recognition	5,000
06/19/04	Redemption	CAMCORDER	-54,500
06/19/04	Redemption	CAMCORDER	-2,500
06/19/04	Redemption	CAMCORDER	-5,000
06/19/04	Redemption	CAMCORDER	-5,000
06/19/04	Redemption	CAMCORDER	-27,295

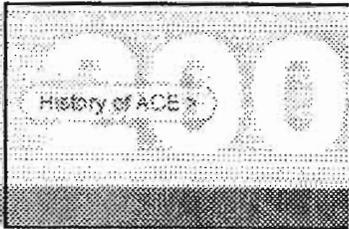
[Next 10 >>](#)



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Leadership. Performance. Results.



My balance: 35,205 points

View Account History

ACE Account Summary for Nelson Bermudez

Below is a summary of your personal transaction information showing confirmed deposits and redemptions. Please allow two (2) business days for transactions to be updated and shown below.

To view the Transaction Detail that comprises a specific deposit, click on the description in the Transaction Detail column below. This will open up a new window where you can view all of the details for your recognition.

Transaction Date	Activity Description	Transaction Detail	Number of Points
06/04/04	Earning	Online Recognition	7,500
06/04/04	Earning	Online Recognition	10,000
06/04/04	Earning	Online Recognition	5,000
05/14/04	Earning	Online Recognition	5,000
03/31/04	Earning	ACE Check	12,000
02/23/04	Earning	ACE Check	22,500
01/30/04	Earning	ACE Check	5,000
12/10/03	Earning	ACE Check	2,500
12/10/03	Earning	ACE Check	20,000
12/10/03	Earning	ACE Check	5,000

<< Previous 10

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Check Detail

ACE Check Detail For 03/31/2004

Transaction Date	Check Number	Amount
03/31/2004	71016137	500
03/31/2004	71016143	500
03/31/2004	71016140	500
03/31/2004	71016139	500
03/31/2004	71016138	500
03/31/2004	71016144	500
03/31/2004	71016142	500
03/31/2004	71016141	500
03/31/2004	71016147	500
03/31/2004	71016146	500

Next 10 >>

Check Detail

ACE Check Detail For 02/23/2004

Transaction Date	Check Number	Amount
02/23/2004	73003598	5,000
02/23/2004	73003599	5,000
02/23/2004	73003600	5,000
02/23/2004	73122960	5,000
02/23/2004	71016080	500
02/23/2004	71016081	500
02/23/2004	71016077	500
02/23/2004	71016078	500
02/23/2004	71016079	500

Check Detail

ACE Check Detail For 01/30/2004

Transaction Date	Check Number	Amount
01/30/2004	73137484	5,000

Check Detail

ACE Check Detail For 12/10/2003

Transaction Date	Check Number	Amount
12/10/2003	73003621	5,000
12/10/2003	73003619	5,000
12/10/2003	72242511	2,500
12/10/2003	72242512	2,500
12/10/2003	72242518	2,500
12/10/2003	72242519	2,500

Check Detail

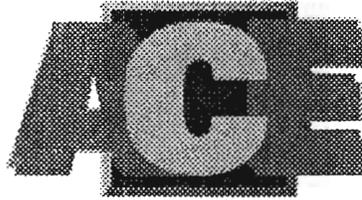
ACE Check Detail For 12/10/2003

Transaction Date	Check Number	Amount
12/10/2003	72249117	2,500

Check Detail

ACE Check Detail For 12/10/2003

Transaction Date	Check Number	Amount
12/10/2003	72229736	2,500
12/10/2003	72229735	2,500



AWARDS CELEBRATING EXCELLENCE

Congratulations

NELSON BERMUDEZ

You have been recognized by

THOMAS FARINA

For the following

Exhibit Leader Behaviors

10/08/2004

Thomas Farina has deposited 2,500 ACE POINTS into your account. Highlanders, Thank you for all of your efforts this past week in capitalizing on our Cox-2 "switch" opportunities. I can't think of a better team to be part of down the stretch than the Brooklyn Highlanders. Strong to the Finish!! Tom
Enjoy your well-d



TF7732



From: Farina, Thomas P
Sent: Wednesday, September 08, 2004 8:40 PM
To: Bermudez, Nelson
Subject: RE: Take You- Man to the Doctor 2004 - Week of October 4th (With Assignments)

Nelson,

Thank you for taking charge and ownership of this key initiative.

"There can be only one."

Tom Farina

**Brooklyn District Manager - Powers Rx
PFIZER INC
1-800-233-7241 x77189**

-----Original Message-----

From: Bermudez, Nelson
Sent: Wednesday, September 08, 2004 8:34 PM
To: Anish, Kim; Arbabi, Parizad; Bermudez, Nelson; Carter, Chanel; De Vito, Anthony; Douglas, Danielle T; Drown, Jamie; Fenton, Jennifer L; Friday, Nicole L; Gaeta, Sandy N; Klaus, Lesley A; Kuzviwanza, Stan N; Lauritano, William; San Roman, Judy A; Smith, Alicia L; Taylor, Khandice; Terranova, Thomas S; Weinstein, Michael
Cc: Farina, Thomas P; Combos, Eileen A; Obeid-Asad, Nada; Rainero, Ronald; White, David M; Fusco, Roberto S; Camacho, Erwin P
Subject: Take Your Man to the Doctor 2004 - Week of October 4th (With Assignments)

Lat J16 Teammates,

This year we as a Collective J16 Lat team have the opportunity to put into action the Pfizer Values of **TEAMWORK, CUSTOMER FOCUS and COMMUNITY SERVICE**, once again in the "**Take Your Man to the Doctor Week**" Initiative.

Please take the time to review the Points made in this attached E-mail and review the Schedule of Times for the Health Screenings that will take place at Lutheran Medical Center, Main Hospital Site and its surrounding Clinic's and at Victory Memorial Hospital.

As the point of Contact for the J16 Lat, I need everyone's assistance in coverage at each respective site. In Today's Lat Meeting, Thanks to the Leadership of Nicole Friday- Davis, we started to place assignments among the J16 Lat Teammates. **Assignments were as Follows:**

**Lutheran Main Lobby 9-2- Covered
Oct 4th- Oct 8
M-Nicole, Tu- Tom T, Wed-Leslie K., Thur- Tom T.**

**Adult Medicine Clinic Station 14 10-2
M- Open, Tue- Open, Wed- Chanel.**

**Victory Hospital 10-1- Covered
Thurs Only- Stan and Leslie**

**6317 4th Ave
Wed only - 10-1 Open**

**514 49 Street Sunset park Terrance Psych Clinic 10-4
M- Open, Tue- Open, Wed -Open, Thurs.-Open Friday - Open**

812 54th Street 1-4- Covered

USPFF3PW11J16

From: Farina, Thomas P
Sent: Thursday, June 17, 2004 8:50 PM
To: Bermudez, Nelson
Subject: FW: Hold the Date, July 22nd - New Date for Rescheduled 1199 Health Fair

Nelson,

Thank you for volunteering and for being a team player. You're on.

"There can be only one."

Tom Farina
Brooklyn District Manager - Powers Rx
PFIZER INC
1-800-233-7241 x77189

-----Original Message-----

From: Horner, Dawn M
Sent: Thursday, June 17, 2004 8:40 AM
To: Farina, Thomas P
Subject: RE: Hold the Date, July 22nd - New Date for Rescheduled 1199 Health Fair

Excellent!

Dawn Horner
Regional Account Manager, Pfizer
1-800-233-7241, X70572
dawn.m.horner@pfizer.com

-----Original Message-----

From: Farina, Thomas P
Sent: Wednesday, June 16, 2004 11:38 PM
To: DL-NE_J_Tacu; Horner, Dawn M
Subject: FW: Hold the Date, July 22nd - New Date for Rescheduled 1199 Health Fair

Dawn,

My J16 representative, Nelson Bermudez, would like to cover this.

Thanks.

"There can be only one."

Tom Farina
Brooklyn District Manager - Powers Rx
PFIZER INC
1-800-233-7241 x77189

-----Original Message-----

From: Bermudez, Nelson
Sent: Saturday, June 12, 2004 10:00 AM
To: Farina, Thomas P
Subject: RE: Hold the Date, July 22nd - New Date for Rescheduled 1199 Health Fair

Tom,

Hope all is well and want to let you know that if is okay with you I would like to participate in this Health Fair.

Thanks,

Best Regards,

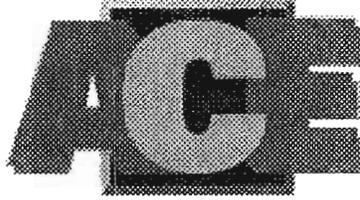
Nelson Bermudez

Powers Rx-Pfizer

Brooklyn District

732-558-0512

1-800-662-4543 ext 40073



AWARDS CELEBRATING EXCELLENCE

Congratulations

NELSON BERMUDEZ

You have been recognized by

THOMAS FARINA

For the following

Demonstrate Pfizer Values

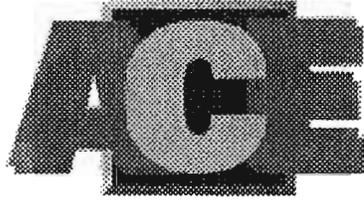
05/14/2004

Thomas Farina has deposited 5,000 ACE POINTS into your account. Thank you for taking the time to participate in the Brooklyn Chinese American Association 16th Anniversary Celebration. Your selfless efforts helped position Pfizer in a very positive light with many of our key customers within the Brooklyn Community. Your teamwork and leadership presence made great impact tonight in showing this community that Pfizer is their partner of choice and provides true value to them. Thank you again and Bravo Zulu. Respectfully, Tom Farina and Erwin Camacho

Enjoy your well-deserved award!



Congratulations Awards



AWARDS CELEBRATING EXCELLENCE

Congratulations

NELSON BERMUDEZ

You have been recognized by

THOMAS FARINA

For the following

Demonstrate Pfizer Values

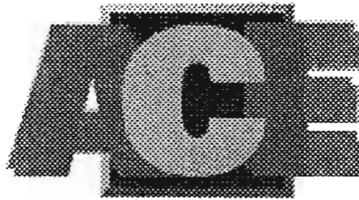
10/08/2004

Thomas Farina has deposited 10,000 ACE POINTS into your account. Nelson, Congratulations on getting Bextra added to formulary at Lutheran Medical Center. I'm counting on you to pull through your Cox-2 opportunities to the max! Tom Enjoy your well-deserved award!



Congratulations Awards

TF7736



AWARDS CELEBRATING EXCELLENCE

Congratulations

NELSON BERMUDEZ

You have been recognized by
THOMAS FARINA

For the following
Demonstrate Pfizer Values

06/04/2004

Thomas Farina has deposited 5,000 ACE POINTS into your account. Thank you for all of your efforts in leading the charge to fight the NY State Medicaid PDL. Your hard work has made a significant impact on our success so far. Enjoy your well-deserved award!



Congratulations

Pfizer Global Pharmaceuticals
Pfizer Inc
235 East 42nd Street
New York, NY 10017
Tel 1 212 573 3327 Fax 1 212 808 8628
Email pat.kelly@pfizer.com



U.S. Pharmaceuticals

September 2004

J. Patrick Kelly
President, U.S. Pharmaceuticals
Vice President, Pfizer Inc

Dear Field Force Colleague:

On behalf of Pfizer Inc and US Pharmaceuticals I wish to congratulate you for defeating proposals to enact a preferred drug list (PDL) for the New York Medicaid program and personally thank you for your contribution to this effort. This was a victory against all odds for New York's neediest patients. You preserved for another year access to the best medicines that millions of the state's Medicaid patients need to live happier and healthier lives.

The odds you overcame cannot be overstated. You succeeded even though the Governor and the Chairmen of the Senate and Assembly health committees wanted and fought for a PDL. They had the support of AARP, the chain pharmacies and unions, all of whom were using their influence to get a PDL enacted in New York. The credit for success belongs to you alone. Even PhRMA did not believe the PDL could be defeated and had given up the fight. Rather than be cowed by the forces arrayed against you, you took a stand, raised the bar for state government relations and created a vibrant coalition of allies, making the PDL issue a health issue and not just a drug company issue. And you won.

The stakes against you were high and the benefits of your victory profound. New York has the largest Medicaid program in the country, serving the state's low income, elderly and disabled. Your victory against the PDL ensured that these patients will have full access to Pfizer products and other medicines their doctors prescribe for them. Due to your victory, New York's embattled physicians who work in the trenches retain their ability to choose the medicines they think best for their patients.

Because of your hard work and creativity, because you aligned and participated in a coordinated campaign, focusing all our talent and effort towards a common goal, you helped make yet another failed PDL proposal part of New York's history. At the same time, you helped to build a future in New York where choice and access can still flourish.

Thank you for your historic effort and achievement. It is an achievement for which Pfizer is and the state of New York should be grateful.

Sincerely,

A handwritten signature in black ink, appearing to read "Pat Kelly".

Pat Kelly
President, U.S. Pharmaceuticals

NY State Medicaid Champions



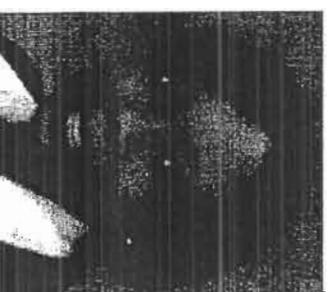
J16 LAT Most # Letters



Most Ethnic Society
Outreach



J17 LAT Most # Letters by May Deadline



Utilization of Medicaid
KOLs

Operate for Cash Contest – Phase 1

“The Pre-op Instruction Sheet”

How did we do?

- Total number of instruction sheets – 26 pre-op instruction sheets
- Added since the close of the contest – 3 (2 at Interfaith, 1 at Kingsbrook Jewish)
- Breakdown for Phase 1 of contest:
 - ◆ J10 – 1
 - ◆ J11 – 3
 - ◆ J12 – 1
 - ◆ J14 – 4
 - ◆ J15 – 6
 - ◆ J30 - 2

**J16 Wins with a Total of
9 Pre-op Orders**

TF7740

HOSPITAL VICTORIES



Danielle Fischer

VFEND and Zyvox at SUNY Downstate
Medical Center AND KCHS



Alex Alvarez

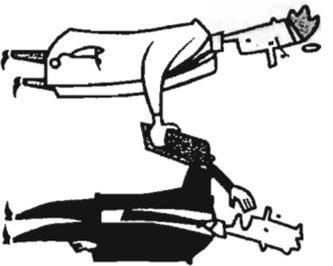
Blocking Vioxx at Queens Hospital



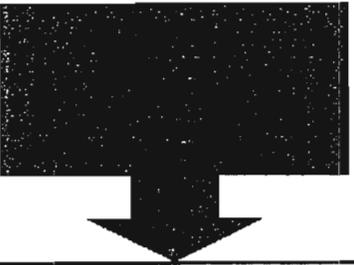
Nelson Bermudez

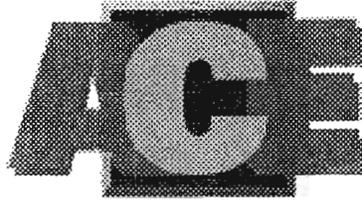
Vioxx Removal from formulary at
Lutheran Medical Center

POUND THE PAVEMENT



Robinson	10 calls/day
Alex	9.8 calls/day
Nelson	9.27 calls/day
Irina	6.95 calls/day
Angela	4.90 calls/day
Tanya, Courtney, Tim	0??





AWARDS CELEBRATING EXCELLENCE

Congratulations

NELSON BERMUDEZ

You have been recognized by
NADA OBEID-ASAD

For the following
Local Teamwork
01/09/2005

Nada Obeid-Asad has deposited 10,000 ACE POINTS into your account. Bay Ridge LAT With a full team in 2005 and all of the opportunity available, I am confident you all will put J16 back on top of the GAR this year, and I look forward to helping you get there. Nada Enjoy your well-deserved award!



Creston Awards

TF7743

uspff3pw11j00

From: Bermudez, Nelson
Sent: Wednesday, September 08, 2004 8:34 PM
To: Anish, Kim; Arbabi, Parizad; Bermudez, Nelson; Carter, Chanel; De Vito, Anthony; Douglas, Danielle T; Drown, Jamie; Fenton, Jennifer L; Friday, Nicole L; Gaeta, Sandy N; Klaus, Lesley A; Kuzviwanza, Stan N; Lauritano, William; San Roman, Judy A; Smith, Alicia L; Taylor, Khandice; Terranova, Thomas S; Weinstein, Michael
Cc: Farina, Thomas P; Combos, Eileen A; Obeid-Asad, Nada; Rainero, Ronald; White, David M; Fusco, Roberto S; Camacho, Erwin P
Subject: Take Your Man to the Doctor 2004 - Week of October 4th (With Assignments)

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This year we as a Collective J16 Lat team have the opportunity to put into action the Pfizer Values of **TEAMWORK, CUSTOMER FOCUS and COMMUNITY SERVICE**, once again in the "**Take Your Man to the Doctor Week**" Initiative.

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Oct 4th- Oct 8

M-Nicole, Tu- Tom T, Wed-Leslie K., Thur- Tom T.

Adult Medicine Clinic Station 14 10-2

M- Open, Tue- Open, Wed- Chanel.

Victory Hospital 10-1- Covered

Thurs Only- Stan and Leslie

6317 4th Ave

Wed only - 10-1 Open

514 49 Street Sunset park Terrance Psych Clinic 10-4

M- Open, Tue- Open, Wed -Open, Thurs.-Open Friday - Open

812 54th Street 1-4- Covered

Thursday Only - Chanel

Borough Hall Monday 10-4 - Reaching out to J13 for coverage.

9711 3rd Ave 1-5 Covered

Thurs , and Friday - Nelson and Nicole

Please reach out to me with your preferable times of availability to cover a Health Screening Site for those Lat Team members that **were not in attendance on the Sept 8th Lat meeting.**(Any cluster A PHRs and all Specialty for Cluster A and X.)

-----Original Message-----

- Talk to key physicians in each of their institutions that they would like to strengthen a relationship with (e.g. the Head of Cardiology, that important Urologist, or that influential Rheumatologist) to let them know of the events that will be occurring in their institutions. You'll be surprised to find out that without you, many of them would not have heard of this until it was too late. Get them involved through their respective hospital point of contact (off of the attached file). This will often be someone from their Community Affairs Office. Last year, we had a physician speak at Borough Hall about general Men's Health challenges. **If you would like to do something similar at your institution or at Borough Hall with a disease state for the male population, let me know so that we can get the ball rolling now.**
- Each LAT set up a schedule of coverage for each venue to ensure that everyone is able to participate and to interact with the hospital's upper management. Also, it is imperative that we start to order our patient information and premium items so that they are here in time for this initiative. Once you have setup accountability and ownership, share your plans with your hospital so that know how committed you and your team is toward helping them be successful.
- On Monday, October 4, 2004 from 2pm - 7pm, the screenings and health information at Borough Hall will be directed at the "Older" male age 60+. This fits perfectly with almost all of our products. I think it is also a great opportunity for us to order information on the U Share Card, Pfizer Pfriends, etc. and to share this with what should be a captive audience.
- After the week is complete, we must utilize our atmosphere of "partnership" to advance our relationships beyond representative/DM to physician. We should request that our Community Affairs points of contact introduce us to their hospital administrators so that they too may see our commitment to their hospitals and our interest in developing true partnerships. Last year, several of us had the pleasure of meeting and starting an ongoing relationship with the VP's from Wyckoff, LICH, SUNY, and Kingsbrook Jewish. Let's keep this great tradition and these great relationships growing.



TYM

2004-Screenings.xls



T Farina Phone #

TYM2004.xls

Please note that these are just some ideas and I'm sure with all of the bright minds that we have in the field, we can come up with many more.

It is ownership and high-level relationships with key hospital leaders that have always set Brooklyn apart and now should be no different. I hope you are all as excited about these opportunities as I am and with you and your team's help, we can make this a huge success.

"There can be only one."

Tom Farina

**Brooklyn District Manager - Powers Rx
PFIZER INC**

From: Farina, Thomas P
Sent: Tuesday, September 07, 2004 11:04 PM
To: DL-Powers_NE_J_Reps
Subject: FW: Resend: Take Your Man to the Doctor 2004 - Week of October 4th

Highlanders,

Please share this opportunity with your team's and let's make sure that we take local ownership and show strong leadership in making this successful.

"There can be only one."

Tom Farina

**Brooklyn District Manager - Powers Rx
PFIZER INC**

- - - -

-----Original Message-----

From: Farina, Thomas P
Sent: Tuesday, September 07, 2004 11:00 PM
To: DL-NE_J_Tacu; Wrobel, Alan; Weathermon, Ron; Bruno, Marianna (CEC)
Cc: Gish, Christopher S
Subject: Resend: Take Your Man to the Doctor 2004 - Week of October 4th

Teammates,

This year's **"Take Your Man to the Doctor Week"** is quickly approaching us and is scheduled for the week of October 4th. The great news is that every hospital in Brooklyn will be participating in some way with free health screenings and patient education. Last year, the two hospitals that had the most success with their health screenings were Brooklyn Hospital and Kingsbrook Jewish Medical Center. They were successful because their physicians, not just nurses and administrators, played a very active role. Needless to say, our Pfizer teams were extremely involved in each of these hospitals in well to ensure their success. Dr. Jeffries at Brooklyn Hospital was actually screening and setting up appointments for her clinic right on the spot. Talk about execution!

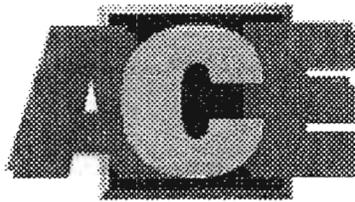
Here are some upcoming important dates to remember:

Sept. 21, 2004 10 am - Press Conference at Borough Hall to announce TYM 2004 - TACU participation requested (Take Your Loved One to the Doctor Day)

October 4, 2004 Official Kick-off of TYM 2004 Campaign at Brooklyn Borough Hall - most likely a press conference as well

I am attaching a copy of the Health Screenings calendar for the week and a file of all of the Hospital, Health Center, and Clinic points of contact for each location that is involved. Here are some things that I think each LAT team must do to make this a success:

- Coordinate with their teammates and make contact with their respective hospital point(s) of contact to express our dedication and desire to participate to ensure that their screenings are a success. Make sure that they know that well will bring the full support of our local personnel (ENERGY), valuable patient information, and best in industry premium items to maximize patient participation.



AWARDS CELEBRATING EXCELLENCE

Congratulations

NELSON BERMUDEZ

You have been recognized by

THOMAS FARINA

For the following

Demonstrate Pfizer Values

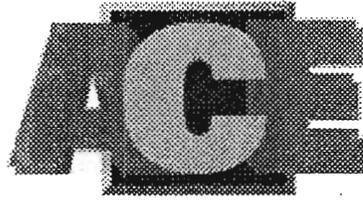
07/23/2004

Thomas Farina has deposited 5,000 ACE POINTS into your account. Nelson, Thank you for all of your help with putting together the Kingsbrook Jewish Pharmacy program. You are a true team player. Tom Enjoy your well-deserved award!



Congratulations

TF7747



AWARDS CELEBRATING EXCELLENCE

Congratulations

NELSON BERMUDEZ

You have been recognized by

THOMAS FARINA

For the following

Exhibit Leader Behaviors

06/04/2004

Thomas Farina has deposited 10,000 ACE POINTS into your account. I can't tell how proud it makes me when other managers come up and tell me what a leader and a team player you are within your LAT team. Thank you for embodying the Pfizer Leader Behaviors and for representing our team so well. Enjoy your well-deserved award!



