

**CELEBEX.**  
(CELECOXIB CAPSULES)

**Proven strength that lasts**

EXHIBIT  
**201**  
CROB-10249



MAY 2003 POA

# RESOURCE GUIDE



**BEXTRA**  
valdecoxib tablets

**SO MUCH POWER, SO MUCH RELIEF™**

BEX006599250  
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**CELEBREX.**  
(CELECOXIB CAPSULES)

## Portfolio Master Visual Aid

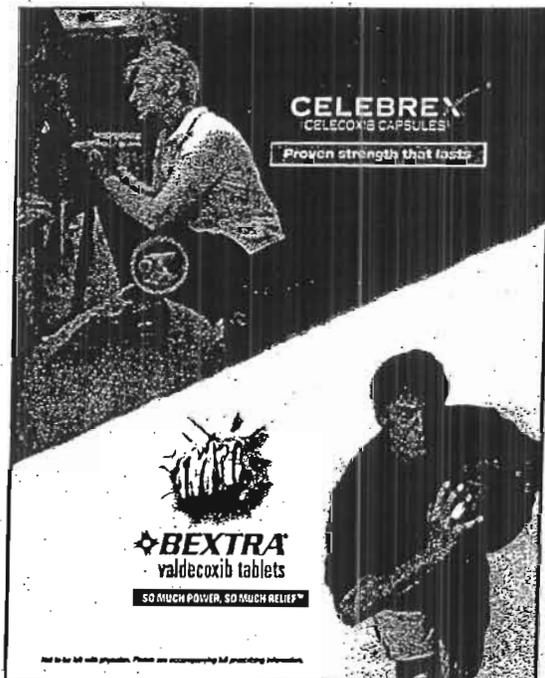
### Sample Sales Presentation

As in the previous Master Visual Aid, CELEBREX and BEXTRA are featured in one visual aid to help detail both products in one call.

Use the presentation on the following pages as a guide for detailing physicians on CELEBREX and BEXTRA.

Please remember to include in your discussion the important safety information listed on each page.

#### COVER



Use the cover to introduce CELEBREX and BEXTRA as the first portfolio of COX-2 specific inhibitors.

**NEW**

This POA, the Master Visual Aid has been updated with patient profiles to help differentiate CELEBREX from BEXTRA and their respective competitors. The profiles represent patient types that physicians may see in their practices, and help them prescribe CELEBREX and BEXTRA to the appropriate patients.

The cover now introduces physicians to CELEBREX and BEXTRA patients. These strong images quickly and clearly show how this Arthritis and Pain Portfolio provides a spectrum of relief to a wide range of patients.

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**CELEBREX Detail**

Start your detail with CELEBREX efficacy. Use these 2 pages as a spread. Point out the Gimbel post-op data as an example of the strength of CELEBREX. Make sure to translate the strength in efficacy of CELEBREX to long-term therapeutic benefit in the chronic conditions OA and adult RA. Then ask physicians to choose CELEBREX for those conditions.

"Make CELEBREX, with its proven strength vs a narcotic comparator, your choice for patients who want proven strength in the chronic conditions OA and RA."

The graph on this page demonstrates how CELEBREX offers patients the strong relief they need for chronic arthritis pain: CELEBREX 200 mg daily provided strong relief of OA knee pain when compared with the nonspecific NSAID naproxen.

PAGES 2-3

Choose CELEBREX for proven strength to stay with

In this profile, a post-op patient is experiencing OA knee pain. Let physicians know that patients like him can stay with the strength of CELEBREX, proven in the following chart.

Choose CELEBREX for patients with the chronic conditions OA and RA

Treatment	RA Pain Score
CELEBREX 200 mg twice daily	-10.4
CELEBREX 100 mg twice daily	-11.5
naproxen 1,000 mg daily	-9.5
naproxen 500 mg twice daily	-7.6

CELEBREX CELECOXIB CAPSULES Proven strength that lasts

The RA data are presented as a table. Over 12 weeks, RA patients taking CELEBREX experienced significant relief of tender/painful joints.

Highlight the benefit of having different dosing for different indications.

"Across conditions, CELEBREX offers the strength of dosing variability to help meet your patients' individual needs."

This is a profile of a hypertensive patient with chronic OA back pain. You can use this scenario to remind physicians that CELEBREX has an excellent safety profile, even at supratherapeutic doses. For those who face cardiorenal risks that can be exacerbated with the wrong long-term therapy, reinforce the safety and tolerability of CELEBREX—an appropriate choice for patients with the chronic conditions OA and RA.

PAGES 4-5

**NAME:** Charle Sanders

**Age:** 67

**History:** Hypertensive patient with OA of the back

**Medication:** Not titrated with maximum doses of potent vasodilator NSAID therapy. Need to consider patient's clinical condition.