Congratulations Awards

USPFF3PW11J16

From: Farina, Thomas P
Sent: Sunday, November 02, 2003 10:47 PM
To: Bermudez, Nelson; Gorelik, Irina; Martin, Timothy A; Mysliwec, Courtney E; Alvarez, Alex; Van gelder, Tanya; Davermann - Reid, Darline M; Bailey-Hardy, Angela J; Almache, Robinson
Cc: RAINERO, RONALD
Subject: Action Req'd: Podiatry Association (Brooklyn Kings Division) Meeting on Oct 27th

Team,

Nelson did a great job of organizing and bringing in Dr. Blume to help the team and each one of you. His efforts will have been for naught if you don't do your parts. It is now up to you to **ACT WITH URGENCY** to pull this program through. Aren't you tired of doing programs that provide just a little spike in sales? Wouldn't you like to change behaviors?

Well you can, by seeing these guys now and not waiting until "the next time I'm in their office". If we simply make it a mission to pull through all of our programs in an urgent fashion, there is no one that can beat us. Trust me when I say that no one does this well and so by doing so, you will make a difference.

What does pull through look like?

- See all of your attendees within 3 days to 1 week of the program (this may require you leaving your call cycle or at a minimum coordinating with your teammates)
- Make sure that they have all of the forms that they need to Zyvox approved and that you have educated someone in the office on how to push Zyvox through.
- Drop off the new RSVP fliers in each office.
- Ask them specific questions such as:
 - From what you heard, what interested you the most?
 - What impressed you most about Zyvox?
 - What role will Zyvox now have in your practice? What role will vancomycin have in your office?
 - Do you have anyone right now that you are treating for a Diabetic Foot Infection? Can you upgrade that patient to PO Zyvox?
 - Will Zyvox now be your first line Antibiotic for Diabetic Foot Infections at risk for MRSA?
 - How can I help you get Zyvox for your next Diabetic Foot Infection?
 - Can I spend a half day with you when you know that you will be seeing a patient with a DFI?
- These are just examples off the top of my head and I am sure that you can think of better questions to get business NOW, not on the next follow-up visit. Too many calls end with, "I'll follow-up with you in 3 weeks to see if you've tried it." Would you try it if someone asked you that way?
- Bottom Line = **URGENCY** - otherwise they will forget and you will spend your whole call trying to refresh or resell them.

Let's take Zyvox to the Top!!

"There can be only one."

Tom Farina

Brooklyn District Manager - Powers Rx
PFIZER INC

-----Original Message-----

From: Bermudez, Nelson
Sent: Tuesday, October 28, 2003 10:24 PM
To: Gorelik, Irina; Martin, Timothy A; Mysliwec, Courtney E; Alvarez, Alex; Van gelder, Tanya; Davermann - Reid, Darline M; Bailey-Hardy, Angela J; Almache, Robinson
Cc: Farina, Thomas P; Rainero, Ronald; Glazman, Michael; Uhrin, Michael T
Subject: Podiatry Association (Brooklyn Kings Division) Meeting on Oct 27th

From: Holloway, Mary J
Sent: Monday, September 22, 2003 8:20 PM
To: Bermudez, Nelson
Subject: RE: Action Items From September 16-17th 2003 Meeting.

Nelson,
It was great to see you and to spend more time getting to know you!
Thanks for the feedback, it looks like you have a great gameplan to even greater success!
Mary

-----Original Message-----

From: Bermudez, Nelson
Sent: Thursday, September 18, 2003 6:15 AM
To: Holloway, Mary J
Cc: Farina, Thomas P
Subject: Action Items From September 16-17th 2003 Meeting.

Mary,

These are the 5 Action Steps I will follow up as a result of this Meeting.

1. Revised Approach to Hospital Selling.
2. Romance and Tell the Story in every Presentation from a 30sec detail to a Full Presentation.
3. Develop Doctors in my Territory to become speakers for myself and the entire District and Region.
4. Improve Formulary Status of my Products on my two Hospital Accounts.
5. Implement Strategic Programs and Events to Expose Doctors to our Product Positioning and Value to Customers.

Mary, Thank you for a great meeting over the last two days. Your direction and leadership is very much appreciative.

Best Regards,

**Nelson Bermudez
Powers Rx-Pfizer
Brooklyn District**

USPFF3PW11J16

From: Obeid-Asad, Nada
Sent: Friday, September 12, 2003 11:15 AM
To: DL-NE_J_Tacu
Cc: Bermudez, Nelson; Terranova, Thomas S; Newmark, Matt; Friday, Nicole L; Cassidy, Patrick; Gaeta, Sandy N; Krukowska, Edith; Kuzviwanza, Stan N; San Roman, Judy A
Subject: J16 LAT MVP's for 1st Semester 2003
Importance: High

Hi All,

Congratulations go out to Nelson Bermudez from Cluster A and Patrick Cassidy from Cluster X on winning the LAT MVP award for the 1st semester 2003. They were voted for by their peers based on Team work, Leadership, Innovation and Customer Focus. Both Nelson and Pat will receive \$50 in ACE points and a certificate.

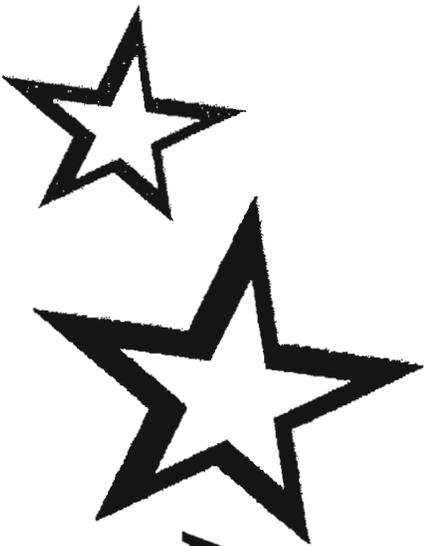
Nada Obeid-Asad

District Manager- Roerig Brooklyn

Office

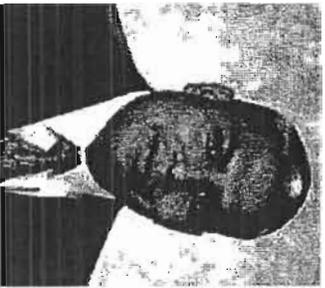
Fax

Nada.Obeid@Pfizer.com



LAT Leaders

As recognized by LAT Mentors



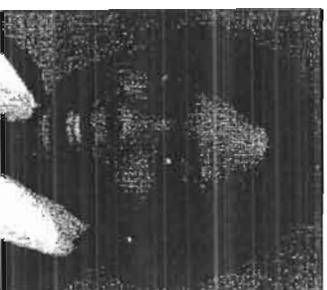
Robinson Almache



Nelson Bermudez



Jessica Neumann



Darline Davermann
Reid

From: Farina, Thomas P
Sent: Friday, September 12, 2003 11:53 AM
To: Bermudez, Nelson
Subject: FW: J16 LAT MVP's for 1st Semester 2003

Nelson,

Congratulations on being selected as your LAT MVP. It is always great to have your contributions recognized by your peers.

Keep up the great work!

"There can be only one."

Tom Farina

Brooklyn District Manager - Powers Rx
PFIZER INC

-----Original Message-----

From: Obeid-Asad, Nada
Sent: Friday, September 12, 2003 11:15 AM
To: DL-NE_J_Tacu
Cc: Bermudez, Nelson; Terranova, Thomas S; Newmark, Matt; Friday, Nicole L; Cassidy, Patrick; Gaeta, Sandy N; Krukowska, Edith; Kuzviwanza, Stan N; San Roman, Judy A
Subject: J16 LAT MVP's for 1st Semester 2003
Importance: High

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Nada Obeid-Asad

District Manager- Roerig Brooklyn

VM

Office

Fax

Nada.Obeid@Pfizer.com <<mailto:Nada.Obeid@Pfizer.com>>

USPFF3PW11J16

From: Farina, Thomas P
Sent: Wednesday, July 30, 2003 10:43 PM
To: DL-Powers_NE_J_Reps
Subject: Kudos to Nelson and Robinson

Highlanders,

Congratulations to Nelson and to Robinson for really grasping the "fish where the fish are" concept and setting the bar high with their Revised 4 week Call Cycles.

"There can be only one."

Tom Farina

**Brooklyn District Manager - Powers Rx
PFIZER INC**

-----Original Message-----

From: Holloway, Mary J
Sent: Wednesday, July 30, 2003 4:07 PM
To: DL-Powers_NE_DMs; DL-Powers_NE_ARMs
Subject: Call Cycle Best Practices

-----Original Message-----

From: Arriaga, Steven M
Sent: Monday, July 28, 2003 2:57 PM
To: Holloway, Mary J
Subject: RE: Conf call agenda & Call Cycles

Mary,

Attached are the call cycles that you site as best practices in your agenda. I thought you might like to have them in one location for quick reference,



3PW11J16 Nelson
Zone Call plan...



C16 Call Cycle.xls



D15 Call Grid.xls



D18 Call Cycle.xls



H 30
CallCycle2003.xls



H 40 Call cycle2.xls



J11 master call
cyice 2003.xls...

MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY	
Objectives:		Objectives:		Objectives:		Objectives:		Objectives:	
PRE - OP FORMS		PRE - OP FORMS		PRE - OP FORMS		PRE - OP FORMS		PRE - OP FORMS	
MANAGED CARE FORMS/PLANS		MANAGED CARE FORMS/PLANS		MANAGED CARE FORMS/PLANS		MANAGED CARE FORMS/PLANS		MANAGED CARE FORMS/PLANS	
Time	Physicians	Time	Physicians	Time	Physicians	Time	Physicians	Time	Physicians
AM		AM		AM		AM		AM	
8am	ctoy Memorial Hospit	8am	LUTHERN CLINIC	8am		8am	WOUND CENTER	8am	DRY MEMORIAL HOSPITAL
8:30		8:30		8:30		8:30		8:30	
9am	FAZZINI - N (C)	9am	DOMBECK - I (AP)	9am	RIGEL - I (C)	9am	Dioukalova - I (C)	9am	PEARLMAN - O (C)
9:30	DELUCA - I (ES)	9:30	EHRLICH - P (C)	9:30	ZARETSKY - I (C)	9:30	VARGES - I (C)	9:30	BURNSTEIN - I (C)
10am	JOSOVITZ - I (ES)	10am	LEVENSON - I (C)	10am	SHIFF - N (C)	10am	SCHNEIDER - I (ES)	10am	SHKOLNIK - N (C)
10:30	MOSKOWITZ - I (ES)	10:30		10:30	CIOCZEK - I (ES)	10:30	TISHLER - O (C)	10:30	SILVERMAN - (C)
11am	SHOLOMON - I (M)	11am	MANN - I (C)	11am	PERMUTTER - I (C)	11am	LIFSHITZ - I (C)	11am	ABRAMSON - (C)
11:30	LACERTE - P (C)	11:30	PITA-ACEVEDO - I (C)	11:30		11:30	ZARETSKY - I (C)	11:30	
12pm	FUCHS - C (M)	12pm	BEGELMAN - I (C)	12pm	LUTHERN MICU	12pm	HUSSAIN - I (C)	12pm	LUTHERN MICU
12:30	ZIEMBA - I (M)	12:30	ALGERIO - I (C)	12:30		12:30	FELDMAN - I (ES)	12:30	
1pm	DEANGELIS - I (M)	1pm	KALMAN - I (C)	1pm	THORKILDSE - I (C)	1pm	BRICKMAN - EN (C)	1pm	FELDMAN - I (C)
1:30	JANARDEN - PM (C)	1:30	GRELSAMER - O (C)	1:30	LEBOVITZ - I (AP)	1:30	GRELSAMER - O (C)	1:30	BERSTEIN - R (C)
2pm	STAMM - PA (AP)	2pm	SHWAB - O (C)	2pm	KALMAN - I (C)	2pm	FRIEDMAN - I (C)	2pm	MOSS - I (C)
2:30	GOODMAN - NEP (AF)	2:30	IZRALOV - I (C)	2:30	SILVRMAN - I (C)	2:30	LEHR - I (C)	2:30	WANG - I (C)
3pm	SACK - U (ES)	3pm	FARCY - O (C)	3pm	VICTOR - I (C)	3pm	SPADONE - I (C)	3pm	KENNEDY - I (C)
3:30	FELDMAN - C (C)	3:30	NIKITINA - I (C)	3:30	MAUR - I (C)	3:30	BARBOUR - ID (C)	3:30	BENNETT - I (C)
4pm	KUSHNER - I (M)	4pm	DREXLER - N (AP)	4pm	MILLER - I (C)	4pm	WEINSTEIN - I (C)	4pm	NOVAK - I (C)
4:30	SLOWOWITIS - I (M)	4:30	CASAS - I (C)	4:30	PARALA - I (C)	4:30	STOLLMAN - I (M)	4:30	HELLMAN - I (C)
5pm		5pm	SILVER - O (C)	5pm	MOHAMMAD - I (C)	5pm	CARDONA - I (ES)	5pm	
5:30		5:30		5:30	ABDELAAL - I (C)	5:30		5:30	
6pm		6pm		6pm		6pm		6pm	
Evening		Evening		Evening		Evening		Evening	
Hospitals/Clinics		Hospitals/Clinics		Hospitals/Clinics		Hospitals/Clinics		Hospitals/Clinics	
VICTORY MEMORIAL		LUTHERN CLINIC		LUTHERN MICU				VICTORY MEMORIAL	
PHARMACIES		PHARMACIES						LUTHERN MICU	
NOTES		NOTES		NOTES		NOTES		NOTES	

O = ORTHO **ID = INFECTIOUS DISEASES**
N = NEUROLOGIST **PUL = PULMONOLOGIST**
PM = PAIN MANAGEMENT **C = CARDIOLOGIST**
D = DENTIST **GS = GENERAL SURGERY**
P = PODIATRIST
I = INTERNAL MEDICINE
R = RHEUMATOLOGIST

ZIP CODES
11218/11228

MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY	
Objectives:	PRE - OP FORMS MANAGED CARE FORMS/PLANS	Objectives:	PRE - OP FORMS MANAGED CARE FORMS/PLANS	Objectives:	PRE - OP FORMS MANAGED CARE FORMS/PLANS	Objectives:	PRE - OP FORMS MANAGED CARE FORMS/PLANS	Objectives:	PRE - OP FORMS MANAGED CARE FORMS/PLANS
Time	Physicians								
AM	VICTORY MEMORIAL	AM		AM		AM	JAZRAWI - O (C)	AM	
8am		8am		8am	WOUND CENTER	8am		8am	VICTORY MEMORIAL
8:30		8:30		8:30		8:30		8:30	
9am	GORODETSKY - I (C)	9am	BARTOL - P (C)	9am	AWAN - I (M)	9am	DANGELO - O (C)	9am	CRUZATTA - I (M)
9:30		9:30	CARRERA - C (M)	9:30	PANDEVI (M)	9:30	PITA - ACEVEDO - I (C)	9:30	MITTALASH - I (C)
10am	BERTELLE I - (ES)	10am	MAPP - I (M)	10am	HUH - EN (M)	10am	BERENSTEIN - I (C)	10am	RUFFY - I (C)
10:30	NOTORNICOLA - (ES)	10:30	CRISMAL - (M)	10:30	THUKRAL - I (M)	10:30	JOSEPH - O (M)	10:30	KHASIDY - I (C)
11am	MIRAGLIA - P - (C)	11am	BHATTACHARYA - ID	11am	PURPURA - I (C)	11am	GHARPURE - I (M)	11am	
11:30	LAZZARA - I (ES)	11:30	BEGELMAN - I (C)	11:30		11:30	ANTHONY - I (M)	11:30	
12pm	DAWN - I (ES)	12pm	BERENBLIT - N (C)	12pm	LUTHERN MICU	12pm	ARORA - I (M)	12pm	LUTHERN MICU
12:30	CARUANA - I (ES)	12:30	SCHNECK - N (C)	12:30		12:30	SIDDIQUE - I (M)	12:30	
1pm	WAGLEY I (C)	1pm	CONSIGLIO - N (C)	1pm	HASHMI - I (C)	1pm	PARNES - I (M)	1pm	SOAVE - P (M)
1:30	GABRIEL - (C)	1:30	MONTALVO - P (M)	1:30	TOPROVER - I (C)	1:30	OSMONOV - I (M)	1:30	GAWLIK - P (M)
2pm	GUADAGNINO - (C)	2pm	ARAPIDIS - P (M)	2pm	SPERGAL - I (C)	2pm	BUTT - I (C)	2pm	MARSILLO - P (M)
2:30	KANG - I (C)	2:30	GROSSO - D (C)	2:30	ZBARSKY - I (C)	2:30	SPERGEL - EN (C)	2:30	KAUDERER - P (C)
3pm	SGARLATO - I (C)	3pm	KAUDERER - P (C)	3pm	KAISER - I (M)	3pm	GUADAGNINO - ID (M)	3pm	MOLLICA - P (C)
3:30	RACCO - I (C)	3:30	BALMIKI - I (C)	3:30	SINHA - I (C)	3:30		3:30	CHALHOUB - P (C)
4pm	MOREITT - I (C)	4pm	GIRGIS - I (M)	4pm	SHEININ - I (M)	4pm	ADDEO - I (M)	4pm	AKSEKRUD - I (M)
4:30	ROSSI - PA (ES)	4:30	DRAZIC - O (C)	4:30	BEHM - I (C)	4:30	OAKES - O (C)	4:30	KORMENDI - I (C)
5pm	SOAVE - P (ES)	5pm		5pm	LEONIDAS - I (C)	5pm	KARBAN - I (C)	5pm	PERLOVA - I (C)
5:30		5:30		5:30		5:30		5:30	
6pm		6pm		6pm		6pm		6pm	
Evening		Evening		Evening		Evening		Evening	
Hospitals/Clinics		Hospitals/Clinics		Hospitals/Clinics		Hospitals/Clinics		Hospitals/Clinics	
VICTORY MEMORIAL				LUTHERN MICU				VICTORY MEMORIAL	
NOTES		NOTES		NOTES		NOTES		NOTES	

O = ORTHO PM = PAIN MANAGEMENT P = PODIATRIST
 N = NEUROLOGIST D = DENTIST I = INTERNAL MEDICINE
 R = RHEUMATOLOGIST ID = INFECTIOUS DISEASES
 PUL = PULMONOLOGIST C = CARDIOLOGIST
 GS = GENERAL SURGERY
 M = MEDICAID
 AP = ADVANCES PCS
 C = CASH
 ES = EXPRESS SCRIPTS



PHR FIELD COACHING GUIDE - TIPS

REPRESENTATIVE: Nelson Bernudez DATE LAST TRIP: 8/16/04 TODAY'S DATE: 9/7/04

Follow up (See Tips from last FCG): Medical Knowledge & Analysis - Maximizing Zyxos sales at Lutheran

Business Opportunities/Sales Report Analysis: Zyxos - Lutheran still biggest opportunity, what about Victory?

Objectives for Today: Solidify Zyxos messaging and review presentation that you will do for Discharge planners, Thomas.

Day Summary (Accomplishments/Areas for Improvement):
Dr. Wilen - had a patient on Vioxx had a heart attack -
Good leadership w/ the "Take Your Man To The Doctor"
Dr. Ford - fallen back to just documented MESA

Selling Skills Observed

Skill Rating Scale: (Rate 1-2 per Field Ride): **Mastery (M)** **Demonstrating Competence (DC)** **Needs Improvement (NI)** **Unsatisfactory (U)**

Creates Customer Value			Action Selling			
Pre Call Planning	Execute the Value Plan	Post Call Analysis (Team Notes LAF)	Determining Needs & Attitudes	Identifying Behaviors/Disc	Utilizing Chains of Conviction	Knowing when to Close
Probing	Handling Objections	Bridges	Multiple Product Calls	Use of Clinical Proof Sources	Product Knowledge	Expands Selling Time
5				5		

Coaching Opportunity

Identify Strategic Capability and Core Behavior being developed:

Territory Optimization		Selling Skills & Customer Value Delivery			Team Contribution	
Accountability & Goal Focus	Decision Making & Judgment	Service Orientation	Competent Use of Technical Knowledge	Focus on Team Results	Communication & Influence with Teams	
Marketing Knowledge & Analysis	Leverage Resources	Building Customer Relationships	Communication & Influence with Customers	Teamwork & Inclusiveness	Shared Accountability	
Initiative & Flexibility						

Topic (Behavioral Example being Coached): Decision Making & Judgment - using your knowledge of your key Zyxos docs & applying an appropriate strategy

Impact (Benefits/Importance to Representative): Will drive sales because you are addressing their specific needs - Focus

Plan (Representative & DM Actions): Break your Zyxos opportunities into Immediate & Long Term Focus on your immediate opportunities - yesterday
Group similar opportunities together & figure further along with one, use it to accomplish the other (e.g. Lutheran and Ford)
Don't make assumptions, probe to find out what's really going on

Support/Sustain (Follow up to ensure success): Send Tom updated Zyxos temperature gauge. I will try to ride w/ you next week to see Dr. Ford.

District Manager's Signature: [Signature] Date: 9/7/04
 Representative's Signature: [Signature] Date: 9/9/04



PHR FIELD COACHING GUIDE – TIPS

REPRESENTATIVE: Nelson Bermudez DATE LAST TRIP: 7/24/04 TODAY'S DATE: 8/16/04

Follow up (See Tips from last FCG): Review Assessment

Business Opportunities/Sales Report Analysis: Zyvox - Lutheran is moving up a little ; Victory is still using too much Ceftria - consider G.R. once we get a new Budget

Objectives for Today: Pin down Visconti on where he will allow Zyvox usage

Day Summary (Accomplishments/Areas for Improvement): Dr. Visconti - uses Zyvox only for VRE or to keep MRSA CSSI out of room
Dr. Reisman - using Celebrex + Bextra first line ; seeing too much liver and CV problems w/ Vicox
Dr. Martin - wants grand rounds for low Back Pain; Anxiety; Infections in the Diabetic Patient; infections
Dr. Casale - uses Celebrex + Bextra ; No longer uses Vicox in older patients only younger patients
Dr. Bassor -

Selling Skills Observed

Skill Rating Scale: (Rate 1-2 per Field Ride): **Mastery (M)** **Demonstrating Competence (DC)** **Needs Improvement (NI)** **Unsatisfactory (U)**

Creates Customer Value			Action Selling			
Pre Call Planning	Execute the Value Plan	Post Call Analysis (Team Notes LAF)	Determining Needs & Attitudes	Identifying Behaviors/Disc	Utilizing Chains of Conviction	Knowing when to Close
S		S+				
Probing	Handling Objections	Bridges	Multiple Product Calls	Use of Clinical Proof Sources	Product Knowledge	Expands Selling Time
			S			

Coaching Opportunity

Identify Strategic Capability and Core Behavior being developed:

Territory Optimization		Selling Skills & Customer Value Delivery			Team Contribution	
Accountability & Goal Focus	Decision Making & Judgment	Service Orientation	Competent Use of Technical Knowledge	Focus on Team Results	Communication & Influence with Teams	
Marketing Knowledge & Analysis	Leverage Resources	Building Customer Relationships	Communication & Influence with Customers	Teamwork & Inclusiveness	Shared Accountability	
Initiative & Flexibility						

Topic (Behavioral Example being Coached): Market Knowledge and Analysis - Maximizing Zyvox sales at Lutheran - etc

Impact (Benefits/Importance to Representative): Now that we know where Visconti stands; we can maximize sales by driving critical care demand for Zyvox; He does not want to go toe to toe with your critical care attendings => these are your targets

Plan (Representative & DM Actions): Targets MRSA VAP/HAP - Bostic or Basti; Ford, Foribin, Ashkin, Bass
Targets MRSA CSSI - Ford Dept Suron Lucida, DiAtri & hospitalists; Vascular surgery; Disc
Rob Owen - Sept. 10 for discharge planners plus pharmacy; Dr. Martin, Dr. Visconti, Dr. Ford
Use Dr. Ford to speak to surgeons (including vascular) on Zyvox for MRSA CSSI - do it in house
Retarget ICU doctors with revamped 44hr stop detail

Support/Sustain (Follow up to ensure success): Send Tom a rotation of when you will call on which doctors for Zyvox

District Manager's Signature: [Signature] Date: 8/16/04
Representative's Signature: [Signature] Date: 8/16/04



FIELD COACHING GUIDE - TIPS

REPRESENTATIVE: Nelson Bermudez DATE LAST TRIP: 4/6/04 TODAY'S DATE: 5/13/04

Follow up (See Tips from last FCG): Communication + Influence with Customers - identifying what type of patients Lutheran will allow to be started on Zyxos. => Need to continue this

Business Opportunities/Sales Report Analysis: Zyxos - where's my business w/ Zyxos? analysis - mostly VRE and venous failures; some PO step down
Cox-2's - need to get Celebrex moving

Objectives for Today: Implement Cox-2 - ibuprofen + aspirin message

Day Summary (Accomplishments/Areas for Improvement): Dr. Ferraro - wants help get streamlining Bextra/Celebrex approval process; letter for pre-op usage and letter for concomitant aspirin
Dr. Verde - says that he believes Bextra is best Cox-2 and would write more but he's having problems getting it; suggested that we talk w/ Kathy to find out how to make approval easier; spoke w/ Kathy and she says she has no problems getting Bextra.

Selling Skills Observed

Skill Rating Scale: (Rate 1-2 per Field Ride): **Mastery (M)** **Demonstrating Competence (DC)** **Needs Improvement (NI)** **Unsatisfactory (U)**

Customer Value			Action Selling			
Pre Call Planning	Execute the Value Plan	Post Call Analysis (Team Notes LAF)	Determining Needs & Attitudes	Identifying Behaviors/Disc	Utilizing Chains of Conviction	Knowing when to Close
			NI			
Probing	Handling Objections	Bridges	Multiple Product Calls	Use of Clinical Proof Sources	Product Knowledge	Expands Selling Time
					DC	NI

Coaching Opportunity

Identify Strategic Capability and Core Behavior being developed:

Territory Optimization		Selling Skills & Customer Value Delivery			Team Contribution	
Accountability & Goal Focus	Decision Making & Judgment	Service Orientation	Competent Use of Technical Knowledge	Focus on Team Results	Communication & Influence with Teams	
Marketing Knowledge & Analysis	Leverage Resources	Building Customer Relationships	Communication & Influence with Customers	Teamwork & Inclusiveness	Shared Accountability	
Initiative & Flexibility		(D-1)				

Topic (Behavioral Example being Coached): Competent Use of Technical Knowledge - your product knowledge is on track

Impact (Benefits/Importance to Representative): Knowing the information is only the first step; perhaps more importantly is your ability to share this knowledge/info in a clear, concise, and targeted fashion - keeps the doctor involved in the conversation

Plan (Representative & DM Actions):
Dissect each product detail/message into the top points to make - most impactful
Use your key points to craft your story
Dialogue - if you're going to probe then use the doctor's comments to redirect/re-address your conversation - Be a Problem Solver for the doctor

Support/Sustain (Follow up to ensure success): By COB tomorrow, shoot me a email w/ your keys for each message.

District Manager's Signature: [Signature] Date: 6/13/04
Representative's Signature: [Signature] Date: 6/13/04



FIELD COACHING GUIDE - TIPS

REPRESENTATIVE: Nelson Bermudez DATE LAST TRIP: _____ TODAY'S DATE: 4/15/04

Follow up (See Tips from last FCG): _____

Business Opportunities/Sales Report Analysis: Carrying index points of Zyvox & Celebrex

Objectives for Today: Identify Zyvox opportunities

Day Summary (Accomplishments/Areas for Improvement): Find out from Vizanti - Zyvox patient types that will appear
Find out from microbiology - of the MRSA they have, how much is C/SSTI/NET
Use the info from records to drive demand of critical care/surgery, wound care, palliative
LOS - familiarize yourself w/ Nashamoni, McCallum, Prodi, Woodward, Kellat, Lipsky, and Li

Selling Skills Observed

Skill Rating Scale: (Rate 1-2 per Field Ride): Mastery (M) Demonstrating Competence (DC) Needs Improvement (NI) Unsatisfactory (U)

Customer Value			Action Selling			
Pre Call Planning	Execute the Value Plan	Post Call Analysis (Team Notes LAF)	Determining Needs & Attitudes	Identifying Behaviors/Disc	Utilizing Chains of Conviction	Knowing when to Close
Probing	Handling Objections	Bridges	Multiple Product Calls	Use of Clinical Proof Sources	Product Knowledge	Expands Selling Time

S - Dig in w/ Vizanti

Coaching Opportunity

Identify Strategic Capability and Core Behavior being developed:

Territory Optimization		Selling Skills & Customer Value Delivery		Team Contribution	
Accountability & Goal Focus	Decision Making & Judgment	Service Orientation	Competent Use of Technical Knowledge	Focus on Team Results	Communication & Influence with Teams
Marketing Knowledge & Analysis	Leverage Resources	Building Customer Relationships	Communication & Influence with Customers	Teamwork & Inclusiveness	Shared Accountability
Initiative & Flexibility					

Topic (Behavioral Example being Coached): Decision making + Judgment - Controlling your Budget

Impact (Benefits/Importance to Representative): _____

Plan (Representative & DM Actions): Share your dinners/meals w/ your LAT teammates
Try to avoid "standing lunches/knockouts" - this should be in rare occasion - there's no value added
Do not have open bars at your programs
Stay away from "cattle call" lunches and programs - Zyvox programs should be small + targeted
Talk to DM before going over budget

Support/Sustain (Follow up to ensure success): Team will monitor your XMS monthly

District Manager's Signature: [Signature] Date: 4/15/04
Representative's Signature: [Signature] Date: 4/15/04



FIELD COACHING GUIDE - TIPS

REPRESENTATIVE: Nelson Bermudez DATE LAST TRIP: 4/15/04 TODAY'S DATE: 4/20/04

Follow up (See Tips from last FCG): Budgets - Decision Making - Judgement

Business Opportunities/Sales Report Analysis: Zyxos + Celebrex

Objectives for Today: Identify + position the patient type for Zyxos w/ ID / critical care at Lutheran

Day Summary (Accomplishments/Areas for Improvement):

Dr. Aguilera - Inv district Dental Society to do a talk for them; know how to use Bextra pre-op
Dr. Barti - ID - she liked IV -> PO for CSSI + ortha infections; Not disagree w/ HAP/VAP but cost
Dr. Martin - Dir. of Med. - very interested in LOS data w/ Zyxos - talk w/ ID / Visconti to get them on the same page

Selling Skills Observed

Table with Skill Rating Scale (Rate 1-2 per Field Ride) and columns for Customer Value and Action Selling. Includes rows for Pre Call Planning, Execute the Value Plan, Post Call Analysis, etc.

Continue to dig in to ID

Coaching Opportunity

Identify Strategic Capability and Core Behavior being developed:

Table with columns for Territory Optimization, Selling Skills & Customer Value Delivery, and Team Contribution. Includes rows for Accountability & Goal Focus, Decision Making & Judgment, etc.

Topic (Behavioral Example being Coached): Communication + Influence with Customers - identify through Dialogue who ID feels is an appropriate patient for Zyxos

Impact (Benefits/Importance to Representative): Allow you to find all the patients that ID will approve of and therefore grow your business while staying within their usage guidelines

Plan (Representative & DM Actions): Right Now they agree to give you VRE
When posed properly, Dr. Barti agreed on CSSI for IV -> PO w/ discharge - she has 2 ortho pts right
What about HAP w/ MRSA? If not this then what about VAP for MRSA?
What about renal impairment? what about patients in responsive to vanco after 3-4 days?
What about all ID -> PO switches? See if you can set up an ID dinner.

Support/Sustain (Follow up to ensure success): Call me at the end of the week to let me know when they're able to have dinner.

District Manager's Signature: Thomas P. ... Date: 4/20/04
Representative's Signature: ... Date: 4-20-04

SEMESTER PROGRESS REVIEW FORM

Representative Progress Review	Name: Nelson Bermudez	Social Security Number:	Date: 3/4/04
	Territory: 3PW11J16	Title: Healthcare Representative I (HR1)	
	Date of Employment: 12/03/01	Rater's Name: Tom Farina	

1. Sales Performance

Product	\$ Volume	\$ INC	% INC	% Quota	TCR Mkt Share %	TCR Market Share Rank	District Rank	Reg Rank	Sales Index Rank
Bextra	\$513805	\$218206	73.8%	97.71%	11.9%	3	6	56	16.8
Celebrex	\$2103248	\$19355	1.4%	101.33%	34.4%	3	5	30	7.5
Zoloft	\$1277538	\$165325	12.6%	103.10%	25.0%	1	7	36	9.0
Zyvox	\$144639	\$32209	28.2%	81.82%			5	62	12.4
Total Sales: \$3548218		Sales Index: 45.70			Division/Regional Rank: 354/53				

2. Capability Assessment

Strategic Capabilities

Strategic Capabilities	Foundational	Stage I	Stage II	Stage III	Stage IV
1. Territory Optimization	[X]	[]	[]	[]	[]
2. Selling Skills & Customer Value Delivery	[X]	[]	[]	[]	[]
3. Team Contribution	[X]	[]	[]	[]	[]

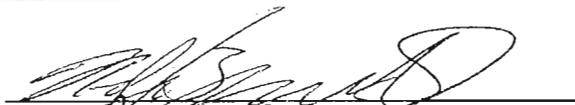
3. Capability Performance Rating

Unacceptable	Below Expectations	Meeting Expectations	Exceeding Expectations	Exceptional
[]	[]	[X]	[]	[]

PLAN FOR SUCCESS (Performance Planner)

I. SALES PERFORMANCE	
Knowledge, Skills, Abilities or Activities where significant accomplishments were achieved.	2003 was a year of transition for Nelson and he transitioned very effectively into the District Team. Despite all of the transitional distractions, Nelson's strong work ethic allowed him to maintain his high Call Average. Nelson led his LAT team in winning the cross-TACU, Cox-2 "Operate for Cash" contest by obtaining more pre-op instruction sheets than any other LAT in the Brooklyn, Manhattan, or Long Island TACU's. Nelson sets the standard for Customer Value focus and Customer Service and has really used this to separate himself from his competition. He is sought out by his physicians and institutions as a trusted representative when they need help. Nelson implements all District POA initiatives in a timely fashion and shares his success and challenges with the District so that others may benefit. He completes all required administrative tasks ahead of schedule. Nelson is a true team player and his teamwork and can-do attitude have made an immediate impact on the District.
PLAN FOR SUCCESS	
Knowledge, Skills, Abilities or Activities where improvement should be made.	Nelson was challenged by Bextra (sales index 16.80) and Zyvox (sales index 12.40) in 2003. His Bextra market share in his biggest plans (Medicaid, Cash, Advanced PCS) was down in 2003. Hospital sales of Bextra at Lutheran Medical Center are hindered by a non-formulary status and no specialty usage in the OR setting although he is still successfully driving hospital outflow sales. At a minimum, he could benefit from an increased focus on pre-op instruction sheets with Anesthesia and Ambulatory Surgery. Nelson has the largest potential Zyvox hospital in the District (Lutheran Medical Center) and could benefit from a more focused approach to identifying appropriate Zyvox patients and driving demand through his critical care physicians. He has utilized some strong speakers for both Zyvox and the Cox-2 portfolio but could have more impact by focusing more on applying these resources to his sales challenges (i.e. Medicaid, Vioxx violators, high NSAID writers, specialists, etc.). Nelson's success in 2004 will hinge upon his ability to focus on growth opportunities for Bextra and Zyvox.
Activities/Assignments recommended to enhance or improve the current performance level.	<ul style="list-style-type: none"> ▪ Update PAG for Cox-2's and Zyvox to incorporate changes that we discussed in your business review. Remember, focus on your opportunities and provide specific ownership for each task. ▪ Work with ID at Lutheran to identify specific patients that they will approve of to be placed on Zyvox. Persue usage guidelines as an opportunity to drive business. ▪ When utilizing impact speakers for Zyvox, identify the physicians for the topic that will drive the most business for you. (e.g. HAP/VAP - critical care, floor chiefs, surgery, etc.) ▪ When utilizing impact speakers for the Cox-2's, identify the physicians for the topic that will drive the most business for you. (e.g. NSAIDs - Medicaid HW, cash, etc.) ▪ Obtain local MRSA prevalence data for each account (antibiogram) ▪ Cox-2 formulary addition - focus on busiest surgeons (money-maker) and drive demand ▪ Drive demand for Zyvox by daily selling to Critical Care, surgery, etc. ▪ Drive PO Zyvox usage with wound care, surgery, podiatry, vascular surgery for CSSI, DFI, or wound infections. Who puts in the PICC line? How much does this cost versus PO Zyvox?
Projected Implementation Date	
Projected Completion Date	

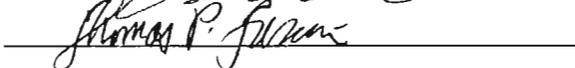
Representative's Signature:



Date:

3/14/04

Manager's Signature:



Date:

3/14/04

Development Plan Worksheet

Name Nelson Bermudez

Date 3/04/04

I. Development Goal: (Core Behavior (Stage Descriptor)/Leader Behavior)

Accountability and Goal Focus (Work Ethic) - focuses on improving performance and efficiency.

Market Knowledge and Analysis (Use of Market Information) - Exhibits an in-depth knowledge of customer organization and the marketplace.

Building Customer Relationships (Relationship Orientation) - Builds relationships in targeted accounts.

II. Development Objectives and Metrics (What will successful demonstration of this level of performance and behavior look like? **Behavioral Examples**)

- Establishes call objectives and executes pre-call planning on every call.
- Keeps up to date and accurate call notes for every physician call
- Uses sales tools to make specific changes/improvements to LAT call plan/schedule.
- Prioritizes allocation of time and budget based on ways to improve position on GAR
- Utilizes available sales reports, (e.g. maintains resource binder of sales reports)
- Identifies opportunities and documents strategies for addressing them in business plan
- Is well versed in disease states and medical terminology through reading of relevant material
- Demonstrates understanding of how competitor products directly and indirectly affect sales of Pfizer products
- Initiates conversations to elicit customer views (e.g., products and general perceptions on treatment options)
- Surfaces objections to Pfizer products and responds appropriately

- Generates physician commitment through use of Actions Selling
-

III. Job Experiences

-
-
-

Special Projects/Assignments

- Utilize CCP to prioritize physician calls (e.g. start with A doctors)
- Utilize Weekly Reports to ensure the daily entering of Team Notes including L.A.F.
- Review one new study every 2 weeks and as the new studies are released.
- Update your trend spreadsheets monthly and review with Tom during monthly field rides.
- Review hospitals and trends with Tom during monthly field rides.

Internships (if applicable and appropriate)

-
-
-

Actions/Resources Required of others to accomplish above

- Tom will identify Zyvox studies that focus on epidemiology, disease state, diagnosis, and treatment and send them out to Nelson.
-
-

IV. Coaches and Mentors (Things I will do to get ongoing feedback & counsel from others to track my progress.)

Who:	Their Role:
Tom Farina, DM	Observe on field rides and on weekly reports
District Mentor - Alex Alvarez	Talk with about VAP and HAP.

V. Learning Resources

Training Programs: that will support my development plan:

- Applying Action Selling (UoP1351)**
- ICU interactive selling module (being released by Training Dept. March 2004)**
- Maximizing Sales through Data Analysis - PHRs/IHRs**
-

Other resources: Books/seminars/etc... that would be helpful:

-
-
-
-

VI. Support/Sustain (Actions I will take to track my progress towards the accomplishment of this goal):

Review on monthly field rides, District journal clubs, Weekly Reports, and at the Mid Year Review Period.

3/9/04
 3/4/04



STRATEGIC CAPABILITY BASELINE ASSESSMENT 2003

Objective:

This form is to be completed to establish the (position) capability stages within the 2003 revision of the Sales Capabilities. It will be used for both self-assessments and managerial assessments. This assessment is primarily focused on development with the results to be the basis for creating future development plans.

Name of Colleague: *Nelson Bermudez*

Name of Manager:

Person Completing this Review:

Date of Review:

GENERAL INSTRUCTIONS:

Begin with the first Strategic Capability and work through all of the core behaviors (major sub categories) and behavioral examples (bulleted examples) rating them as either Needs Development (ND) or Fully Competent (FC) by filling in the appropriate box. (definitions follow below). You will repeat this for all of the Strategic Capabilities and then complete a summary baseline assessment sheet at the end.

KEY DEFINITIONS:

Fully Competent means: given the opportunity, the individual consistently displays this type of behavior consistently and skillfully over time. The phrase "given the opportunity" is included because some of the examples used will not apply to certain jobs. This is not expected to be the case very often. Some jobs, by virtue of certain geographies and local market conditions, may not provide the same experiences as others. This is different than situations where the job does offer the opportunity but the individual just has not been in the job long enough to experience this yet. In this case their lack of experience should factor into the evaluation. There should be no question or hesitation when deciding to rate someone as fully competent.

Needs Development is the selection you should make if you cannot select Fully Competent. There are many reasons that someone may "need development". Someone may not have any experience yet with this level of behavior (i.e. a first or second year person would not be expected to have developed a national network in their field), or they are beginning to demonstrate the behavior but not consistently enough to be considered fully competent. They also may not be very good at it. Regardless of the reason - this would be considered "needs development" for the purposes of this process.

Below you see an example of a baseline assessment page that has been labeled to clarify several of the key terms used to describe the format of the capability model.

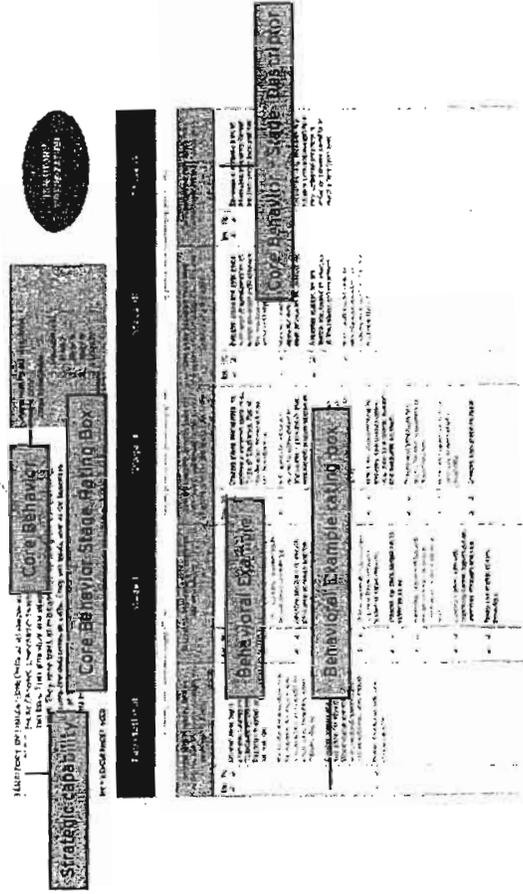


Fig 1. Sample baseline assessment form page for PHR

SPECIFIC INSTRUCTIONS:

Determining the Stage for the Core Behavior: Under each strategic capability is a series of core behaviors - one per page. You must first determine the stage of the core behavior is. You do this by rating all of the behavioral examples for the core behavior and filling in the behavioral example rating box. If there are examples which, given the job and its location and market, the colleague does not have an opportunity to demonstrate, this rating box (i.e., no major teaching hospitals in the territory, therefore examples specific to these kinds of hospitals would not be relevant) should be left blank.

To be in a particular stage for a core behavior the colleague must be FC for all the examples that they have an opportunity to demonstrate. Once the behaviors are rated, then indicate the overall rating for the Core Behavior in the Core Behavior stage rating box on the upper right of the page. See the example below.

The image shows a detailed assessment form for 'Territory Optimization'. It includes a header with instructions, a list of behavioral examples, and a grid for rating each example. A 'STAGE' box is located in the upper right corner of the grid area.

Figure 2: Baseline assessment for one core behavior under Territory Optimization.

In Figure 2 above, the colleague being rated would be placed at the "Foundational" stage for the core behavior of Accountability and Goal Focus. This is because this is the stage at which they are fully competent for all of the examples. For this person to become Stage 1, they would have to be seen as Fully Competent for the last three behavioral examples under Stage 1.

Even if this person were Fully Competent at all of the behaviors at Stage 2, they would still be considered Foundational since all of the behavioral examples are "cumulative" across the stages and there are behaviors at lower stages that are in need of development.

Determining the Stage for the Strategic Capability: Once you have gone through the above process for all of the core behaviors under the Strategic Capability, you are now able to determine the overall stage rating for that Strategic Capability. The Capability Stage rating is equal to the lowest rated core behavior rating. For example:

Staging Process - Example

Territory Optimization

Behavioral Example	Stage 1	Stage 2	Stage 3	Stage 4
Behavioral Example 1	X			
Behavioral Example 2		X		
Behavioral Example 3			X	
Behavioral Example 4				X

This person is Stage 1 since all have to be Stage 2 or higher to be Stage 2.

Fig 3. Staging Process Example

Once you have determined the Capability Stage for each of the Strategic Capabilities you are complete.

NOTE TO MANAGERS:

You will be receiving a self assessment from the colleague that will follow this same process. Where your assessment and theirs differs is an opportunity for meaningful development discussion. It is important that you meet with the colleague after you have finished the baseline assessment to share your conclusions and discuss areas of difference.

PHR Capability Baseline Summary

Representative: Nelson Bermudez

District Manager: Tou Farina

TERRITORY OPTIMIZATION: PHRs at all stages analyze report data (e.g., Sherlock Analyzer, TCR/Sales by Channel, Launchtrac) to understand the marketplace, and physicians in the territory. They prioritize and adapt their call schedules based on business opportunities. They keep track of relationships by doing pre-call planning, and tracking and analyzing the outcomes of calls. They set goals and write business plans in order to meet or surpass sales quotas or increase market share. They are continuously developing product and marketplace expertise.

Capability Rating	Foundational	<input checked="" type="checkbox"/>	Stage I	<input type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>
Accountability and Goal Focus	Foundational	<input checked="" type="checkbox"/>	Stage I	<input type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>
Decision Making and Judgment	Foundational	<input checked="" type="checkbox"/>	Stage I	<input type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>
Market Knowledge and Analysis	Foundational	<input checked="" type="checkbox"/>	Stage I	<input type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>
Leveraging Resources/Organization Awareness	Foundational	<input checked="" type="checkbox"/>	Stage I	<input type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>
Initiative and Flexibility	Foundational	<input checked="" type="checkbox"/>	Stage I	<input type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>

SELLING SKILLS & CUSTOMER VALUE DELIVERY: PHRs at all stages work to increase sales and market share for Pfizer products as well as to enhance Pfizer's image in the marketplace by continuously focusing on customers' needs and positioning our products and services to best meet the customers' needs. Representatives appropriately provide effective sales presentations, marketing materials, samples, patient programs as well as other company services to educate, influence prescribing habits and to build meaningful and value-added relationships with their customers.

Capability Rating	Foundational	<input checked="" type="checkbox"/>	Stage I	<input type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>
Service Orientation	Foundational	<input type="checkbox"/>	Stage I	<input checked="" type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>
Building Customer Relationships	Foundational	<input checked="" type="checkbox"/>	Stage I	<input type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>
Competent Use of Technical Knowledge	Foundational	<input checked="" type="checkbox"/>	Stage I	<input type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>
Communication and Influence with Customers	Foundational	<input checked="" type="checkbox"/>	Stage I	<input type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>

TEAM CONTRIBUTION: PHRs at all levels are coordinating with teammates, working together, and brainstorming ways to impact physicians's prescribing habits. They are attending LAT meetings to share information and coordinate programs and call plans. They are continually updating teammates through voice mail and e-mail and acting as a team player. In addition to working with their LAT and district teams, PHRs are working with other resources (e.g., NAM, CEC, RAM, RMRS, DM mentor, IHRS, Specialty Reps) throughout Pfizer's matrix.