**Proven strength at recommended doses**

OA	RA	Acute Pain
200 mg qd	100 mg bid	Day 1: 400-mg initial dose 200-mg additional doses, if needed up to 300 mg bid
		After Day 1: 200 mg bid prn

**Demonstrated safety profile at supratherapeutic doses**

- 3x to 6x the OA dose
- Up to 4x the OA dose

**CELEBREX (CELECOXIB CAPSULES)**  
Proven strength that lasts

Inform the physician that CELEBREX can be dosed across painful conditions, with a proven safety profile, as demonstrated in studies using supratherapeutic doses of CELEBREX.

Even at 3 to 6 times the OA dose, CELEBREX has no effect on bleeding time or platelet aggregation. Also, there were no dose-related increases in hypertension or peripheral edema at 4 times the OA dose.

Remind physicians that CELEBREX provides a proven long-term upper GI safety profile.

In a 12-week study, patients on CELEBREX experienced up to 85% fewer endoscopically observed ulcers compared with naproxen.

**Up to 85% fewer** endoscopically observed upper GI ulcers with CELEBREX vs. naproxen

In a 12-week study of upper GI ulcer-related healthcare resource utilization in SUCCESS-H, the largest multinational OA study (over 13,000 patients), CELEBREX was associated with:

- 75% fewer** hospitalizations
- 52% fewer** GI hospitalizations
- 88% fewer** blood transfusions
- 34% fewer** physician office visits due to upper GI complications
- 45% fewer** specialist office visits for upper GI complications

**CELEBREX (CELECOXIB CAPSULES)**  
Proven strength that lasts

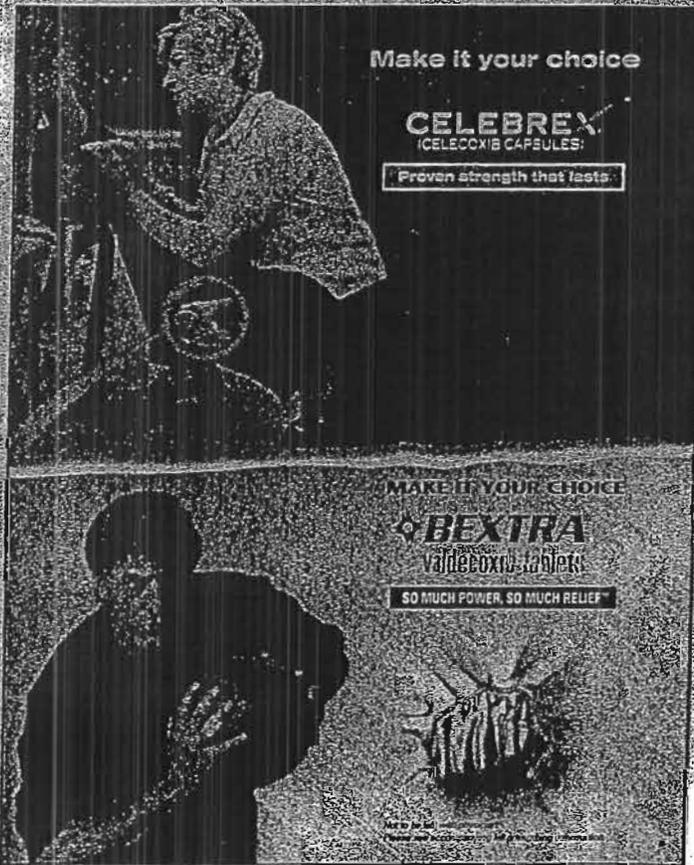
Point out how the decreased risk of ulcers, as shown in the largest multinational OA study, means that patients may use fewer healthcare resources.

CELEBREX was associated with fewer hospitalizations, blood transfusions, and physician office visits due to upper GI complications than naproxen and diclofenac. This can translate to fewer healthcare-related costs.

**Bridge**

Choose CELEBEX for lasting relief and proven strength in the chronic conditions OA and RA compared with older, nonspecific NSAIDs.

PAGE 6



Be sure to close on CELEBEX before moving on to the BEXTRA detail. Closing on both products gives physicians the specific information they need for making prescribing decisions.

Leverage the persistency data to support the core message of Proven Strength That Lasts. Emphasize that a significant percentage of patients stayed on CELEBREX after 6 months.

Now that you've talked about the proven strength and lasting relief of CELEBREX, you can tell physicians to choose BEXTRA for their patients who need powerful relief for OA and adult RA, as well as rapid relief for their patients with primary dysmenorrhea. Point out that the patient on the left is an example of a patient using BEXTRA. Emphasize that physicians should consider BEXTRA when Vioxx, non-narcotic analgesics Ultram and Ultracet, or narcotic combinations would commonly be used.

PAGE 7

**for LASTING relief**

In a third-party persistency analysis of approximately 1 million patients  
**A significant percentage of patients stayed on CELEBREX after 6 months\***

**Proven strength compared with non-specific NSAIDs in the chronic conditions OA and RA**

CELEBREX is contraindicated in patients with known hypersensitivity to celecoxib, in patients who have demonstrated allergic-type reactions to sulfonamides, and in patients who have experienced asthma, urticaria, or allergic-type reactions after taking aspirin or other NSAIDs.

Contraindications such as bleeding, ulcers, and perforation can occur with or without warning symptoms in patients treated with NSAIDs.