Capability Rating	Foundational	<input checked="" type="checkbox"/>	Stage I	<input type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>
Focus on Team Results	Foundational	<input type="checkbox"/>	Stage I	<input checked="" type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>
Communication and Influence with Teams	Foundational	<input checked="" type="checkbox"/>	Stage I	<input type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>
Teamwork and Inclusiveness	Foundational	<input type="checkbox"/>	Stage I	<input checked="" type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>
Shared Accountability	Foundational	<input type="checkbox"/>	Stage I	<input checked="" type="checkbox"/>	Stage II	<input type="checkbox"/>	Stage III	<input type="checkbox"/>	Stage IV	<input type="checkbox"/>

PHR CAPABILITY MODEL

Foundational/Baseline

Stage I

Stage II

Stage III

Stage IV

Learning Via	Intermediate PHR Representative	Competent/Skilled Representative	Seasoned/Regional (line)	Expert/Regional (line)
<ul style="list-style-type: none"> • Newly hired sales representative • Has attended first level of product and sales training • Does not have customer relationships • Relies on others to a high degree • Has little or no previous sales experience • Has little or no understanding of Pfizer, the pharmaceutical industry or managed care • Needs to observe others, ask questions, and test own capability 	<ul style="list-style-type: none"> • Has completed Phase 6 training • Has been through several POA meetings, primarily as an observer • Has experienced a product launch(es) first-hand • Has an understanding of the roles within Pfizer, but is still learning how the organization works • Has developed some relationships with customers and is still trying to establish relationships with others • Acts as a follower in the LAT • Checks in with others regarding non-routine matters • Conducts own analysis but is not as sophisticated as more seasoned representatives 	<ul style="list-style-type: none"> • Knows customers within the territory well and has established relationships with them • Know how to get things done both internally at Pfizer and externally in the territory • Acts independently most of the time, as appropriate • Conducts more sophisticated analysis • Contributes at POA meetings • Begins taking on a leadership role within the LAT • Has a deeper understanding of the roles within Pfizer and who to go to for help • Has a solid understanding of managed care and how it affects the territory 	<ul style="list-style-type: none"> • Leads POA meetings and initiatives within the LAT • Is seen as an expert by others at Pfizer (locally) • Demonstrates consistent performance on the GAR • Acts independently, as appropriate • Conducts extremely sophisticated analysis and is called on by others to help with analysis • Acts as a trusted advisor to their customers • Is called on by Headquarters for special projects • Leverages internal relationships in more challenging situations • Becomes more involved in pull-through efforts throughout the district 	<ul style="list-style-type: none"> • Informally acts as an assistant to the DM • Mentors others on a regular basis • Is seen as an expert by physicians in product and market knowledge, as well as current and emerging managed care trends • Acts accountable for performance beyond own immediate control • Acts as a role model in the district and the LAT

TERRITORY OPTIMIZATION: PHRs at all stages analyze report data (e.g., Sherlock Analyzer, TCR/Sales by Channel, Launchtrac) to understand the marketplace, and physicians in the territory. They prioritize and adapt their call schedules based on business opportunities. They keep track of relationships by doing pre-call planning, and tracking and analyzing the outcomes of calls. They set goals and write business plans in order to meet or surpass sales quotas or increase market share. They are continuously developing product and marketplace expertise.

DN = DEVELOPMENT NEED FC = FULLY COMPETENT

Accountability and goal setting (100% defined)	<input checked="" type="checkbox"/>
Stage Assessment	<input checked="" type="checkbox"/>
Full Development	<input checked="" type="checkbox"/>
Stage I	<input checked="" type="checkbox"/>
Stage II	<input checked="" type="checkbox"/>
Stage III	<input checked="" type="checkbox"/>
Stage IV	<input checked="" type="checkbox"/>



Foundational

Stage I

Stage II

Stage III

Stage IV

Accountability for overall measures, growth/development against tools, safety, etc.	Focuses on improving performance and efficiency	Sets challenging, stretch goals for self and physicians in the region or goals even in the face of obstacles	Sets goals based on calculated contribution of identifying costs and benefits of a decision	Develops a complex plan of integrated programs (targeting high prescribers and key opinion leaders) in order to accomplish LAT/district/region-wide goals (p)
<p>Utilizes sales tools (e.g., Sherlock, Launchtrac, TCR/Sales by Channel Reports) in order to do the job well (p)</p> <p>Meets the LAT and division standards for number of calls per day and programs per month for physicians, hospitals, pharmacies, etc. (p)</p> <p>Creates weekly and monthly call plans for physicians (p)</p> <p>Understands and tracks GAR (e.g., regional ranking, product weightings, sales index)</p> <p>Understands own role and responsibilities</p>	<p>Establishes call objectives and executes pre-call planning on every call</p> <p>Keeps up-to-date and accurate call notes for every physician call</p> <p>Shares call notes with other reps to increase LAT effectiveness</p> <p>Uses sales tools to make specific changes/improvements to LAT call plan/schedule (p)</p> <p>Updates LAT call plan to ensure efficiency of reach and frequency for high prescribing physicians</p> <p>Prioritizes allocation of time and budget based on ways to improve position on GAR</p> <p>Utilizes available sales reports, (e.g. maintains resource binder of sales reports)</p> <p>Creates zip code target list to optimize sales</p> <p>Identifies opportunities and documents strategies for addressing them in business plan</p> <p>Communicates with DM regarding market opportunities identified through analysis</p> <p>Takes ownership of own behaviors</p>	<p>Creates plans and tactics to achieve personal goals (e.g., Circle of Excellence, Rep of the Quarter, increased market share/quotas)</p> <p>Sets goals for obtaining access to difficult-to-see physicians - persists in goal attainment despite obstacles and setbacks</p> <p>Goes beyond the DM's standard expectations of physician calls on a daily basis (p & cb)</p> <p>Makes decisions relating to territory and district goals (e.g., how to allocate budget) and executes on them</p> <p>Proactively schedules programs for key customers to drive business</p> <p>Seeks out opportunities to perform beyond what is expected</p> <p>Creates own tracking tools</p>	<p>Designs LAT call plans and sets goals with explicit consideration of which physicians will produce the greatest return (profit versus effort/risk)</p> <p>Chooses goals based on opportunities identified for each physician by product (p)</p> <p>Allocates budget for programs, etc. based on analysis of the return on investment</p> <p>Uses customized tools to identify opportunities for making an impact on the district and the LAT</p>	<p>Develops a complex plan of integrated programs (targeting high prescribers and key opinion leaders) in order to accomplish LAT/district/region-wide goals (p)</p> <p>Commits significant resources (e.g., allocates significant time and budget to a new, untested program) in order to increase benefits or reach a long-term goal</p>
<p>DN <input checked="" type="checkbox"/> FC <input checked="" type="checkbox"/></p>	<p>PN <input checked="" type="checkbox"/> FC <input checked="" type="checkbox"/></p>	<p>DN <input type="checkbox"/> FC <input type="checkbox"/></p>	<p>DN <input type="checkbox"/> FC <input type="checkbox"/></p>	<p>DN <input type="checkbox"/> FC <input type="checkbox"/></p>

TERRITORY OPTIMIZATION: PHRs at all stages analyze report data (e.g., Sherlock Analyzer, TCR/Sales by Channel, Launchtracker) to understand the marketplace, and physicians in the territory. They prioritize and adapt their call schedules based on business opportunities. They keep track of relationships by doing pre-call planning, and tracking and analyzing the outcomes of calls. They set goals and write business plans in order to meet or surpass sales quotas or increase market share. They are continuously developing product and marketplace expertise.

DN = DEVELOPMENT NEED FC = FULLY COMPETENT



Foundational

Stage I

Stage II

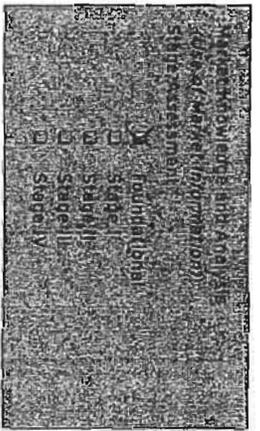
Stage III

Stage IV

Collects relevant information	Uses information to identify and evaluate problems	Knows and uses appropriate business experience to solve problems independently	Considers alternative solutions	Thinks strategically, long-term perspective on business/acts with the long-term in mind (e.g., thinks ahead)
<p><input checked="" type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Collects facts and information in an organized and logical manner (e.g., completes post-call analysis, enters post-call and team notes, organizes selling materials, promotional items and starters)</p>	<p><input type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Analyzes and interprets Sherlock and payor data to identify high prescribers, learns their current prescribing habits and begins to see patterns and trends in data</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Improves sales calls by drawing on past experiences and reviewing LAT team call notes</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Recognizes when a novel approach needs to be taken in an office (within PhRMA Code guidelines)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Adopts a longer-term perspective of the business/acts with the long-term in mind (e.g., thinks ahead)</p>
<p><input checked="" type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Gathers advice from LAT team members and DM on how to approach problems or opportunities</p>	<p><input type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Thinks about and evaluates problems and opportunities with consideration for physicians across one's territory (e.g., throughout a zip code)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Considers relationship between several events (e.g., how one call may have had an impact on the outcome of other calls)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Considers various approaches to an opportunity, weighing business consequences or risk involved before coming to a final decision (e.g., when to bring DM or counterpart in on a call, or apply a higher percentage of budget)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Incorporates longer-term view into consideration of opportunities with physicians or program.</p>
<p><input checked="" type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Breaks down an account into smaller parts, investigating each physician/officer's impact individually</p>	<p><input type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Considers the cause-and-effect relationship between two aspects of a situation (e.g., how competitor's activities could impact his/her sales numbers)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Recognizes differences in customers' interests and needs, and incorporates into problem solving efforts</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Thinks through multiple causal links before deciding on a course of action (e.g., if I talk to Doctor A, and then follow-up with reprint X, this will lead to result Y, and impact market share)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Considers longer-term challenges or opportunities affecting a decision and makes judgments accordingly</p>
<p><input type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Retains information obtained from customers and competitors (p)</p>	<p><input type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Makes decisions concerning LAT call activity that will result in improved sales performance (p)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Makes decisions about course of action that has impact beyond territory to support divisional or multiple divisional goals (e.g., using speaker that could impact corporate goals beyond one's own product portfolio)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Takes risks after carefully weighing short- and longer-term implications</p>	

TERRITORY OPTIMIZATION: PHRs at all stages analyze report data (e.g., Sherlock Analyzer, TCR/Sales by Channel, LaunchTracker) to understand the marketplace, and physicians in the territory. They prioritize and adapt their call schedules based on business opportunities. They keep track of relationships by doing pre-call planning, and tracking and analyzing the outcomes of calls. They set goals and write business plans in order to meet or surpass sales quotas or increase market share. They are continuously developing product and marketplace expertise.

DN = DEVELOPMENT NEED FC = FULLY COMPETENT



Foundational

Stage I

Stage II

Stage III

Stage IV

Foundational	Stage I	Stage II	Stage III	Stage IV
<p>DN FC <input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Is generally aware of physicians' prescribing habits, customer base, and business needs based on information received from the DM and other members in the district (p)</p>	<p>DN FC <input type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Knows the customer landscape and rules within physician offices (nurses, office manager, PAs, key influencers, pharmacists) and demonstrates understanding of the impact on product sales for each office (cb)</p>	<p>DN FC <input type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Demonstrates understanding of the external environment (physician referrals, physician provider groups, managed care penetration, national formulary status) and the impact on territory product sales (p)</p>	<p>DN FC <input type="checkbox"/> <input type="checkbox"/></p> <p>Does SWOT (strengths, weaknesses, opportunities and threats) analysis of competitors and builds SMART goals, incorporating the concept of value messaging</p>	<p>DN FC <input type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of regional and national healthcare trends and links these to developments affecting physicians and patients in the community (p)</p>
<p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Maintains up-to-date understanding of the local marketplace through reading of relevant material (cb)</p>	<p><input type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Is generally aware of the medical community hierarchies such as P&T committee members (p)</p>	<p><input type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of impact of different institution types (e.g., DODS/ VAs, private hospitals, large hospital networks) and doctor types on sales results (cb)</p>	<p><input type="checkbox"/> <input type="checkbox"/></p> <p>Analyzes local healthcare trends (pharmaceutical and economic) and links these to developments affecting physicians and patients in the community (p)</p>	<p><input type="checkbox"/> <input type="checkbox"/></p> <p>Creates new market opportunities by tracking physician and payer practices and analyzes these to develop new market opportunities (p)</p>
<p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Is developing knowledge of Pfizer's and competitors' products (p)</p>	<p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of who the top writers and key opinion leaders are in the LAT, territory and district</p>	<p><input type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of the multiple perspectives of customers, and the varying issues they are facing - cost vs. quality, practice financial management, etc. (p)</p>	<p><input type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of how formularies may impact prescribing/buying preferences for various patient populations (p)</p>	<p><input type="checkbox"/> <input type="checkbox"/></p> <p>Develops a plan to address unique marketplace opportunities</p>
<p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Knows key physicians in the territory</p>	<p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Interprets Sherlock data to test hypotheses about reasons for physicians' prescribing patterns</p>	<p><input type="checkbox"/> <input type="checkbox"/></p> <p>Uses tools and information to forecast threats/opportunities and initiate conversations about strategies with DM</p>	<p><input type="checkbox"/> <input type="checkbox"/></p> <p>Applies a knowledge of the value message and influence skills to impact the customers opinions</p>	
<p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Is becoming aware of payor/formulary Information throughout territory (p)</p>	<p><input type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Knows where to get information on payor organizations and formulary guidelines that impact the territory (p)</p>	<p><input type="checkbox"/> <input type="checkbox"/></p> <p>Understands the customer's position on the value message and how Pfizer impacts it</p>	<p><input type="checkbox"/> <input type="checkbox"/></p> <p>Assesses marketplace to identify unique opportunities to use Pfizer programs (e.g., Field Force in Action, Share Card program)</p>	
<p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Is becoming technically proficient on disease states and product knowledge</p>	<p><input type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Analyzes report data (e.g., TCR) and monitors own and competitor's sales to identify market trends, opportunities and formulary status</p>			
<p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Generally understands value messaging and its impact on the sales process</p>	<p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Understands the impact of the value message on the health and welfare of the patient</p>			

TERRITORY OPTIMIZATION: PHRs at all stages analyze report data (e.g., Sherlock Analyzer, TCR/Sales by Channel, Launchtracker) to understand the marketplace, and physicians in the territory. They prioritize and adapt their call schedules based on business opportunities. They keep track of relationships by doing pre-call planning, and tracking and analyzing the outcomes of calls. They set goals and write business plans in order to meet or surpass sales quotas or increase market share. They are continuously developing product and marketplace expertise.

DN = DEVELOPMENT NEED FC = FULLY COMPETENT



Foundational

Stage I

Stage II

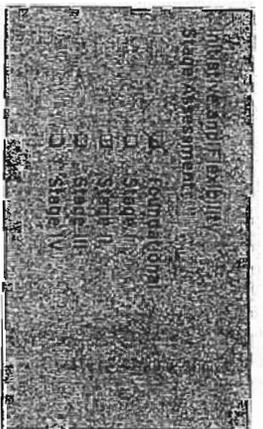
Stage III

Stage IV

Foundational	Stage I	Stage II	Stage III	Stage IV
<p>DN FC</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of Pfizer's sales divisions (e.g., Steere, Pfizer Labs)</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of the chain of command (i.e., VP of Sales, Cluster, RM, DM)</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates positional power, rules and regulations (e.g., PHRMA guidelines), policies and procedures</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Is developing an understanding of how the clusters, LATs, divisions, districts and territories fit together</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Understands Pfizer's position on the value message and its importance to the sales process</p>	<p>DN FC</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of who the key influencers and unofficial leaders are in a territory (LAT facilitator, MMM, RAM)</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of the roles of IHRs, ARMs, and Specialty Reps, and how they can work with PHRs to sell</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Knows who to contact in Training for development</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of the Pfizer values (e.g., Respect for Others, Integrity)</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>Uses Pfizer's corporate language (e.g., acronyms)</p>	<p>DN FC</p> <p><input type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of the corporate structure at Pfizer (e.g., the interrelationships between various divisions and departments within Pfizer)</p> <p><input type="checkbox"/> <input type="checkbox"/></p> <p>Knows who to go to for help (DM from another territory, counterpart in another LAT, ARM or Regional office, an IHR or Specialty Rep)</p> <p><input type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of the roles of CECCs, MMMs, RAMs, RMRSS and others in the Healthcare Cluster, and how they can work with PHRs to sell</p> <p><input type="checkbox"/> <input type="checkbox"/></p> <p>Understands career ladders and promotional opportunities</p> <p><input type="checkbox"/> <input type="checkbox"/></p> <p>Knows the appropriate HR resources to contact for various issues</p>	<p>DN FC</p> <p><input type="checkbox"/> <input type="checkbox"/></p> <p>Recognizes Pfizer's external political alliances (e.g., VHA's, Alzheimer's Association, ADA, AHA) and internal political alliances (e.g., DMTs, State Government Relations (SGR), Trade Relations, Multicultural Business Group) and how they impact the territory, district, region and/or national business</p> <p><input type="checkbox"/> <input type="checkbox"/></p> <p>Sees the importance of Pfizer's strategic alliances (e.g., co-promote partners, community partnerships, various ethnic associations) in achieving results</p> <p><input type="checkbox"/> <input type="checkbox"/></p> <p>Understands philanthropic and community services initiatives (e.g., patient education, Share Card program, Share the Care)</p> <p><input type="checkbox"/> <input type="checkbox"/></p> <p>Gains knowledge and understanding of political climate by corresponding with local government taking part in grassroots initiatives to influence opinions on the value message</p>	<p>DN FC</p> <p><input type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of the implications for Pfizer of current market trends (i.e., new legislation affecting the Pharmaceutical Industry and how that impacts reps' ability to detail doctors)</p> <p><input type="checkbox"/> <input type="checkbox"/></p> <p>Recognizes when on-going or anticipated threats from competitors are impacting decisions made at the national level</p> <p><input type="checkbox"/> <input type="checkbox"/></p> <p>Demonstrates understanding of how to leverage and impact decision makers and influencers (both internal and external) to positively impact Pfizer's business</p>

TERRITORY OPTIMIZATION: PHRs at all stages analyze report data (e.g., Sherlock Analyzer, TCR/Sales by Channel, Launchtracker) to understand the marketplace, and physicians in the territory. They prioritize and adapt their call schedules based on business opportunities. They keep track of relationships by doing pre-call planning, and tracking and analyzing the outcomes of calls. They set goals and write business plans in order to meet or surpass sales quotas or increase market share. They are continuously developing product and marketplace expertise.

DN = DEVELOPMENT NEED FC = FULLY COMPETENT



Foundational

Stage I

Stage II

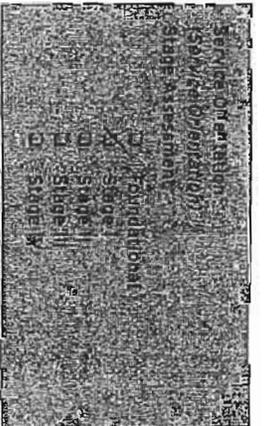
Stage III

Stage IV

Foundational	Stage I	Stage II	Stage III	Stage IV
<p><input checked="" type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Checks in with DM and LAT team members before changing call plan or daily routine</p>	<p><input checked="" type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Is able to change LAT call plan based on new data from sales reports</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Responds to issues that could impact sales (e.g., formulary reviews, upcoming P&T committee meetings) (p)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Takes initiative to find new venues for selling beyond doctor's office (e.g., hospitals, managed care groups, emergency rooms)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Anticipates developments in formulary status and the managed care environment and suggests changes to district or region strategies</p>
<p><input checked="" type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Demonstrates understanding that priorities, goals and day-to-day plans may change based on new information (e.g., sales data, Sherlock data, zip code data)</p>	<p><input checked="" type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Recognizes the need to change quickly in order to meet competitive pressures</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>While maintaining the overall customer strategy, changes how to accomplish the plan</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Applies appropriate resources to complete a project more effectively/adjusts approach by incorporating these resources</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Goes beyond his/her experience to develop new approaches for the district or region, (e.g., selling Viagra to patients with depression)</p>
<p><input checked="" type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Demonstrates understanding of the importance of LAT and territory business planning, and works to create and implement business plans for the territory and LAT</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Does things before being asked, does not wait for others to assign work or for deadlines to approach</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Anticipates and prepares for potential obstacles or opportunities and adapts plans accordingly (e.g., anticipates developments in formulary status and the managed care environment and changes to call cycle and business plan to meet the new requirements)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Takes leadership role in devising new or innovative selling strategies and plans at territory or LAT level</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Plans ahead to take sustained or dramatic action against major threats to the district or region</p>
<p><input type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Demonstrates understanding of the need to plan for relationship building with key customers (e.g., advocates, thought leaders and key opinion leaders)</p>	<p><input checked="" type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Focuses business planning efforts on identifying opportunities in new/different markets</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Tailors selling strategies at the territory level based on knowledge of local market segments, customers and competitor products (p)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Leverages relationships to help accomplish LAT business plan goals (e.g., formulary decisions)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Leverages relationships to help accomplish business plan goals at the district or region level</p>
<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Pursues opportunities to develop technical skills (e.g. through role plays)</p>	<p><input checked="" type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Identifies and documents key customers, (e.g., advocates, thought leaders and key opinion leaders) in assigned territory for LAT business planning purposes</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Buils relationships based on assessment of business potential</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Creates new opportunities by adapting to marketplace changes</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Stays in touch with political representatives in order to identify new opportunities for the district or region</p>
		<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Continuously reviews metrics within business plan and makes necessary changes to tactics and strategies accordingly (e.g., reallocates resources)</p>		

SELLING SKILLS & CUSTOMER VALUE DELIVERY: PHRs at all stages work to increase sales and market share for Pfizer products as well as to enhance Pfizer's image in the marketplace by continuously focusing on customers' needs and positioning our products and services to best meet the customers' needs. Representatives appropriately provide effective sales presentations, marketing materials, samples, patient programs as well as other company services to educate, influence prescribing habits and to build meaningful and value-added relationships with their customers.

DN = DEVELOPMENT NEED FC = FULLY COMPETENT



SELLING SKILLS & CUSTOMER VALUE DELIVERY

Foundational

Stage I

Stage II

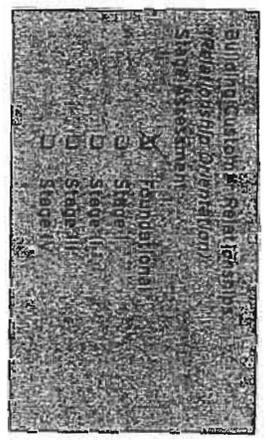
Stage III

Stage IV

Foundational	Stage I	Stage II	Stage III	Stage IV
<p>Responds to appropriate customer requests</p> <p>Follows through on customer inquiries and requests when they are received</p> <p>Responds to physicians' questions in a timely manner (p)</p> <p>Delivers approved service items (e.g., pens, clipboards, pads, etc)</p>	<p>Takes personal responsibility for providing standardized services and solutions to customers</p> <p>Identifies broader needs and concerns of customers (e.g., by asking the best questions according to Action Selling techniques), agrees on a need(s), and provides standardized information and services to meet their needs (e.g., clinical reprints, standard CME programs) (p)</p> <p>Provides outside opportunities to physicians to enhance participation and attendance (e.g., CMEs, dinner programs) (p)</p> <p>Personally follows-up on unanswered questions or requests; does the necessary research to get answers and delivers them</p> <p>Answers customers' questions regarding Pfizer's position on the value message</p>	<p>Identifies broader needs and concerns of customers and provides customized information and services to meet their needs (e.g., customized education program/patient education program/materials; good-will services to customers) (p)</p> <p>Anticipates questions and concerns and proactively addresses them using the value message concept (p)</p>	<p>Becomes involved in customers' decision-making processes or is sought out by physicians regarding product, clinical and broader healthcare issues</p> <p>Becomes a "business partner" with targeted physicians and regional influencers</p> <p>Identifies common needs at the community/territory level (e.g., that exist among several key customers/influencers) and provides valuable information and services to address these issues (e.g., seminars or CME program managed care information) (p)</p> <p>Builds awareness of level of service provided by others (e.g., competitors)</p>	<p>Expands local value-added services to regional and national audiences</p> <p>Proactively finds ways to continually deliver value to high prescribers, ensuring that business is being expanded over the long-term</p> <p>Does more for customers by offering extra services or programs beyond what is usually expected through the use of Internal Pfizer resources (e.g., GAMS, RAMs, CECs, RMRSs)</p> <p>Ensures that all customized solutions incorporate the concept of the value message</p>

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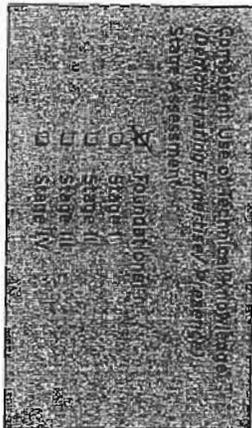


Foundational Stage I Stage II Stage III Stage IV

Learning about and building relationships with customers	Building relationships with targeted accounts	Fielding customer inquiries, handling objections, and providing education/instruction	Maintaining strong relationships with existing customers and identifying new opportunities	Developing deeper relationships with key customers, understanding their personality type and personal interests (e.g., using DISC, Action Selling) in order to enhance selling opportunities	Working to connect individuals across the community with one another to serve their needs (e.g., Character of Commerce, patient advocacy groups, AARP, value of pharmaceuticals presentation, Rotary Club, Lions Club, VFW, Voluntary Health Organization)
<p>DN <input type="checkbox"/> FC <input checked="" type="checkbox"/></p> <p>Identifies and addresses basic needs of customers through knowledge, frequent visits and consistent core messages (p)</p> <p><input type="checkbox"/> Delivers core messages to customers with some probing for individual needs and concerns (p)</p> <p><input checked="" type="checkbox"/> Is increasingly becoming aware of physicians' prescribing habits, customer base and business needs (p)</p>	<p>DN <input type="checkbox"/> FC <input checked="" type="checkbox"/></p> <p>Develops a strong relationship with physicians in targeted accounts</p> <p><input type="checkbox"/> Initiates conversations to elicit customer views (e.g., products and general perceptions on treatment options) (p)</p> <p><input checked="" type="checkbox"/> Surfaces objections to Pfizer products and responds appropriately (p)</p> <p><input type="checkbox"/> Develops a strong relationship with numerous individuals within a targeted account who can provide additional access to physicians (e.g., is able to penetrate accounts beyond normal channels) (p)</p>	<p>DN <input checked="" type="checkbox"/> FC <input type="checkbox"/></p> <p>Develops dialogue with customers to obtain profile of patient populations and probes more deeply for prescribing considerations (p)</p> <p><input checked="" type="checkbox"/> Develops a strong relationship with individuals who impact the prescribing process (e.g., nurse practitioners, physicians' assistants, pharmacists), to increase selling opportunities</p>	<p>DN <input type="checkbox"/> FC <input type="checkbox"/></p> <p>Maintains on-going dialogue with customers regarding the full spectrum of issues faced by the physicians and medical community (p)</p> <p><input type="checkbox"/> Builds on existing relationships to gain entry into new relationships (p)</p> <p><input type="checkbox"/> Develops deeper relationships with key customers, understanding their personality type and personal interests (e.g., using DISC, Action Selling) in order to enhance selling opportunities</p> <p><input type="checkbox"/> Actively participates in Field Force in Action initiatives</p>	<p>DN <input type="checkbox"/> FC <input type="checkbox"/></p> <p>Serves as a regional/national resource or liaison to key physician/customer "partners" (e.g., speaker and thought leader development)</p> <p><input type="checkbox"/> Is asked by sales management to partner with regionally or nationally recognized physicians or customers on initiatives impacting a large audience</p> <p><input type="checkbox"/> Works to connect individuals across the community with one another to serve their needs (e.g., Character of Commerce, patient advocacy groups, AARP, value of pharmaceuticals presentation, Rotary Club, Lions Club, VFW, Voluntary Health Organization)</p>	

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Foundational

Stage I

Stage II

Stage III

Stage IV

1. Talks competently about Pfizer products	2. Is appropriately assertive when discussing customers	3. Works with customers to identify their needs	4. Demonstrates confidence and competence in delivering clinical knowledge in unfamiliar settings (e.g. hospitals, specialists, long-term care)	5. Remains calm, focused and self-assured in the face of questioning and competition	6. Demonstrates confidence and competence in delivering clinical knowledge in unfamiliar settings (e.g. hospitals, specialists, long-term care)	7. Demonstrates mastery of technical knowledge and handling difficult objections
<p>DN <input type="checkbox"/> FC <input checked="" type="checkbox"/></p> <p>Begins to demonstrate competence in own clinical or market knowledge and is able to have an informed conversation with physicians</p>	<p>DN <input type="checkbox"/> FC <input checked="" type="checkbox"/></p> <p>Sells to physicians by talking about Pfizer and competitor's products (p)</p>	<p>DN <input type="checkbox"/> FC <input checked="" type="checkbox"/></p> <p>Generates physician commitment through use of Action Selling</p>	<p>DN <input type="checkbox"/> FC <input checked="" type="checkbox"/></p> <p>Exhibits proficiency in knowledge of disease states, disease management and alternative therapies (p)</p>	<p>DN <input type="checkbox"/> FC <input type="checkbox"/></p> <p>Remains calm, focused and self-assured in the face of questioning and competition</p>	<p>DN <input type="checkbox"/> FC <input type="checkbox"/></p> <p>Demonstrates confidence and competence in delivering clinical knowledge in unfamiliar settings (e.g. hospitals, specialists, long-term care)</p>	<p>DN <input type="checkbox"/> FC <input type="checkbox"/></p> <p>Is not threatened by strong objections from physicians (e.g. is comfortable dealing with difficult physicians or is confident when conflict situations arise in a targeted account)</p>
<p><input type="checkbox"/></p> <p>Delivers core message using Action Selling approach to communicate, indications, side effects, interactions, dosage, efficacy, and cost (p)</p>	<p><input type="checkbox"/></p> <p>Incorporates clinical reprints into the selling message</p>	<p><input type="checkbox"/></p> <p>Demonstrates confidence and competence in delivering clinical knowledge in familiar settings (e.g. primary care, pharmacies)</p>	<p><input type="checkbox"/></p> <p>Demonstrates confidence and competence in delivering clinical knowledge in unfamiliar settings (e.g. hospitals, specialists, long-term care)</p>	<p><input type="checkbox"/></p> <p>Demonstrates confidence and competence in delivering clinical knowledge in unfamiliar settings (e.g. hospitals, specialists, long-term care)</p>	<p><input type="checkbox"/></p> <p>Demonstrates mastery of technical knowledge and handling difficult objections</p>	<p><input type="checkbox"/></p> <p>Actively puts self in new situations in order to enhance learning</p>
<p><input type="checkbox"/></p> <p>Acts independently in the field and in limited situations is able to make decisions without needing to ask LAT members or DM</p>	<p><input type="checkbox"/></p> <p>Applies technical and market knowledge to counter objections and prepare solutions according to Action Selling approach (p)</p>	<p><input type="checkbox"/></p> <p>Readily seeks the challenge of converting difficult physicians to Pfizer products</p>	<p><input type="checkbox"/></p> <p>Demonstrates competency in shifting between clinical and economic issues affecting the physician's practice (cost vs. quality concerns) (p)</p>	<p><input type="checkbox"/></p> <p>Is able to transfer knowledge of one subject and apply to a new situation or objection</p>	<p><input type="checkbox"/></p> <p>Seeks to coach others on technical knowledge and objection handling</p>	<p><input type="checkbox"/></p> <p>Actively puts self in new situations in order to enhance learning</p>
<p><input checked="" type="checkbox"/></p> <p>Readily admits when he/she does not have an immediate answer to physicians' questions</p>	<p><input checked="" type="checkbox"/></p> <p>Is completely independent in the field and makes decisions without needing to ask LAT members or DM</p>	<p><input checked="" type="checkbox"/></p> <p>Is completely independent in the field and makes decisions without needing to ask LAT members or DM</p>	<p><input checked="" type="checkbox"/></p> <p>Tactfully and politely debates with customers when they have a differing point of view</p>	<p><input checked="" type="checkbox"/></p> <p>Is able to transfer knowledge of one subject and apply to a new situation or objection</p>	<p><input checked="" type="checkbox"/></p> <p>Seeks to coach others on technical knowledge and objection handling</p>	<p><input checked="" type="checkbox"/></p> <p>Actively puts self in new situations in order to enhance learning</p>

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Foundational

Stage I

Stage II

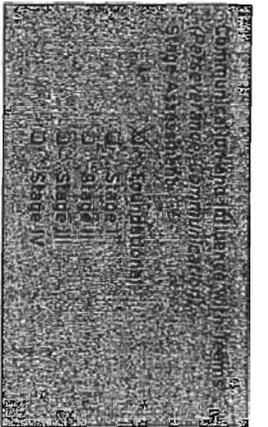
Stage III

Stage IV

Foundational	Stage I	Stage II	Stage III	Stage IV
<p>DN FC <input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Begins to influence customers and gain their understanding and commitment to a particular way of thinking</p> <p><input checked="" type="checkbox"/> Persuades customers directly through the use of relevant data (e.g., clinical, financial, or efficacy data), supporting literature, visual aids, and/or concrete examples</p> <p><input checked="" type="checkbox"/> Repeats core message on multiple products from one call to the next to ensure customer recall (p)</p> <p><input checked="" type="checkbox"/> Demonstrates basic knowledge of Action Selling process</p> <p><input checked="" type="checkbox"/> Implements standard procedures and rules (within PhRMA Code guidelines and Pfizer policies and procedures) in order to meet customers' needs</p> <p><input checked="" type="checkbox"/> Presents standard, logical value messages</p> <p>Uses key POA pieces and</p>	<p>DN FC <input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Action Selling to implement call strategy when selling to a physician</p> <p>Begins to implement DISC in selling to customers</p> <p><input checked="" type="checkbox"/> Effectively organizes and conducts promotional activities (e.g., speaker programs, journal clubs, CMEs, grand rounds, roundtables)</p> <p><input checked="" type="checkbox"/> Adapts approach based on new information/data (e.g., tactics for gaining access to physicians or when selling products)</p> <p><input checked="" type="checkbox"/> Brings others (e.g., DM or LAT members) into targeted account to support an idea or influence prescribing decisions</p> <p><input checked="" type="checkbox"/> Explains the impact of medicine on the overall physical and emotional health of the patient</p> <p>Implements DISC on every</p>	<p>DN FC <input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p>sales call</p> <p>Coordinates lead product sales activity for LAT team members (e.g., assemblies LAT members throughout territory to address a formulary issue)</p> <p>Uses "experts" (e.g., local thought leaders) to effectively influence physicians' prescribing habits</p> <p>Coaches key influencers in advance of a key decision, so as to influence the outcome of that decision (e.g., assists physicians with preparing for P&T committee meetings) (p)</p> <p>Develops physicians to become speakers thus cultivating advocates for Pfizer (p)</p> <p>Anticipates the changing needs of targeted customers (e.g., recognizes when a physician's reimbursement situation is going to change) and addresses the change within the account before market share is affected</p> <p>Identifies opportunities for additional resource utilization (e.g., CEC, RAM, GAM) in order to influence customers</p> <p>Uses existing network of</p>	<p>DN FC <input type="checkbox"/> <input type="checkbox"/></p> <p>Influencers to implement strategy in order to reach a goal (e.g., involves PHRs and HRS from multiple territories to influence customer situations)</p> <p>Leverages relationships with local and district key opinion leaders to influence other decision makers</p> <p>Takes a long-term, strategic approach to influence customers</p> <p>Implements contingency plans by anticipating future changes (e.g., future accessibility of products) and adapts approach today to account for long-term needs (e.g., anticipating and addressing competitive threats)</p> <p>Leverages relationships with</p>	<p>DN FC <input type="checkbox"/> <input type="checkbox"/></p> <p>regional and national key opinion leaders to influence other decision makers</p> <p>Broadens impact of influence beyond one's territory, resulting in regional and national business results</p>

TEAM CONTRIBUTION: PHRs at all levels are coordinating with teammates, working together, and brainstorming ways to impact physician's prescribing habits. They are attending LAT meetings to share information and coordinate programs and call plans. They are continually updating teammates through voice mail and e-mail and acting as a team player. In addition to working with their LAT and district teams, PHRs are working with other resources (e.g., NAM, CEC, RAM, RMRS, DM mentor, HRs, Specialty Reps) throughout Pfizer's matrix.

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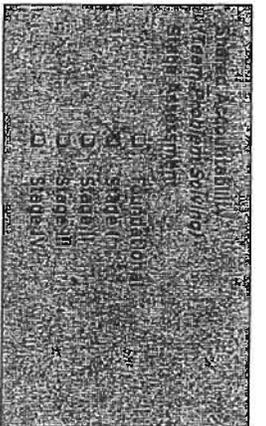
Stage III

Stage IV

Foundational	Stage I	Stage II	Stage III	Stage IV
<p><input checked="" type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Is aware of impact he/she is having on others, accepts feedback openly and adapts approach accordingly</p>	<p><input checked="" type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Appreciates the need to influence the LAT and gain their understanding and commitment to an idea or concept</p>	<p><input checked="" type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Implements Situational Self Leadership at a peer level</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Uses Situational Self Leadership to assemble behind the scenes support</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Helps team accept change and the resulting long-term impact</p>
<p><input checked="" type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Demonstrates understanding of different viewpoints of LATs and other PHRs</p>	<p><input checked="" type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Persuades LAT directly through the use of relevant data (e.g., sales reports, zip code data), supporting literature and/or concrete examples</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Makes modifications and influences others in the team to make modifications according to the team's changing priorities (e.g., selling strategy)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Develops and uses broad-based influence networks and "experts" within Pfizer (e.g., multiple DMs throughout territory, RM, CEC, NAM, GAM, etc.) to effectively influence situations (e.g., territory selling strategies, support for programs)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Uses internal networks of influencers to reach a goal or have an effect - (builds relationships as necessary to influence</p>
<p><input checked="" type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Demonstrates understanding that the team's priorities may change based on modifications made to selling strategy or adjustments in list of targeted physicians</p>	<p><input type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Guides teams to achieving common goals</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Demonstrates understanding of what motivates each team member and tailors influence approach to appeal to each individual</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Encourages colleagues to influence through others (e.g., ask DM or RM to persuade on one's behalf)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Proactively forecasts industry changes and helps team implement a plan in response</p>
	<p><input type="checkbox"/> DN <input checked="" type="checkbox"/> FC</p> <p>Utilizes appropriate methods/channels of communication/influence depending upon the situation (e.g., email, voice mail, In-person meeting)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>When gaining the commitment of LAT/district team members, builds a business case as to how requested efforts will impact the individual - crafts an argument unique to the individual to gain buy-in and participation (e.g., taking part in a program or contributing budget to a territory-wide initiative)</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Proactively seeks out others' ideas, approaches, or new information and incorporates it into decisions and actions as appropriate to the context</p>	<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Sought out by colleagues to influence others</p>
				<p><input type="checkbox"/> DN <input type="checkbox"/> FC</p> <p>Persuades others to implement new ideas</p>

TEAM CONTRIBUTION: PHRs at all levels are coordinating with teammates, working together, and brainstorming ways to impact physician's prescribing habits. They are attending LAT meetings to share information and coordinate programs and call plans. They are continually updating teammates through voice mail and e-mail and acting as a team player. In addition to working with their LAT and district teams, PHRs are working with other resources (e.g., NAM, CEC, RAM, RMRS, DM mentor, IHRS, Specialty Reps) throughout Pfizer's matrix.

DN = DEVELOPMENT NEED FC = FULLY COMPETENT



Foundational **Stage I** **Stage II** **Stage III** **Stage IV**

Is committed or Pfizer's mission, values and business goals/strategies	Models loyalty to the team	Leads skills development	Assumes (or is asked by DM to assume) a leadership role at POA meetings	Is asked to participate in regional and Headquarter task forces
DN <input type="checkbox"/> FC <input checked="" type="checkbox"/> Is committed to Pfizer's mission, values and business goals/strategies	DN <input type="checkbox"/> FC <input checked="" type="checkbox"/> <input type="checkbox"/> Respects and accepts what colleagues see as important <input checked="" type="checkbox"/> Expresses pride and dedication about being part of Pfizer <input type="checkbox"/> Focuses on team performance <input checked="" type="checkbox"/> Speaks highly of team members with external customers	DN <input type="checkbox"/> FC <input checked="" type="checkbox"/> <input type="checkbox"/> Leads skills development workshops in the LAT (e.g., conducts selling skills practice at LAT meetings and core message reviews) <input checked="" type="checkbox"/> Acts as a leader and actively engages in leadership activities (e.g., if running a meeting or portions of a meeting, states objectives clearly and facilitates well, managing time and agenda and making assignments) <input type="checkbox"/> Provides open and candid feedback to team members regarding the implementation of strategies and adherence to commitments	DN <input checked="" type="checkbox"/> FC <input type="checkbox"/> <input type="checkbox"/> Assumes (or is asked by DM to assume) a leadership role at POA meetings <input type="checkbox"/> Leads skills development workshops at the district and/or region level (e.g., serves as a POA product captain, leads objection handling workshops) <input type="checkbox"/> Obtains resources for the district or region (e.g., speakers for regional POA meetings or trainers) to help others achieve business goals and objectives <input checked="" type="checkbox"/> Works to align the team across Pfizer (e.g., cross-cluster initiatives)	DN <input type="checkbox"/> FC <input type="checkbox"/> <input type="checkbox"/> Is asked to participate in regional and Headquarter task forces <input type="checkbox"/> Acts as a liaison to the LAT, district and region on Headquarter-driven initiatives and communication

Performance Review Form (Year End & Mid Year)

Colleague Progress Review	EMPID	1219296	COLLEAGUE	Bermudez, Nelson
	TERRITORY	3PW11J16	TITLE	HR
	DATE OF EMPLOYMENT	12/03/2001	REVIEW PERIOD	Dec 2004
	MANAGER'S NAME:	Tom Farina	DATE	1/24/2005

Sales Performance as of Dec 2004									
Product	\$ Volume	\$ INC	% INC	% Quota	TCR Mkt Share %	TCR Mkt Share Rank	District Rank	Reg Rank	Sales Index Rank
BEXTRA	\$1,520,138	\$567,523	60	114	N/A	N/A	2	23	27.16
CELEBREX	\$3,269,019	\$252,524	8	103	N/A	N/A	6	47	85.32
COX2	\$4,789,157	\$820,048	21	106	N/A	N/A	4	35	N/A
ZOLOFT	\$3,001,091	\$276,130	10	96	N/A	N/A	6	44	96.0
ZYVOX	\$426,043	\$128,741	43	109	N/A	N/A	7	61	93.6
Total Sales: \$8,216,291 Sales Index: 302.08 Division Rank: 300 Regional Rank: 49									

Capabilities Assessment (As Of Dec 2004)

Strategic Capability	Core Behavior Stage	Strategic Capability Stage	Strategic Capability Performance Rating
Territory Optimization			
Accountability and Goal Focus	Foundational	Foundational	is at expectations
Decision Making and Judgment	Stage I		
Market Knowledge and Analysis	Foundational		
Leveraging Resources/Organization Awareness	Stage I		
Initiative and Flexibility	Foundational		
Selling Skills & Customer Value Delivery			
Service Orientation	Stage II	Foundational	is at expectations
Building Customer Relationships	Stage I		
Competent Use of Technical Knowledge	Foundational		
Communication and Influence with Customers	Foundational		
Team Contribution			
Focus on Team Results	Stage I	Stage I	is exceeding expectations
Communication and Influence with Customers	Stage I		
Teamwork and Inclusiveness	Stage I		
Shared Accountability	Stage II		

I: Business Plan/Sales Performance Review

<p>Significant and specific performance achieved since the last Performance Review.</p>	<ul style="list-style-type: none"> - Nelson finished the year at #5 in the District and #49 in the Region. He finished at above 100% of Quota with all products except Zoloft (96%). - He had a strong sales year with Bextra, finishing 114% of Quota, #4 in the District and #23 in the Region. - With a balanced approach to Cox-2 and Zyvox sales, Nelson won the Power Players Work Hard Play Hard Contest in 2004 (top PHR in the District). - He has made large strides in his hospital selling skills with a deeper understanding of how to drive hospital sales on an inpatient basis. - Nelson did a great job leading his LAT's efforts to get Bextra added to and Vioxx removed from formulary at Lutheran Medical Center even before the CV events hit the media. - Nelson did an excellent job developing several key Cox-2 speakers including Dr. Lucente and Dr. Jazrawi that were instrumental in driving Cox-2 sales and in driving Cox-2 formulary decisions at Lutheran Medical Center and Victory Memorial Hospital.
<p>Business opportunities where improvement should be made.</p>	<ul style="list-style-type: none"> - Nelson finished the year at 109% of Quota and #61 in the Region (down from #25 in January) with Zyvox. While he had good growth and was above quota, since his rank was low, he held a large amount of index points here. - Nelson had a challenging year with Zoloft, finishing #44 in the Region and 96% of quota. - In 2004, Nelson had too much of a focus on ID to drive his Zyvox sales. This allowed his hospitals the opportunity to use ID as a point of intervention to restrict physician access to Zyvox. - Nelson could benefit from an increased focus on surgery to drive HAP/VAP usage and CSSSI usage of Zyvox and to ultimately drive daily sales. He could also use Dr. Ford as more of an advocate to drive ICU usage of Zyvox. - Nelson needs to continue to move his KOL's down the "decision making" continuum for Zyvox at Lutheran Medical Center and Victory Memorial Hospital using the AIBA (Anti-infective Business Analysis) forms. - Nelson carried much of his Cox-2 sales index points with Celebrex last year as well. He would benefit from coordinating with his teammates to identify Cox-2 "fence-sitters" that used to be supporters so that when the FDA takes a stance, they are prepared to regain their business.
<p>Activities/ Assignments recommended to improve current product/account performance.</p>	<ul style="list-style-type: none"> - Utilize the updated ASAP forms for Zyvox to implement sound strategies to grow HAP/VAP, CSSSI/PO Discharge, and DFI sales. - Utilize the AIBA (Anti-Infective Business Analysis) forms to identify key drivers of daily sales for Zyvox in each of his institutions. - Increase focus on the Surgical ICU/MICU residents/team utilizing the latest approved studies and identifying the high-risk patients. - Increase focus on the Trauma Unit at Lutheran to drive both HAP/VAP and CSSSI business for Zyvox. Additionally, increase focus on the wound care center at Victory to drive CSSSI and DFI business for Zyvox. - For CSSSI's and SSI's, utilize your knowledge of the isolation carts, superior efficacy message, and LOS/cost benefit to ask for daily patients. - Utilize Cox-2 Teleconferences and Web-based training to keep the fence sitters leaning in our direction. - Take ownership of the Zoloft "Knowing More" program by modeling it for your largest Zoloft writers to improve compliance, reduce relapse, and increase TRx. - Increase focus on the Hospitalists at Lutheran as drivers of your HAP/VAP,

II: Capability Assessment

Discuss specific demonstration of Strategic Capabilities, Core Behaviors and Behavioral Examples and the impact on performance.

- Territory Optimization (Decision Making and Judgment)
 - o Uses information to identify and evaluate problems
- Selling Skills & Customer Value Delivery (Service Orientation/Building Customer Relationships)
 - o Anticipates questions and concerns and proactively addresses them using the value message concept
 - o Initiates conversations to elicit customer views
 - o Surfaces objections to Pfizer products and responds appropriately
 - o Nelson is doing a better job of understanding physicians' true concerns and tailoring his message to address their concerns.
 - o He does a good job of probing and working with the doctor to come to an understanding of what the doctor expects from the Nelson and his products.
 - o His clear strength is the value that he provides for his physicians and their practices by going above and beyond their expectations and really separating himself from the competition.
- Team Contribution (Communication and Influence with Teams/Shared Accountability)
 - o Directly persuades LAT's way of thinking
 - o Provides open and candid feedback to team members regarding the implementation of strategies and adherence to commitments
 - o Nelson has taken a challenging LAT situation and worked hard to bring them together to a point of coordinated messaging and targeting. He has created an inclusive environment and has really stepped up his LAT leadership over the past year.

Strategic Capability, Core Behavior and Behavioral Examples where improvement should be made.

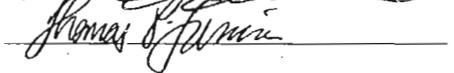
- Territory Optimization (Accountability and Goal Focus/Market Knowledge and Analysis)
 - o Prioritizes allocation of time and budget based on ways to improve position on the GAR
 - o Utilizes available sales reports (e.g. maintains resource binder of sales reports)
 - o Nelson exceeded his speaker and T&E budget for 2004. While his work activities were consistently high, he often focused on physicians and/or opportunities that had little impact on sales.
 - o Is generally aware of the medical community hierarchies such as P&T committee members
 - o Is well versed in disease states and medical terminology through reading of relevant material
 - o Nelson has learned the importance of the P&T members regardless of their specialty and is working on developing relationships with these key physicians.
 - o Nelson works hard to learn new studies and material. At times, his tendency to try to "memorize" specific messaging or verbiage creates a more awkward delivery than simply just speaking with a physician about the study.
- Selling Skills & Customer Value Delivery (Competent Use of Technical Knowledge)

	<ul style="list-style-type: none"> ○ Is completely independent in the field and makes decisions without needing to ask LAT members or DM ○ Nelson's self-confidence in the field continues to grow but he is still overly willing to seek detailed direction on tasks that he is capable of completing himself.
<p>Activities/Assignments recommended to improve the current capability performance.</p>	<ul style="list-style-type: none"> - In 2005, Nelson must maintain a monthly budget to ensure that he does not exceed his T&E or Betsy budget for more than a month at a time. To do this, he should utilize a budget tracking system/file to accurately control his spending and to ensure that his resources are allocated to his opportunities. - Nelson should utilize his PAG/ASAP forms and based upon his key drivers of business (both physician and account), allocate his budget accordingly. It is important to understand that more is not always better when it comes to budgets. - Nelson should incorporate his P&T members into his hospital call routine. - Nelson would benefit from focusing on the key points of the story and not the "exact" verbiage of the story/message. By understanding the facts of the message, he would more naturally deliver the story using his own "specific" verbiage. - When faced with a challenge or opportunity in the field, Nelson should weigh all options and identify a course of action prior to seeking assistance. This way, he could inform his DM or teammates of the challenge and in the same breath, let them know what he is doing to address it.



<p>Brief description of accomplishments and next steps as described in the development plan.</p>	
--	--

Colleague's Signature:  Date: 2-28-05

Manager Signature:  Date: 2-28-05

POWERS Rx Field Trip Coaching Guide

Date Last Visit: _____

Representative's Name: Nelson Bermudez

Today's Date: 12/2/03

Follow-up on Capabilities/Behaviors from Last Field Ride: Action Selling - Telling the story

Business Opportunities/Sales Report Analysis: ^{October} GAR RANK #51 up from #56

Call Summary

Physician	Specialty	Products				Inner Circle Placement Level?	COMMENTS (Impact Opener, Action Selling, Dialogue-Impact)
		Celebrex	Bextra	Zyvox	Zoloff (PHQ Antifungal PHQ)		
1. Valvo	ORS		1			4	used Bextra Post-op Alone & didn't work
2. Grossman	DDS	1	1			1	Mostly used Vioxx but agreed to use Bextra
3. Gratteo	DDS	1	1			6	getting good results w/ Bextra - wants prescription pads
4. Grossman	DDS	1	1			6	using Celebrex
5. Montavo	DPM	1	1	1		5	said no longer using Vioxx; asked where to use Celebrex + Re
6. Parato	PA	1	1			4	wants medical Inquiry on Vioxx AMI ACR data
7. Lacqua	Vasc.		1	1		4	treats MRSA w/ Zyr; suggested talking to Dr. Giorgis for Zyr MRSA inpl. usage
8.							
9.							
10.							

Coaching Opportunity

SKILL RATING SCALE (Rate 2-3 per Field Ride): Outstanding (O) Successful (S) Needs Improvement (NI)

Pre-Call Planning	Impact Opener	Patient Benefits	Physician Benefits	Bridges	Dialoguing	Objection Handling	Closing	Product Knowledge	Expanding Time	Clinical Utilization	Resource Leveraging	Multiple Product Calls
	S+				S		S	NI		NI		

TOPIC/IMPACT/PLAN:

POA message - good focus on "Arthritic Flare" and discussing 2 problems for patients going into surgery

Lacqua - Wound Center - Tuesday membership - good job

Detail Book - on several calls today (Lacqua, Montavo, etc.) you opened the book up but did not use it to tell your story. Remember your book is set up to tell our story and will help doctors remember.

Great Dentistry calls today - they're seeing the efficacy w/ Bextra that we know they are - Good short term prescription + # message

Product Knowledge - when presenting your clinicals, make sure you can explain the setup, computers, and key findings and make them apply to the audience.

example ACR data - shows that Vioxx has a 24% greater risk of AMI than Celebrex

Nelson P. Garcia 12/2/03
District Manager Signature Date

Nelson Bermudez 12/02/03
representative Signature Date

TF7790

Sustain focus on performance
Create inclusive environment

Encourage open, discussion & debate
Manage change

Align across Pfizer

Develop People

Field Trip Coaching Guide

Date Last Visit: 8/21/03
Today's Date: 9/18/03

Representative's Name: Nelson Bermudez

Follow-up on Capabilities/Behaviors from Last Field Ride: Pre-call Planning / Post call entries

Territory Optimization		Customer Value Delivery		Teamwork Contribution	
Work Ethic & Initiative	Decision Making	Market Knowledge	Teamwork	Communications/Persuasive Ability	Relationship Orientation
Problem Analysis	Perseverance	Technical Knowledge	Service Orientation	Planning & Organizing	Impact

Business Opportunities/Sales Report Analysis: Bextra is still hurting for

Objective for Today: FTU on Regional Training & tighter messaging

Day Summary: (Significant Accomplishments/Call Activity):
Great job getting Dr. Blume set up for our local podiatrists
Dr. Werts seems like she will use a lot of Zyrax if you stay around her often
Awesome job at the Regional Office!

Dr. Jazrawi - promised to try more Bextra
Thank you for your pieces w/ NY state Medicaid

----- Coaching Opportunity -----

SKILL RATING SCALE (Rate 2-3 per Field Ride): Outstanding (O) Successful (S) Needs Improvement (NI)

Pre-Call Planning	Opener (Purpose Statement)	Action Selling Chain of Conviction Usage				Bridges	Probing	Handles Objections	Closing Skills	Adapts to Doctor's Style (DISC)	Multiple Product Calls	Product Knowledge	Expands Selling Time	Use of Clinical Proof Sources	Post-call Analysis	
		Make a Promise	State a Fact	Patient Benefits	Physician Benefits											
			← NI →				S			S					S	

Topic (Task/Skill to be coached): Action Selling - in the form of a story
it has to make sense

Impact (Why important/Benefits): Makes sense & closing is natural progression

Plan (Representative & DM Actions):
You were working on a story for Zyrax. Slow down & simplify it
Before each call - consider the doctor & the types of patients that he sees
tailor your message/story to fit the patient types
Ask "So what" after each fact

Support/Sustain (Follow-up): Field RD, FTU

Thomas P. ... District Manager's signature ... Date ... Representative's signature ... Date

Field Trip Coaching Guide

Date Last Visit: 7/30/03

Representative's Name: Nelson Bermudez

Today's Date: 8/12/03

Follow-up on Capabilities/Behaviors from Last Field Ride: Comms/Persuasion - telling the story

Territory Optimization		Customer Value Delivery		Teamwork Contribution	
Work Ethic & Initiative	Decision Making	Market Knowledge	Teamwork	Communications/Persuasive Ability	Relationship Orientation
Problem Analysis	Perseverance	Technical Knowledge	Service Orientation	Planning & Organizing	Impact

Business Opportunities/Sales Report Analysis: Extra sales

Objective for Today: Tell the story for Cox-2's

Day Summary: (Significant Accomplishments/Call Activity):

Dentists - Lubeca - Setup another in service + follow-up / residents
Pediatrics - great pro. op. opportunity
PCP's HTA - Flu w/ Dr. - said would talk to dept. board about NSAIDs and aspirin => use Celebrex instead

Coaching Opportunity

SKILL RATING SCALE (Rate 2-3 per Field Ride): Outstanding (O) Successful (S) Needs Improvement (NI)

Pre-Call Planning	Opener (Purpose Statement)	Action Selling Chain of Conviction Usage				Bridges	Probing	Handles Objections	Closing Skills	Adapts to Doctor's Style (DISC)	Multiple Product Calls	Product Knowledge	Expands Selling Time	Use of Clinical Proof Sources	Post-call Analysis
		Make a Promise	State a Fact	Patient Benefits	Physician Benefits										
NI				S	S							S			

Topic (Task/Skill to be coached): Pre-Call Planning - starts w/ Post-call entry D-1

Impact (Why important/Benefits): Continuity of messaging - create opportunities to ask for business.

Plan (Representative & DM Actions):

* Enter calls after each call - allows your Team Notes to be timely + accurate
- allows you to better manage your work - home life
Use call guid at least day before to determine studies + resources needed for next.
Immediately before call - look again at physician profile starting w/ Team Notes

Support / Sustain (Follow-up): Sweet time up front - you a lot in lead - Flu later this week

Thomas P. Garcia
District Manager's signature

8/12/03
Date

Nelson Bermudez
Representative's signature

8/12/03
Date

Field Trip Coaching Guide

Date Last Visit: 6/12/03

Representative's Name: Nelson Bermudez

Today's Date: 6/26/03

Follow-up on Capabilities/Behaviors from Last Field Ride: Comms. Persuasion - focus on messaging

Territory Optimization		Customer Value Delivery		Teamwork Contribution	
Work Ethic & Initiative	Decision Making	Market Knowledge	Teamwork	Communications/Persuasive Ability	Relationship Orientation
Problem Analysis	Perseverance	Technical Knowledge	Service Orientation	Planning & Organizing	Impact

Business Opportunities/Sales Report Analysis: Pro. of Bextra, Zyrax, CSSSI

Objective for Today: Action Selling

Day Summary: (Significant Accomplishments/Call Activity):
Great job of Dr. Hsieh - his colleague supporter + using audio ~~video~~ Bextra
Thanks for introducing me + Delutwick of the VA - he is using more
Virtual ~~and~~ Zyrax

----- Coaching Opportunity -----

SKILL RATING SCALE (Rate 2-3 per Field Ride): Outstanding (O) Successful (S) Needs Improvement (NI)

Pre-Call Planning	Opener (Purpose Statement)	Action Selling Chain of Conviction Usage				Bridges	Probing	Handles Objections	Closing Skills	Adapts to Doctor's Style (DISC)	Multiple Product Calls	Product Knowledge	Expands Selling Time	Use of Clinical Proof Sources	Post-call Analysis
		Make a Promise	State a Fact	Patient Benefits	Physician Benefits										
	S	S			S							S	S+	S	

Topic (Task/Skill to be coached): Comms Persuasion - Tell the story not just the facts
Emphasize the benefits

Impact (Why important/Benefits): Dr. wants to listen because what you're saying is applicable.

Plan (Representative & DM Actions):
Practice makes perfect - practice detail each morning before first call
after each ~~feature~~ ^{feature} ask yourself: "So what?" to get to the benefit
Review our PWA playbook regularly

Support/Sustain (Follow-up): Field ride Follow-up
Support Urbos
 District Manager's signature: _____ Date: _____
 Representative's signature: _____ Date: 6/26/03

Field Trip Coaching Guide

Date Last Visit: _____

Representative's Name: Nelson Bernardez

Today's Date: 6/12/03

Follow-up on Capabilities/Behaviors from Last Field Ride: POA messaging

Territory Optimization		Customer Value Delivery		Teamwork Contribution	
Work Ethic & Initiative	Decision Making	Market Knowledge	Teamwork	Communications/Persuasive Ability	Relationship Orientation
Problem Analysis	Perseverance	Technical Knowledge	Service Orientation	Planning & Organizing	Impact

Business Opportunities/Sales Report Analysis: Fine tune call cycle to drive sales based upon access to our products.

Objective for Today: Sell better pre-up and identify Zyvox opportunities

Day Summary: (Significant Accomplishments/Call Activity):
Great job with Dr. Watts - work to find all HIP requirements to get Zyvox
- Encourage w/ Robinson to let him know what you found out at North Shore + Zy
Dr. Sack - great opportunity w/ Cox - 23 + medical

Coaching Opportunity

SKILL RATING SCALE (Rate 2-3 per Field Ride): Outstanding (O) Successful (S) Needs Improvement (NI)

Pre-Call Planning	Opener (Purpose Statement)	Action Selling Chain of Conviction Usage				Bridges	Probing	Handles Objections	Closing Skills	Adapts to Doctor's Style (DISC)	Multiple Product Calls	Product Knowledge	Expands Selling Time	Use of Clinical Proof Sources	Post-call Analysis
		Make a Promise	State a Fact	Patient Benefits	Physician Benefits										
S						S		S				S			

Topic (Task/Skill to be coached): Claims/Persuasion - Focus on messaging and not verbiage

Impact (Why important/Benefits): makes for a better dialogue; creates interests; more impactful

Plan (Representative & DM Actions):
make it simple and to the point
stress your key point and romance how it applies to the doctor

Support / Sustain (Follow-up): Gold side etc

Thomas P. Jones
 strict Manager's signature

Date

TF7794

Nelson Bernardez
 representative's signature

Date

TN149X02

Seattle Sales Representative
 Incentive Compensation Report
 NELS OYBERNUDE
 STATESBUILDING



Product	Total Pool	SIP Wgt	Earnings %	Earnings
COX-2	\$6,600.00	x 60.00%	x 105.00%	= \$4,158.00
Axert	\$6,600.00	x 40.00%	x 110.00%	= \$2,904.00
Total				\$7,062.00

Earnings	Eligibility	Projected
	Proration	Payout
\$7,062.00	x 100.00%	= \$7,062.00
Total		\$7,062

Projected Payout
\$7,062

YTD Earnings	YTD Target	YTD Earnings Percentage	Rank
\$7,062.00	/ \$6,600.00	= 107.00%	25 of 75

Current Platinum Rank
25 of 75

Eligibility for Platinum is calculated separately at the end of the year.

	Trimester Component			Annual Component	Year To Date
	POA1	FOA2	POA3		
Earnings	\$7,062.00	+ N/A	+ N/A	+ N/A	= \$7,062.00

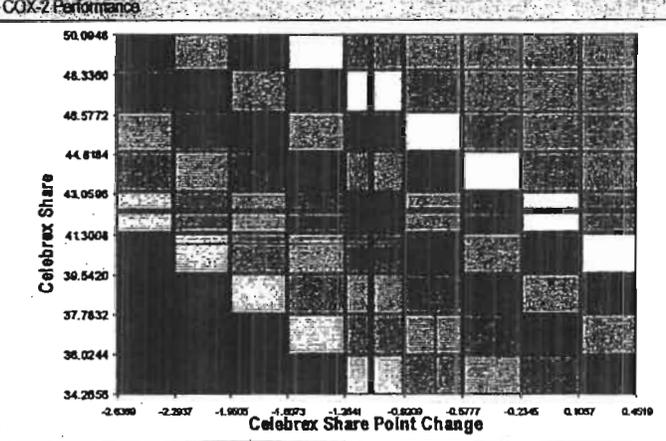
Seattle Sales Representative
Incentive Compensation Report



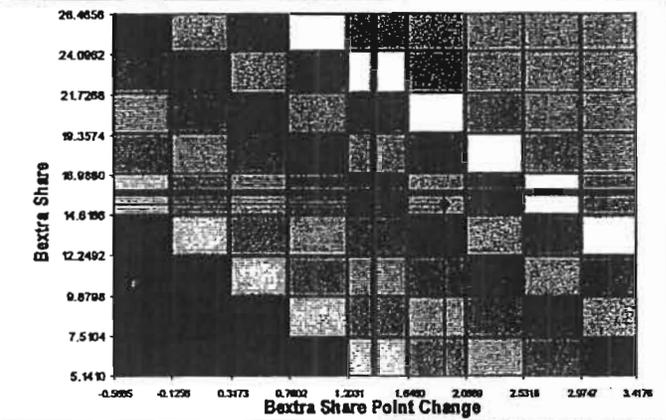
WELSON BERMUDEZ

STATEN ISLAND, NY

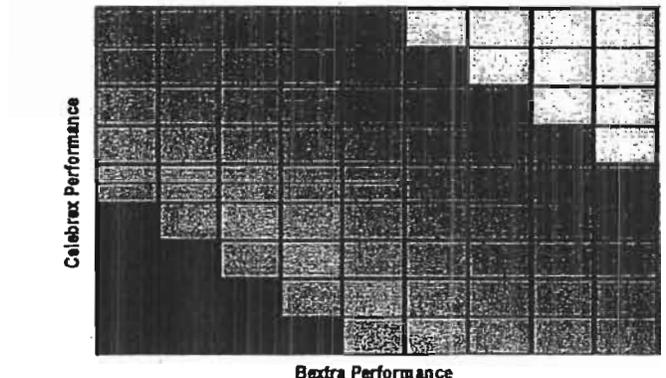
COX-2 Performance



Your Share for Celebrex is 40,894.3, compared to a baseline of 41,627.0, resulting in a Share Point Change of -0.7327. These numbers put performance in the Green zone, leading to an earnings percentage of 100%.



Your Share for Bextra is 15,205, compared to a baseline of 13,276.4, resulting in a Share Point Change of 19251. These numbers put performance in the Blue zone, leading to an earnings percentage of 10%.



Your target earnings for COX-2 is \$3,960.00. Compared to actual earnings of \$4,168.00, resulting in an earnings percentage of 105.00%.

Within the COX-2 portfolio, Celebrex is weighted at 50% and Bextra is weighted at 50%

Product	Earnings %	x	Weight	=	Weighted Earnings Percentage
Celebrex	100%	x	50.00%	=	50.00%
Bextra	110%	x	50.00%	=	55.00%
Total COX-2 Earnings Percentage					105.00%

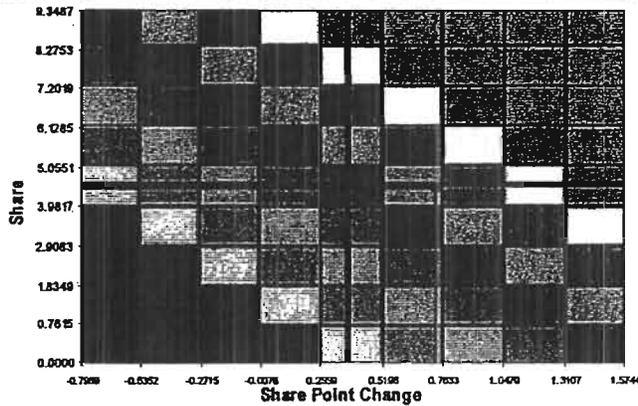
Searis Sales Representative
Incentive Compensation Report

NELSON BERMUDEZ

STATEN ISLAND, NY



Axert Performance



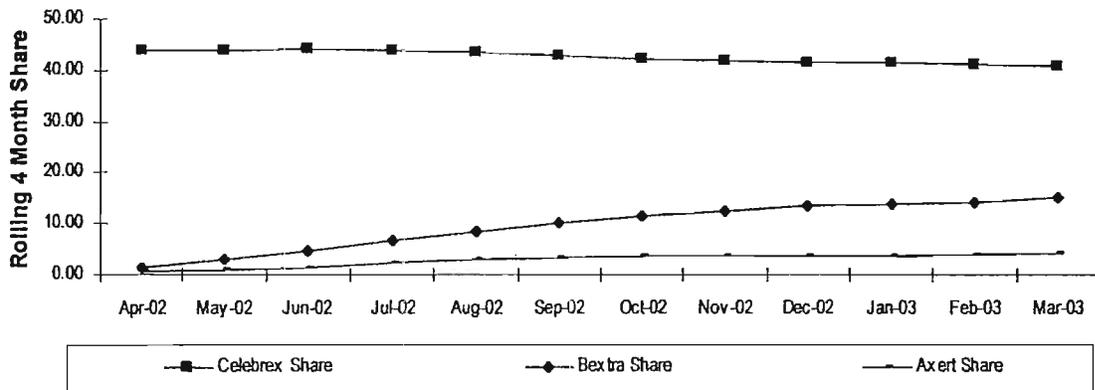
Your Share for Axert is 4.4598, compared to a baseline of 3.7069, resulting in a Share Point Change of 0.7529. These numbers put performance in the Blue zone, leading to an earnings percentage of 10%.

Product Performance Data

Product	Data	Product Volume		Market Share		Share Change
		Current Period	Previous Period	Current Period	Previous Period	Current Period
Celebrex	Norm. TRx	17,486	18,176	40.8943%	41.6270%	-0.7327
Bextra	Norm. TRx	6,500	5,797	15.2015%	13.2764%	1.9251
Axert	Norm. TRx	246	216	4.4598%	3.7069%	0.7529

Rolling 4 Month Trend Graph

Each point on the graph is an average of the last four months. For example, March, 2003 is an average of March, February, January, and December.



Weekly Trend Report: SR2

LUKAS

Physician Name	Zip	Spec	Prd	Class	Product	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 Wks	1st Wk	2nd Wk	3rd Wk	4th Wk	PRD Chng	% of Prd	Product Trend
LICCARDI LUDWIG M	9020 5TH AVE, BROOKLYN, NY 11209		Dec	CBX:GRF	CELEBREX	11	10	15	17	3	17	13	14	100	153	47	6	30.1%		Switching to VXX	
		11209	ORS	1	VIOXX	1	4	4	4	6	1	4	8	32	13	19	9	9.8%			
					MOBIC	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0.3%	
					OTHERS	4	8	7	1	2	4	2	2	30	20	10	10	10	-10	9.0%	
					BEYTRA	15	26	15	10	18	30	38	20	188	65	104	38	50.9%			
					Class Total	31	47	41	33	29	52	55	44	332	152	180	28				
WILEN DANIEL W	7321 5TH AVE, BROOKLYN, NY 11209		Dec	CBX:GRF	CELEBREX	14	7	11	20	8	16	5	11	92	52	40	12	56.0%		Class Decrease	
		11209	OAR	3	VIOXX	11	7	2	5	4	3	8	4	44	25	19	6	28.2%			
					OTHERS	4	0	1	4	2	1	2	2	16	7	7	2	10.2%			
					BEYTRA	0	1	0	1	0	0	1	1	4	2	2	0	2.6%			
					Class Total	28	15	14	30	14	20	18	18	166	88	68	20				
GARJIAN PEGGY A	71 TODT HILL RD, STATEN ISLAND, NY 10314		Dec	CBX:GRF	CELEBREX	9	3	22	3	5	5	12	9	62	37	25	-12	38.7%		Switching to VXX	
		10314	RHU	2	VIOXX	0	0	7	1	2	10	3	6	28	8	21	13	18.6%			
					MOBIC	0	0	0	0	2	0	0	4	8	0	6	6	3.8%			
					OTHERS	7	1	6	4	5	4	2	4	33	18	15	-3	21.2%			
					BEYTRA	4	1	8	1	5	2	4	3	26	12	14	2	16.7%			
					Class Total	20	5	41	9	19	21	21	20	166	75	81	6				
DE MARCO CHARLES A	9201 4TH AVE, BROOKLYN, NY 11209		Dec	CBX:GRF	CELEBREX	8	0	8	15	11	4	8	5	60	32	28	4	75.9%		Class Decrease	
		11209	OSM	9	VIOXX	5	0	0	1	0	0	0	0	6	6	0	0	7.6%			
					OTHERS	4	0	5	1	1	2	0	0	13	10	3	-7	16.5%			
					Class Total	18	0	13	17	12	6	8	5	79	48	31	-17				
HASAN SHAIKH M	418 37TH ST, BROOKLYN, NY 11232		Dec	CBX:GRF	CELEBREX	9	6	0	0	13	3	7	8	44	18	29	14	40.7%		Class Increase	
		11232	FP	3	VIOXX	1	0	1	0	0	0	3	1	6	2	4	2	5.8%			
					OTHERS	10	9	4	5	6	9	2	5	53	30	28	7	49.1%			
					BEYTRA	0	1	2	0	0	0	2	0	5	3	2	-1	4.8%			
					Class Total	24	16	7	5	19	12	14	13	108	50	58	9				
BAUM HOWARD J	478 BAY RIDGE PKWY, BROOKLYN, NY 11209		Dec	CBX:GRF	CELEBREX	5	3	3	7	4	7	6	6	42	18	24	6	42.9%		Class Increase	
		11209	ORS	6	VIOXX	0	1	0	2	0	1	3	6	13	3	10	7	13.3%			
					MOBIC	0	0	1	3	0	0	0	0	4	4	0	4	4.1%			
					OTHERS	8	0	3	1	8	6	2	2	28	12	16	4	28.6%			
					BEYTRA	3	0	3	2	0	3	0	0	11	8	3	-5	-11.2%			
					Class Total	16	4	10	15	12	17	12	12	98	45	53	8				

Physician Name: SHERMAN, MARK F - 1551 RICHMOND RD, STATEN ISLAND, NY 10304
 Zip: 10304 Spec Dec: Class: Product: 2/14 2/21 2/28 3/7 3/14 3/21 3/28 4/4
 Total 8 WK: 4 PRD % of PRD Product Trend
 Tot 101 WK 4 8 Chng 11 30.5% Class Decrease

Physician Name	Zip	Spec Dec	Class	Product	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 WK	WK	4	8	Chng	% of PRD	Product Trend
SHERMAN, MARK F - 1551 RICHMOND RD, STATEN ISLAND, NY 10304	10304	ORS	GBX GRP	CELEBREX	3	3	12	5	2	3	8	1	37	23	14	-9	28.9%	Class Decrease	
				VOXX	2	0	0	2	1	2	1	3	14	7	3	8.6%			
				OTHERS	4	4	2	5	6	9	4	7	41	15	26	11	32.0%		
				BEXTRA	17	6	22	16	13	16	15	21	129	63	65	2			
				Class Total	26	13	42	24	16	28	21	28	125	63	65	2			

Physician Name	Zip	Spec Dec	Class	Product	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 WK	WK	4	8	Chng	% of PRD	Product Trend	
JARRETT, MARK P - 1478 VICTORY BLVD, STATEN ISLAND, NY 10301	10301	RHU	2	GBX GRP	CELEBREX	3	0	2	4	2	10	3	27	14	22	9	18	9	32.1%	Class Increase
					VOXX	1	0	0	1	0	0	2	0	2	2	4	2	5.4%		
					OTHERS	4	1	2	1	2	4	3	6	23	8	15	7	20.5%		
					BEXTRA	0	9	0	1	1	1	5	3	20	10	10	0	17.9%		
					Class Total	8	10	2	8	9	19	18	23	112	43	69	26			

Physician Name	Zip	Spec Dec	Class	Product	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 WK	WK	4	8	Chng	% of PRD	Product Trend
GARNER, BRUCE F - 7901 4TH AVE, BROOKLYN, NY 11209	11209	RHU	2	GBX GRP	CELEBREX	2	2	3	8	2	2	4	33	17	16	-1	37.8%	Class Decrease	
					VOXX	6	3	1	0	1	0	0	0	11	10	1	-9		12.5%
					OTHERS	5	0	0	0	0	1	1	3	23	7	18	9		26.4%
					BEXTRA	0	3	10	0	0	0	1	1	19	13	5	-8		20.7%
					Class Total	13	8	4	0	1	5	6	8	57	47	40	-7		

Weekly Trend Report: SR2

Boehm

Physician Name: LUCIARDI, LUDWIG M -- 8020 5TH AVE, BROOKLYN, NY 11209
 Zip: 11209
 Prd: 1
 Class: CBX GRP
 Product: CELEBREX
 214 2/21 2/28 3/7 3/14 3/21 3/28 4/4
 Total 8 WK: 100 53 47 8
 WK: 4 8
 PRD: -8
 % of Prd: 30.1%
 Product Trend: Switching to Vx

Product	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 WK	PRD	% of Prd	Product Trend
CELEBREX	11	10	15	17	3	17	13	100	53	47	-8
VOXX	1	4	4	4	6	1	4	8	32	13	19
MOBIC	0	0	0	1	0	0	0	1	1	0	-1
OTHERS	4	6	7	1	2	4	2	30	20	10	-10
BEXTRA	15	25	15	10	18	30	36	159	65	104	38
Class Total	31	47	41	33	29	52	55	332	152	180	28

BOYANO, JOEL R -- 475 SEAVIEW AVE, STATEN ISLAND, NY 10305

Product	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 WK	PRD	% of Prd	Product Trend
CELEBREX	1	1	1	5	3	2	2	1	18	8	8
VOXX	8	5	11	4	8	1	6	2	45	28	17
OTHERS	0	0	1	0	0	0	0	1	3	1	2
BEXTRA	4	1	0	5	12	15	22	19	78	10	88
Class Total	13	7	13	14	23	18	32	23	142	47	95

ANDRUS, STEPHEN G -- 1551 RICHMOND RD, STATEN ISLAND, NY 10304

Product	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 WK	PRD	% of Prd	Product Trend
CELEBREX	1	0	0	0	0	2	1	0	4	1	3
VOXX	0	3	5	0	0	2	4	1	15	8	7
MOBIC	0	0	0	0	0	0	0	0	1	0	1
OTHERS	0	2	2	4	1	1	1	1	13	6	7
BEXTRA	2	7	5	11	9	7	12	12	65	25	40
Class Total	3	12	12	13	14	12	18	14	98	40	58

SHARON, IDAN -- 441 BAY RIDGE PKWY, BROOKLYN, NY 11209

Product	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 WK	PRD	% of Prd	Product Trend
CELEBREX	10	5	2	3	3	1	3	3	30	20	18
VOXX	0	0	0	6	0	0	1	0	7	8	1
OTHERS	0	0	0	6	10	4	8	10	51	19	32
BEXTRA	8	0	5	6	10	4	8	10	51	19	32
Class Total	18	5	7	15	13	5	12	13	68	45	43

SHERMAN, MARK F -- 1551 RICHMOND RD, STATEN ISLAND, NY 10304

Product	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 WK	PRD	% of Prd	Product Trend
CELEBREX	8	2	8	3	4	2	2	10	39	21	18
VOXX	3	3	12	5	2	3	8	1	37	23	14
OTHERS	2	0	0	2	1	2	1	3	11	4	3
BEXTRA	4	4	2	5	6	9	4	7	41	15	26
Class Total	17	9	22	15	13	16	15	21	128	63	65

SILVER, RUSSELL H -- 8514 4TH AVE, BROOKLYN, NY 11209

Product	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 WK	PRD	% of Prd	Product Trend
CELEBREX	9	0	5	1	2	0	3	2	22	15	7
VOXX	0	1	1	0	1	0	0	1	4	2	2
MOBIC	0	0	0	0	0	0	2	2	0	2	0
OTHERS	0	0	2	0	2	0	0	4	4	2	2
BEXTRA	4	0	6	2	6	5	9	5	37	12	25
Class Total	13	1	14	3	11	5	12	10	69	31	38

NAIK, APPASAHEE N -- 133 RYAN PL, STATEN ISLAND, NY 10312

Product	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 WK	PRD	% of Prd	Product Trend
CELEBREX	0	1	1	1	2	0	0	0	5	3	2
OTHERS	1	1	0	0	0	0	0	0	2	2	0
BEXTRA	3	2	1	1	14	6	2	1	30	7	23
Class Total	4	4	2	2	16	6	2	1	37	12	25

Physician Name Zip Spec Dec Prd Class Product 2/14 2/21 2/28 3/7 3/14 3/21 3/28 4/4 Total 8 Wk Total WK 4 WK 1-5 PRD Chng % of Prd List Product Trend

Physician Name		Zip	Spec	Dec	Prd	Class	Product	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 Wk	Total WK 4	WK 1-5	PRD Chng	% of Prd List	Product Trend
BERTILLE ANTHONY F - 7515 13TH AVE, BROOKLYN, NY 11228		11228	HEM	4		CBX GRP	CELEBREX	0	0	0	2	1	2	7	1	13	2	11	9	18.1%	Switching to CBX
							VIOXX	1	1	8	1	0	0	0	2	13	11	2	-9	19.1%	
							MOBIC	0	0	0	0	0	3	0	0	3	0	3	3	4.4%	
							OTHERS	0	0	6	0	0	3	0	2	11	6	5	-1	18.2%	
							BEXTRA	4	4	0	3	5	1	4	7	28	11	17	6	41.2%	
							Class Total	5	5	14	6	6	9	11	12	68	30	38	8		

CHANG, JONATHAN - 5909 8TH AVE, BROOKLYN, NY 11220		11220	FP	7		CBX GRP	CELEBREX	0	0	2	1	0	8	0	0	9	3	6	3	15.0%	Switching to CBX	
							VIOXX	6	1	2	2	3	0	0	0	14	11	3	-8	23.3%		
							MOBIC	0	0	2	0	0	0	0	0	2	2	0	0	-2	3.3%	
							OTHERS	0	0	2	2	0	1	0	4	9	4	4	5	1	15.0%	
							BEXTRA	2	0	2	1	9	6	2	4	26	5	21	18	43.3%		
							Class Total	8	1	10	6	12	13	2	6	60	25	35	10			

GARJAN, PEGGY A - 71 TODD HILL RD, STATEN ISLAND, NY 10314		10314	RHU	2		CBX GRP	CELEBREX	9	3	22	3	5	5	12	3	62	37	25	-12	39.7%	Switching to VIOXX
							VIOXX	0	0	7	1	2	10	3	6	29	8	21	13	18.6%	
							MOBIC	0	0	0	0	0	0	0	4	8	0	6	6	3.8%	
							OTHERS	7	1	6	4	5	4	2	4	33	18	15	-3	21.2%	
							BEXTRA	4	1	6	1	5	2	4	3	28	12	14	2	16.7%	
							Class Total	20	5	41	9	19	21	21	20	156	75	81	6		

PEREL, ALLAN B - 91 NEW DORP LN, STATEN ISLAND, NY 10306		10306	N	6		CBX GRP	CELEBREX	1	2	0	3	1	3	0	2	12	6	6	0	15.8%	
							VIOXX	1	0	0	0	3	2	1	0	7	1	6	5	9.2%	
							MOBIC	1	0	0	0	0	0	0	0	1	1	0	-1	1.3%	
							OTHERS	12	5	0	5	1	1	4	3	31	22	9	-13	40.8%	
							BEXTRA	4	4	0	0	3	4	3	7	26	8	17	9	32.8%	
							Class Total	19	11	0	8	8	10	8	12	76	38	38	0		

LA PENNA, ROBERT - 4982 HYLAN BLVD, STATEN ISLAND, NY 10312		10312	IM	2		CBX GRP	CELEBREX	4	5	3	6	4	1	3	6	32	18	14	-4	32.0%		
							VIOXX	2	1	2	4	5	0	0	4	18	9	9	0	18.0%		
							MOBIC	0	0	0	2	0	0	0	0	2	2	0	0	-2	2.0%	
							OTHERS	1	0	1	2	9	3	5	4	25	4	21	17	25.0%		
							BEXTRA	5	3	0	1	8	4	2	0	23	9	14	5	23.0%		
							Class Total	12	9	6	15	26	8	10	14	100	42	58	16			

KULICK, STEPHEN A - 1099 TARGEE ST, STATEN ISLAND, NY 10304		10304	N	6		CBX GRP	CELEBREX	3	5	0	1	5	1	2	0	17	9	8	-1	26.6%	
							VIOXX	1	2	2	2	2	5	1	2	17	7	10	3	26.6%	
							OTHERS	0	0	0	4	0	1	3	0	8	4	4	0	12.5%	
							BEXTRA	4	0	2	6	0	3	2	5	22	12	10	-2	34.4%	
							Class Total	8	7	4	13	7	10	8	7	64	32	32	0		

Physician Name: PFAFF, DAVID R -- 3314 HYLAN BLVD, STATEN ISLAND, NY 10306
 ZIP: 10306
 Prd: IM 5
 Class: CBX GRP
 Product: CELEBREX, VIOXX, MOBIC, OTHERS, BEXTRA
 Class Total: 12

Prd	Dec	Class	Product	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 Wk	Total Wk 1-4	Total Wk 5-8	PRD Chng	% of Prd List	Product Trend
IM	5	CBX GRP	CELEBREX	4	0	2	2	0	0	1	1	10	8	2	-6	13.9%	Class Decrease
			VIOXX	4	2	4	4	2	4	4	0	24	14	10	-4	33.3%	
			MOBIC	0	0	0	3	0	0	0	0	3	3	0	-3	4.2%	
			OTHERS	0	0	4	2	3	0	5	0	14	6	8	2	18.4%	
			BEXTRA	4	0	1	3	4	9	3	3	21	8	13	5	28.2%	
			Class Total	12	2	11	14	9	7	13	4	72	39	33	-6		

Prd	Dec	Class	Product	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	Total 8 Wk	Total Wk 1-4	Total Wk 5-8	PRD Chng	% of Prd List	Product Trend
RHU	2	CBX GRP	CELEBREX	8	0	4	2	10	3	0	9	38	14	22	8	32.1%	Class Increase
			VIOXX	3	0	2	4	6	8	1	3	27	9	18	9	24.1%	
			MOBIC	1	0	1	0	2	2	0	2	8	2	4	2	5.4%	
			OTHERS	4	1	2	1	2	4	3	6	23	8	15	7	20.5%	
			BEXTRA	0	9	0	1	1	1	5	3	20	10	10	0	17.8%	
			Class Total	15	10	8	9	19	18	9	23	112	43	69	26		

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Physician Name	Zip	Spec	Dec	Class	Product	2/14 2/21 2/28 3/7 3/14 3/21 3/28 4/4								Total 8 Wk	Wk-1	Wk-5	PRD Chng	% of Prd List	Product Trend	
SHARON IDAN - 441 BAY RIDGE PKWY, BROOKLYN, NY 11209	11209	N	1	AXE GRP	AXERT	11	4	14	14	8	4	5	0	57	40	17	-23	48.3%		
					IMTREX	5	3	3	14	5	8	0	18	62	25	37	12	50.4%		
					ZOMIG	0	0	0	0	0	0	0	0	0	0	0	0	0.8%		
					ZOMIG-ZMT	0	0	0	0	0	0	0	0	0	0	0	0	0.8%		
					Class Total	16	7	17	25	13	12	15	18	123	65	58	7	2.4%		
FELDMAN LUDMILA B - 27 NEW DORP LN, STATEN ISLAND, NY 10306	10306	N	2	AXE GRP	AXERT	3	3	0	0	0	2	0	0	8	6	2	-4	17.4%		
					IMTREX	2	4	2	11	3	0	3	4	29	19	10	-9	63.0%		
					ZOMIG	0	0	1	2	2	1	0	0	6	3	3	0	13.0%		
					MAXALT	0	0	0	0	0	2	1	0	0	3	0	3	3	6.5%	
					Class Total	5	7	3	13	7	4	3	4	46	26	18	-10			
BERTELLE ANTHONY F - 7515 13TH AVE, BROOKLYN, NY 11228	11228	HEM	5	AXE GRP	AXERT	0	0	0	0	4	0	1	0	5	0	5	5	100.0%		
					Class Total	0	0	0	0	4	0	1	0	5	0	5	5			
KULICK STEPHENA - 1099 TARGEE ST, STATEN ISLAND, NY 10304	10304	N	2	AXE GRP	AXERT	1	0	0	0	3	0	1	0	5	1	4	3	26.0%		
					IMTREX	0	1	1	2	3	1	1	2	11	4	7	3	55.0%		
					ZOMIG	0	0	0	0	1	0	0	0	1	0	1	0	5.0%		
					ZOMIG-ZMT	1	0	0	0	0	0	0	0	1	1	0	-1	5.0%		
					MAXALT-MILT	0	1	0	1	0	0	0	0	2	1	1	0	10.0%		
Class Total	2	2	1	2	8	1	2	2	20	7	13	6								
FLITIS NICOLETTE E - 774 MANOR RD, STATEN ISLAND, NY 10314	10314	IM	8	AXE GRP	AXERT	0	4	0	0	0	0	0	0	4	4	0	-4	100.0%		
					Class Total	0	4	0	0	0	0	0	0	4	4	0	-4			
JANARDHAN Y - 883 65TH STREET, BROOKLYN, NY 11220	11220	AN	9	AXE GRP	AXERT	0	0	0	0	1	1	1	0	3	0	3	3	100.0%		
					Class Total	0	0	0	0	1	1	1	0	3	0	3	3			
TREATMAN DAVID - 416 37TH ST, BROOKLYN, NY 11232	11232	FP	6	AXE GRP	AXERT	1	0	0	0	0	1	0	1	3	1	2	1	30.0%		
					IMTREX	3	0	2	0	2	0	0	0	7	5	2	-3	70.0%		
					ZOMIG	0	0	0	0	0	0	0	0	0	0	0	0			
					ZOMIG-ZMT	4	0	2	0	2	1	0	1	10	6	4	-2			
					Class Total	8	0	2	0	2	1	0	1	20	12	8	-4			
ALCOCK NAOMI B - 1099 TARGEE ST, STATEN ISLAND, NY 10304	10304			AXE GRP	AXERT	0	0	0	0	0	0	1	0	1	0	1	1	50.0%		
					MAXALT-MILT	0	0	0	0	0	0	0	1	1	0	1	1	50.0%		
Class Total	0	0	0	0	0	0	0	1	2	0	2	2								

From: Alvarez, Alex
Sent: Monday, November 03, 2003 9:59 PM
To: Bermudez, Nelson
Cc: Farina, Thomas P
Subject: RE: Podiatry Association (Brooklyn Kings Division) Meeting on Oct 27th

Hey Buddy,

Just wanted to say congrats on another great program. You are a true leader among leaders. I believe you have set the bar for all of us to be more proactive at a district level. I can tell you that you will start seeing my contribution as soon as all of my speakers come back for their Zyvox Speaker Training.

Best to mother, she is in my prayers.

Alex Alvarez

Phone & Fax

Aspen



Life is our life's work.

—Original Message—

From: Bermudez, Nelson
Sent: Tuesday, October 28, 2003 10:24 PM
To: Gorelik, Irina; Martin, Timothy A; Mysliwiec, Courtney E; Alvarez, Alex; Van gelder, Tanya; Davermann - Reid, Darline M; Bailey-Hardy, Angela J; Almache, Robinson
Cc: Farina, Thomas P; Rainero, Ronald; Glazman, Michael; Uhrin, Michael T
Subject: Podiatry Association (Brooklyn Kings Division) Meeting on Oct 27th

Highlanders,

The following is a list of Podiatrist in attendance at last night's program at Pazzo in Bayridge Brooklyn. Dr. Peter Blume was the guest speaker speaking on MRSA and ZYVOX and the Diabetic Foot Indication. All the Podiatrist in attendance would like to see a Pfizer representative as soon as possible. Many of the Podiatrist are seeking for the Patient in Need forms which Dr. Blurne recommended that the Podiatrist in attendance make use of these forms.

Zip Code 11201

1.Dr.Lawrence Namu (52 Clark Street)

Zip Code 11203

1.Dr.Shauna Lewis (540 East 43rd Street)

Zip Code 11204

1.Dr.Robert Brody
2.Dr.Fred Buxbaum
3.Dr.Bruce L. Radler
4.Dr.Nicholas A. D'Angelo

Zip Code 11207

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1.Dr.Afshin Ganjian

Zip Code 11210

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2.Dr.David Gllitman(1532 Flatbush Ave)

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1.Dr.Harold Marquit

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1.Dr.Walter H. Perez

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2.Dr.Josh C. Ehrlich(1651 Coney Island Ave)

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1.Dr.William Baird

2.Dr.H. Spindler(5412 Kings Plaza Mall)

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2.Dr.Mark Gventer

3.Dr.Bob Rangario(2601 Ocean Pkwy)

4.Dr.Arthur Passik(2601 Ocean Pkwy)

5.Dr Alina Vasilyevh(New York Community)

Zip Code 11236

1.Dr.Ira J. Cohen

Zip Code 11238

1.Dr.Mark Weinstock (InterFaith Medical Center) 528 Prospect Place 718-613-6878

2.Dr.Schwarzberg

Zip Code 11416

1.Dr.Vincent Evangelista (Wycoff Hospital) 97-15 101Ave Ozone Park

New York Methodist Hospital

1.Dr. Svetlana Luvish

Zip Code 11218

1 Dr.Lawrence Santi

2.Dr.Steven Kaiser

3.Dr.Sherry Mazarian

Zip Code 11219

1.Dr. Solomon H. Singer

- 2.Dr. Neil Golombeck
- 3.Dr. Alan Tapriskin
- 4.Dr. Emilia Strogov
- 5.Dr. Pedistra

Zip Code 11220

- 1.Dr. Louis Jablin.
- 2.Dr. Wilma Watts

Zip Code 11209

- 1.Dr. Paul Liswood
- 2.Dr. Richard Penna
- 3.Dr. Susan Amico

Zip Code 11228

- 1.Dr. Ernest Megdanis
- 2.Dr. Ronald Soave

Best Regards,

**Nelson Bermudez
Powers Rx-Pfizer
Brooklyn District**

From: Farina, Thomas P
Sent: Sunday, November 02, 2003 10:47 PM
To: Bermudez, Nelson; Gorelik, Irina; Martin, Timothy A; Mysliwiec, Courtney E; Alvarez, Alex; Van gelder, Tanya; Davermann - Reid, Darline M; Bailey-Hardy, Angela J; Almache, Robinson
Cc: RAINERO, RONALD
Subject: Action Req'd: Podiatry Association (Brooklyn Kings Division) Meeting on Oct 27th

Team,

Nelson did a great job of organizing and bringing in Dr. Blume to help the team and each one of you. His efforts will have been for naught if you don't do your parts. It is now up to you to **ACT WITH URGENCY** to pull this program through. Aren't you tired of doing programs that provide just a little spike in sales? Wouldn't you like to change behaviors?

Well you can, by seeing these guys now and not waiting until "the next time I'm in their office". If we simply make it a mission to pull through all of our programs in an urgent fashion, there is no one that can beat us. Trust me when I say that no one does this well and so by doing so, you will make a difference.

What does pull through look like?

- See all of your attendees within 3 days to 1 week of the program (this may require you leaving your call cycle or at a minimum coordinating with your teammates)
- Make sure that they have all of the forms that they need to Zyvox approved and that you have educated someone in the office on how to push Zyvox through.
- Drop off the new RSVP fliers in each office.
- Ask them specific questions such as:
 - From what you heard, what interested you the most?
 - What impressed you most about Zyvox?
 - What role will Zyvox now have in your practice? What role will vancomycin have in your office?
 - Do you have anyone right now that you are treating for a Diabetic Foot Infection? Can you upgrade that patient to PO Zyvox?
 - Will Zyvox now be your first line Antibiotic for Diabetic Foot Infections at risk for MRSA?
 - How can I help you get Zyvox for your next Diabetic Foot Infection?
 - Can I spend a half day with you when you know that you will be seeing a patient with a DFI?
- These are just examples off the top of my head and I am sure that you can think of better questions to get business NOW, not on the next follow-up visit. Too many calls end with, "I'll follow-up with you in 3 weeks to see if you've tried it." Would you try it if someone asked you that way?
- Bottom Line = **URGENCY** - otherwise they will forget and you will spend your whole call trying to refresh or resell them.

Let's take Zyvox to the Top!!

"There can be only one."

Tom Farina

Brooklyn District Manager - Powers Rx
PFIZER INC

—Original Message—

From: Bermudez, Nelson
Sent: Tuesday, October 28, 2003 10:24 PM
To: Gorelik, Irina; Martin, Timothy A; Mysliwiec, Courtney E; Alvarez, Alex; Van gelder, Tanya; Davermann - Reid, Darline M; Bailey-Hardy, Angela J; Almache, Robinson
Cc: Farina, Thomas P; Rainero, Ronald; Glazman, Michael; Uhrin, Michael T
Subject: Podiatry Association (Brooklyn Kings Division) Meeting on Oct 27th

Highlanders,

The following is a list of Podiatrists in attendance at last night's program at Pazzo in Bayridge Brooklyn. Dr. Peter

Blume was the guest speaker speaking on MRSA and ZYVOX and the Diabetic Foot Indication. All the Podiatrist in attendance would like to see a Pfizer representative as soon as possible. Many of the Podiatrist are seeking for the Patient in Need forms which Dr. Blume recommended that the Podiatrist in attendance make use of these forms.

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Zip Code 11228

- 1.Dr. Ernest Megdanis
- 2.Dr. Ronald Soave

Best Regards,

**Nelson Bermudez
Powers Rx-Pfizer
Brooklyn District**

USPFF3PW11J16

From: Friday, Nicole L
Sent: Tuesday, October 14, 2003 11:17
To: Bermudez, Nelson
Subject: FW: National Pharmacy Week
Nelson,

FYI

Thank you for getting this information out to me first and allowing us to get a head start on registering all of our important pharmacies by the deadline. You demonstrated excellent leadership skills as a team member because the products in focus here are my products Neurontin, and relpax. Both of which we do not share together in our product portfolio.

Thank you,

Nicole L. Friday-Davis
J16 -PD2 Brooklyn Elite

VM#

-----Original Message-----

From: White, David M
Sent: Friday, October 10, 2003 5:35 PM
To: Accardi, Anthony; Antigua, Omar; Conceicao, Rita; DeCrescenzo, Danielle; Friday, Nicole L; Gorelik, Elena; Hairston II, Kent; Harrison, Neely
Subject: FW: National Pharmacy Week

"Delivering The BEST in 2003!"

David M White

District Manager
PD2-Brooklyn Elite
v-88084

-----Original Message-----

From: Weathermon, Ron
Sent: Thursday, September 18, 2003 6:39 PM
To: Barklage, Thomas J; Barkley, R Justin; Ricketson, Rico S; Lipscomb, Brenda B; Moore, Curtis; Red Cloud, Shawna L; Eisenberg, Eric J; Joseph, Steven L; Miller, Jason C; Mascolo, Philip R; Prettypaul, Liza C; Cassidy, Patrick; DeLorenzo, Frank C; Gadowski, Laura A; Hall, Holly; Colontrelle, Robert J; Pitter, Nikisha; Sloan, Amanda C; Walker, Robert J; Fusco, Roberto S; Derama, Larissa D; Aeri, Nitin; Dispirito, Peter; Accardi, Anthony; Monacchio, Peter R; Taylor, Khandice; Keenan, Kasey; Mitchell, Karen; Principe, Anthony J; Almache, Robinson;

11/15/2003

Davermann - Reid, Darline M; Bailey-Hardy, Angela J; Van gelder, Tanya; Mysliwec, Courtney E; Martin, Timothy A; Uhrin, Michael T; Connor, Chris R. (Alta); Louis, Sandra; Debenedetto, Jessica; Goldberg, Florence M; Bunt, Jeb; Felix, Leslie; Katsman, Irina; Gorelik, Irina; Gorelik, Elena; Milici, Jamie; Regan, Sean; Zabolotsky, Eugene; Mavroukas, Alex

Cc: Cafarelli, Marianna; Clarke, Leslie N; Sot, Michael E; Merrill, Michelle L; Bannon, Matthew; Russ, Brett C; White, David M; Obeid-Asad, Nada; Farina, Thomas P; Anish, Kim; Camacho, Erwin P

Subject: National Pharmacy Week

Dear Brooklyn Sales Force:

National Pharmacy Week is October 19th - 25th

The NE CECs are offering live CE teleconferences every day that week !!

This is a great ACCESS opportunity for you and your colleagues - and a great way to provide a great value to your pharmacy customers.

- Please see the attached list of lectures and RSVP form.
- Simply complete the necessary information and e-mail it to NETeleconf.CEC@pfizer.com.

THANKS FOR SUPPORTING THE PROFESSION OF PHARMACY !!

COORDINATE ACTIVITIES WITH YOUR LAT TEAMS!!

THANKS!!!

11/15/2003

USPFF3PW11J16

From: Farina, Thomas P
Sent: Wednesday, September 24, 2003 11:54 PM
To: Terranova, Thomas S
Cc: Bermudez, Nelson; RAINERO, RONALD
Subject: RE: J16 Pre op forms

Tommy,

Great job to you and Nelson!! Let's hold them to these commitments.

"There can be only one."

Tom Farina

**Brooklyn District Manager - Powers Rx
PFIZER INC**

-----Original Message-----

From: Terranova, Thomas S
Sent: Tuesday, September 23, 2003 8:21 AM
To: Rainero, Ronald
Cc: Bermudez, Nelson; Farina, Thomas P
Subject: J16 Pre op forms

Ron,

As requested here are copies of the pre-op forms currently in place in the Bay Ridge territory.

Please note that **all** of the heavy lifting was done by Nelson Bermudez. Without his drive and determination to succeed most of these protocols would not be in place.

Regards,

Tom Terranova << File: Dr. Lacerte pre op >> << File: Dr. Licciardi1.doc >> << File: Dr. Spielfogel Pre-Op Sheet.doc >> << File: Dr. Watts >> << File: Fort Hamilton >> << File: Pacella >> << File: Pre-Op Sheet Dr. Wilen Office.doc >> << File: Pre-operative Surgery Instructions Dr.Demarco template.doc >>

From: Sot, Michael E
Sent: Monday, September 15, 2003 6:51 AM
To: Obeid-Asad, Nada
Cc: Genderson, Howard S
Subject: RE: J16 LAT MVP's for 1st Semester 2003

Hi Nada,

Thanks so much for sending this out! Congratulations to Nelson and Pat.

Regards,

Michael Sot
DM Brooklyn

-----Original Message-----

From: Obeid-Asad, Nada
Sent: Friday, September 12, 2003 11:15 AM
To: DL-NE_J_Tacu
Cc: Bermudez, Nelson; Terranova, Thomas S; Newmark, Matt; Friday, Nicole L; Cassidy, Patrick; Gaeta, Sandy N; Krukowska, Edith; Kuzviwanza, Stan N; San Roman, Judy A
Subject: J16 LAT MVP's for 1st Semester 2003
Importance: High

Hi All,

Congratulations go out to Nelson Bermudez from Cluster A and Patrick Cassidy from Cluster X on winning the LAT MVP award for the 1st semester 2003. They were voted for by their peers based on Team work, Leadership, Innovation and Customer Focus. Both Nelson and Pat will receive \$50 in ACE points and a certificate.

Nada Obeid-Asad

District Manager- Roerig Brooklyn

VM: 212.464.4000 ext. 4444

Office: 212.464.4000

Fax:

Nada.Obeid@Pfizer.com

From: Farina, Thomas P
Sent: Friday, June 27, 2003 10:54 AM
To: DL-Powers_NE_J_Reps; Gorelik, Irina; Bermudez, Nelson
Subject: Fish where the fish are - In action

Highlanders,

Attached is an actual example of success using our "fish where the fish are" concept. The Staten Island Team had great success last year with this strategy and you can too!!

"There can be only one."

Tom Farina

**Brooklyn District Manager - Powers Rx
PFIZER INC**

-----Original Message-----

From: Anish, Kim
To: Barkley, R Justin; Connor, Chris R. (Alta); Debenedetto, Jessica; Goldberg, Florence M; Louis, Sandra; Uhrin, Michael T
Cc: Kamovitch, James E; Elfstrum, Erik J; Farina, Thomas P; Camacho, Erwin P; Obeid-Asad, Nada
Subject: FW: Cox 2 strategy to win big this summer!
Importance: High

Team:

Great work by Jessica DeBenedetto and her LAT with the HW lists. You can impact your sales tremendously (see J17 Celebrex growth) by incorporating 3rd party payor into the core message.

Let's use these lists to CREATE OPPORTUNITY!

Focus on PERFORMANCE!

*Kim Anish
Alta Brooklyn DM*

kim.anish@pfizer.com <<mailto:kim.anish@pfizer.com>>

-----Original Message-----

From: Debenedetto, Jessica
To: jeb.e.bunt@pharmacia.com <<mailto:jeb.e.bunt@pharmacia.com>>; danielle.f.fischer@pharmacia.com <<mailto:danielle.f.fischer@pharmacia.com>>
Cc: Anish, Kim; Mitchell, Karen; Debenedetto, Jessica
Subject: Cox 2 strategy to win big this summer!
Importance: High

Hi Team,

I recently received a HW list of Staten Island doctors that have the highest potential for Express Scripts and Medicaid business, two places Celebrex and Bextra are preferred. Below is a handy list of our top 30 doctors with high volume Medicaid and Express Scripts business divided by our zone call cycle. We tried this method in our territory back in September for Celebrex in order to put our best foot forward in ending the year on top.....Result: Celebrex not only reached quota, but reached 104% by year end!!! Let's do it again for both Celebrex and Bextra this semester.

For your reference I also included the HW list. Take a look at the doctors whom have the highest potential for writing Celebrex and Bextra prior auth free but are writing mostly Vioxx!!!! (eg, L'Insalata, Fulop, Flynn, Reilly, Suarez).

Messaging roughly goes like this:

High traditional NSAID writer (lead with Celebrex before Bextra)

" Doctor I'm going to ask you to write Celebrex over traditional NSAIDS for your patients suffering from pain and arthritis because it works and it's safer for your patients.....show your data (Singh, Success trial), give patient and doctor benefits and close.....**Will you write Celebrex first line for your patients suffering form pain and arthritis, particularly your Medicaid and Express scripts patient where Celebrex is preferred...no prior auth?"**

High Vioxx writer (lead with Bextra before Celebrex)

"Doctor I'm going to ask you to write Bextra over Vioxx for**Will you write Bextra first line for your patients suffering from arthritis, particularly your Medicaid and Express Scripts patient where Bextra is preferred...no prior auth?"**

Remember Pfizer research shows that selling the whole Cox 2 portfolio helps us take business from our competitors and not ourselves.

We can workshop this at our next Journal club meeting.

Let me know your thoughts!

Thanks Team!!



Top 2 managed
care Cox2 target...



HWEpress
cripts-targets 03.x..



Medicaid HW list
03.xls

From: Farina, Thomas P
Sent: Wednesday, July 30, 2003 10:43 PM
To: DL-Powers_NE_J_Reps
Subject: Kudos to Nelson and Robinson

Highlanders,

Congratulations to Nelson and to Robinson for really grasping the "fish where the fish are" concept and setting the bar high with their Revised 4 week Call Cycles.

"There can be only one."

Tom Farina

**Brooklyn District Manager - Powers Rx
PFIZER INC
1**

—Original Message—

From: Holloway, Mary J
Sent: Wednesday, July 30, 2003 4:07 PM
To: DL-Powers_NE_DMs; DL-Powers_NE_ARMs
Subject: Call Cycle Best Practices

—Original Message—

From: Arriaga, Steven M
Sent: Monday, July 28, 2003 2:57 PM
To: Holloway, Mary J
Subject: RE: Conf call agenda & Call Cycles

Mary,

Attached are the call cycles that you site as best practices in your agenda. I thought you might like to have them in one location for quick reference,



3PW11J16 Nelson
Zone Call plan...



C16 Call Cycle.xls



D15 Call Grid.xls



D18 Call Cycle.xls



H 30
CallCycle2003.xls



H 40 Call cycle2.xls



J11 master call
cyloe 2003.xls...

Brooklyn District

Report : GAR_DM.rep
 Date : 14-SEP-03
 Time : 05:26:41
 Page : 1

US PHARM - POWERS RX
 YTD GOAL ACHIEVEMENT REPORT
 REPORT MONTH : JULY, 2003

Data Months :
 * Direct Sales : MAY-MAY
 * DDD Sales : MAY-MAY
 * RPD Sales : MAY-MAY
 * Mail Order : MAY-MAY
 * Hospital Outflow: MAY-MAY

DIST NAME	HOFF**	BEYTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		DIFLUCAN		VEFEND		ANTI-FUNGALS		TOTAL		SALES		DIV REG DST												
		YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	INDEX	RNK	RNK	RNK																					
11J FARINA, THOMAS P 1 2	100.19%	792,845	2,547,393	3,340,238	1,748,794	216,362	170,526	10,825	181,351	5,486,744	38.47	44	6	100.19%	28	92.02%	56	93.83%	49	101.22%	21	89.33%	39	85.11%	60	68.16%	55	83.87%	61	93.58%	58	38.47	44	6

TERR	NAME	DISTRICT	HOFF**	BEYTRA		CELEBREX		COX2		ZYVOX		DIFLUCAN		VEFEND		ANTI-FUNGALS		TOTAL		SALES		DIV REG DST											
				YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	INDEX	RNK	RNK	RNK																		
11J30	MWSLIMTEC, COUR	1 1	#	20,589	80,242	100,831	29,408	49,937	2,500	52,437	182,676	68.90	81	11	84.77%	75	73.41%	99	75.48%	98	122.59%	24	80.97%	95	53.58%	87	79.04%	96	87.23%	79	68.90	81	11
11J20	MARTIN, TIMOTHY	2 2	#	15,112	83,434	98,546	14,613	49,875	7,900	57,775	170,933	81.50	100	17	92.63%	58	50.05%	106	53.85%	107	56.53%	95	82.38%	90	116.33%	56	85.80%	85	77.00%	93	81.50	100	17
11J10	ALVAREZ, ALEJAN	Brooklyn	#	14,019	106,768	120,787	13,686	70,714	425	71,139	205,612	87.50	105	18	63.04%	100	96.11%	48	90.60%	73	51.41%	99	90.50%	70	9.61%	106	86.17%	84	58.23%	107	87.50	105	18

TERR	NAME	DISTRICT	HOFF**	BEYTRA		CELEBREX		COX2		ZOLOFT		ZYVOX		TOTAL		SALES		DIV REG DST										
				YTD SALES	YTD & GOAL	INDEX	RNK	RNK	RNK																			
11J11	ALMACHE, ROBINSO	Brooklyn	#	173,688	458,719	632,408	320,285	47,539	1,000,232	12.25	15	3	130.45%	5	95.38%	30	102.98%	14	106.85%	5	160.71%	10	121.83%	6	12.25	15	3	1
11J17	VACANT	Brooklyn	#	107,182	279,593	386,775	343,791	30,019	760,585	25.05	98	15	121.06%	11	100.17%	16	105.20%	7	98.62%	35	81.64%	45	102.35%	20	25.05	98	15	2
11J12	BAILEY-HARDY, AN	2 2	#	84,398	329,674	414,072	194,901	24,287	633,259	30.95	237	26	91.89%	50	96.34%	27	95.40%	35	104.97%	8	92.41%	36	96.37%	35	30.95	237	26	3
11J14	VAN GELDER, TANY	Brooklyn	#	95,656	369,237	464,893	200,684	17,825	683,402	34.20	324	32	87.35%	57	97.13%	25	94.94%	38	100.27%	25	108.32%	23	97.22%	33	34.20	324	32	4
11J13	DAVERMANN - REID	1 1	#	72,044	309,415	381,459	229,874	15,837	627,170	36.95	330	39	95.59%	44	93.20%	44	93.65%	46	98.02%	39	141.45%	15	104.77%	15	36.95	330	39	5
11J15	GORELIK, IRINA	Brooklyn	#	129,842	311,413	441,254	227,214	8,680	677,148	44.30	474	49	89.55%	54	93.07%	45	92.00%	52	101.80%	17	52.30%	63	86.04%	64	44.30	474	49	6
11J16	BERMUDEZ, NELSON	Brooklyn	#	80,314	218,897	299,212	232,046	14,468	545,726	45.50	476	52	94.34%	49	94.25%	36	94.28%	44	98.41%	36	50.12%	64	86.49%	61	45.50	476	52	7

USPFF3PW11J16

From: Farina, Thomas P
Sent: Friday, October 10, 2003 5:19 PM
To: DL-Powers_NE_J_Reps
Subject: FW: GAR Cut n Paste August 2003 (& IHR page.)

Highlanders,

Attached is the August GAR. Congratulations to Robinson for being #3 in the Region on the GAR (#11 in the Division)!

Overall, we had good movement up the GAR. Our District moved from #44 to #30 in the Division.

We also had positive movement from:

Nelson - up 6 spots from #52 to #46
Darline - up 16 spots from #39 to #23

Have a Great Weekend!!

“There can be only one.”

Tom Farina

**Brooklyn District Manager - Powers Rx
PFIZER INC**

-----Original Message-----

From: Sheth, Arpita
Sent: Friday, October 10, 2003 4:33 PM
To: Sweeney, John F; Dollar, Edward J; Porto, Christian; Arriaga, Steven M; Thurlow, Glenn; Giusti Jr, John B; Morrill, Gregory A (Powers DM); Williams, James S; Farina, Thomas P; Traina, Anthony J
Subject: GAR Cut n Paste August 2003 (& IHR page.)


IHR percent
color.doc


IHR.doc


J00.doc


Powers NE
GAR08.03.DOC


Rm Dm Page.doc

Thank You
Arpita Sheth
FSA - Powers Rx NE
VM# 73724

BROOKLYN

Report : GAR_DM.rep
 Date : 09-OCT-03
 Time : 01:08:00
 Page : 1

US PHARM - POWERS RX
 YTD GOAL ACHIEVEMENT REPORT
 REPORT MONTH : AUGUST, 2003

Data Months :
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		YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL																	
11J FARINA, THOMAS P	1 2	1,616,446	5,198,967	6,815,413	3,597,314	482,607	374,465	26,515	400,980	11,296,314	34,94	30	6	105,00%	27	96.28%	52	98.22%	46	103.92%	8	93.36%	37	92.06%	64	82.83%	60	91.39%	67	98.37%	56	34.94	30	6

TERR	NAME	DISTRICT	HOFF**		BEXTRA		CELEBREX		COX2		ZYVOX		DIFUCAN		VEEND		ANTI-FUNGALS		TOTAL														
			YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL																							
11J30	MYSLIWIEC, COUR	1 1	46,383	165,700	212,082	71,342	103,171	3,350	106,521	389,945	70.30	85	10	97.14%	67	77.51%	100	81.09%	98	137.64%	19	81.99%	106	35.62%	103	78.77%	106	91.54%	85	70.30	85	10	1

TERR	NAME	DISTRICT	HOFF**		BEXTRA		CELEBREX		COX2		ZYVOX		DIFUCAN		VEEND		ANTI-FUNGALS		TOTAL														
			YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL																							
11J20	MARTIN, TIMOTHY	2 2	32,234	172,675	204,909	38,849	108,697	20,003	128,700	372,458	81.70	101	17	100.19%	60	52.65%	107	56.90%	107	70.01%	90	87.86%	101	146.12%	56	93.66%	93	89.58%	91	81.70	101	17	2

TERR	NAME	DISTRICT	HOFF**		BEXTRA		CELEBREX		COX2		ZYVOX		DIFUCAN		VEEND		ANTI-FUNGALS		TOTAL														
			YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL																							
11J10	ALVAREZ, ALEJAN	#	30,762	217,743	248,505	23,256	162,596	3,163	165,759	437,520	91.80	107	19	69.96%	100	98.75%	62	93.97%	77	40.66%	104	103.42%	74	35.47%	104	99.78%	90	63.38%	107	91.80	107	19	3

TERR	NAME	DISTRICT	HOFF**		BEXTRA		CELEBREX		COX2		ZYVOX		DIFUCAN		VEEND		ANTI-FUNGALS		TOTAL													
			YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL																						
11J11	ALMACHE, ROBINSO		372,666	971,156	1,343,822	643,209	101,992	2,089,022	11,70	11	3	1	140.29%	5	100.83%	25	109.36%	8	107.27%	7	162.28%	11	126.57%	3	11.70	11	3	1	3	1	3	1

TERR	NAME	DISTRICT	HOFF**		BEXTRA		CELEBREX		COX2		ZYVOX		DIFUCAN		VEEND		ANTI-FUNGALS		TOTAL													
			YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL																						
11J17	VACANT	#	217,821	588,801	806,622	727,050	61,486	1,595,158	20.85	48	11	2	125.58%	10	106.46%	9	111.03%	4	103.06%	20	79.19%	53	105.89%	21	20.85	48	11	2	2	2	2	2

TERR	NAME	DISTRICT	HOFF**		BEXTRA		CELEBREX		COX2		ZYVOX		DIFUCAN		VEEND		ANTI-FUNGALS		TOTAL													
			YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL	YTD SALES	YTD & GOAL																						
11J13	DAVERMANN - REID	1 1	136,601	632,756	769,357	476,982	39,881	1,286,220	30.90	202	23	3	96.39%	50	99.30%	34	98.77%	44	102.09%	24	169.91%	7	113.25%	13	30.90	202	23	3	3	3	3	3

March 11, 2005

Dear Nelson,

As I move on to my new position, I wanted to take the opportunity to thank you for all that you have meant to me and to the District. I have always believed that to be a good manager, you have to surround yourself with good people. Along this line, one of the high points of my tenure as a District Manager was when I had the opportunity to bring you onto the team from Pharmacia. There are certain intangible and often non-teachable traits that I look for in representatives, some of which are work ethic, initiative, drive/determination, integrity, and willingness to be coached. You truly possess all of these core traits.

I have yet to meet anyone with the work ethic that you are so fortunate to possess. Your call average and program activity really raised the bar for the rest of our team. Your willingness to volunteer for increased responsibility especially in executing District level programs and speaker tours have continued to give our team the best possible chance of success.

A true testimony to your effectiveness in the field has been the numerous accolades and phone calls that I have received over the past 2 years from your physicians letting me know just how much better you are than their other representatives – better from a stand point of great customer service and truly serving their needs and not your own. Additionally, I have been impressed with the growth that you have shown with Zyvox in our 3rd largest hospital in the District, Lutheran Medical Center. You have continued to grow Zyvox sales to exceed product quota in the face of a very challenging formulary status but more impressively, your sales continue to exceed those achieved by more senior hospital representatives. I have always said that if you can sell in an ICU setting, you can sell anywhere.

Lastly, I wanted to thank you for your unsurpassed teamwork. Your LAT team is a stronger team because of you and all of your efforts in coordinating call cycles, budgets, messaging, and strategies. As a manager, it is always great to get positive feedback about one of your team members from representatives in other Divisions. Your most senior teammates have told me just how much your leadership and teamwork have meant to your LAT team. I was also proud when both of your DM LAT mentors approached me before the last POA to let me know just what a great job you are doing in bringing the LAT team together. I realize your numbers are not yet reflective of your efforts but you must believe that you are doing the “right things” for business and stay on track. The numbers will catch up in time.

I wish you all the best in 2005 and beyond. I know that this is your year!

It has truly been a pleasure working with you.

Sincerely,



Thomas Farina
District Manager
Powers Rx Northeast
PFIZER INC

List of References

Catherine Touma
District Sales Manager
Pharmacia Corporation

Parsippany, N.J.

David Behar
Director of Food & Beverage
San Francisco Marriott

San Francisco, CA

David Marr
Regional VP Sales and Marketing Mid-Atlantic Region
Starwood Hotels and Resorts

New York, NY

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