Most common side effects were dyspepsia, diarrhea, and abdominal pain, and were generally mild to moderate.

**CELEBREX**  
 (CELECOXIB CAPSULES)

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**FOR RAPID RELIEF.**  
**FAST POWER**

For the pain of primary dysmenorrhea

- Onset of action was as fast as naproxen sodium 550mg (the active ingredient of Anaprox® DS)
- The recommended dose for primary dysmenorrhea is 20 mg twice daily prn

To take on tough arthritis pain, for OA and adult RA patients

- One powerful 10-mg dose provides 24-hour power
- Once daily for excellent long-term OA and RA efficacy. In controlled studies of up to 6 months, BEXTRA 10 mg maintained effective pain relief and anti-inflammatory activity.

BEXTRA is contraindicated in patients who have demonstrated allergic-type reactions to sulfonamides; in patients with known hypersensitivity to valdecoxib, and in patients who have experienced asthma, urticaria, or allergic-type reactions after taking aspirin or NSAIDs because severe, rarely fatal, anaphylactic-like reactions to NSAIDs are possible in such patients.

Severe GI toxicity (can occur with or without warning symptoms with NSAIDs).

Serious skin reactions have been reported in patients treated with BEXTRA. As some of these reactions can be life-threatening, BEXTRA should be discontinued at the first appearance of skin rash or any other sign of hypersensitivity.

BEXTRA should be used during pregnancy only if the potential benefit justifies the potential risk to the fetus. BEXTRA should be avoided during late pregnancy.

Not to be left with physician  
 Please see accompanying full prescribing information

**SO MUCH POWER, SO MUCH RELIEF™**

"BEXTRA offers your patients fast power for the pain of primary dysmenorrhea, and provides 24-hour power to treat the tough pain of OA and adult RA."

**BEXTRA Detail**

Use this page to drive home the once-daily power of BEXTRA over OA joint pain. Open your detail by introducing the patient profile on the left. This BEXTRA patient, 44 years of age, experienced early onset OA of the knee due to an old college basketball injury. In order to keep up with his weekly basketball games, he was taking Vioxx, but discontinued and turned to BEXTRA.

Point out that the power of BEXTRA to help relieve this patient's arthritis pain is demonstrated by the OA of the knee data presented on this page. Show physicians how patients taking BEXTRA 10 mg experienced excellent OA efficacy within the first 7 days of treatment and significant improvement over 3 months vs those taking placebo. In addition, once-daily BEXTRA 10 mg was comparable in efficacy with twice-daily naproxen 500 mg. Point out that a similar study was done for the painful condition of OA of the hip, demonstrating comparable results.

**PAGE 8**

**CHANGE BEXTRA TO GET THE BENEFITS WITH ONLY  
ONCE DAILY POWER  
OVER OA JOINT PAIN**

**24 HOUR POWER**

**BEXTRA**  
valdecoxib tablets 10 mg

**SO MUCH POWER. SO MUCH RELIEF.**

The powerful relief of RA is conveyed in one bullet. Emphasize that in 12-week RA studies, patients using BEXTRA 10 mg experienced significant relief in just 2 weeks: significant reduction in morning stiffness and in the number of tender/painful joints.

Close this page by informing physicians that "with just one 10-mg dose, your patients can receive 24-hour power for the tough pain of OA and RA."

Emphasize that BEXTRA offers fast power and excellent relief for the pain of primary dysmenorrhea with a 20-mg bid prn recommended dose. Then ask physicians to choose BEXTRA when they would normally prescribe Vioxx or narcotic-combination products.

"As you can see from this graph, BEXTRA provides onset of action and pain relief comparable with the efficacy of the 'gold standard,' naproxen sodium, in this acute pain condition, while reducing the risks associated with nonspecific NSAIDs."

PAGE 9

**COMPARE BEXTRA TO THE PAIN**  
**FAST POWER FOR THE PAIN**  
**OF PRIMARY DYSPMENORRHEA**

**ONSET OF ACTION WAS AS FAST AS NAPROXEN SODIUM 500 MG**  
**(THE ACTIVE INGREDIENT OF ANAPROX DS)**

**Pain Intensity (Cyclical and Pain Relief)**

**■ Magnitude of pain relief with BEXTRA 20 mg was comparable with naproxen sodium 500 mg**

**■ The recommended dose for primary dysmenorrhea is 20 mg twice daily prn**

Did not show significant adverse events compared to primary dysmenorrhea. Side effects of NSAIDs are not headache, nausea, and dizziness, with no other side effects reported.

BEXTRA should be used during pregnancy only if the potential benefits justify the potential risk to the fetus. BEXTRA should be avoided during late pregnancy.

© 2003 Bristol-Myers Squibb  
/ Read the accompanying full prescribing information.

**SO MUCH POWER. SO MUCH RELIEF™**



**OWNING THE FLARE STORY**

**What Is Flare?**

- Flare is not a disease state; it is often an inherent part of the disease (OA or RA)
- Flare is defined in this presentation as a worsening of OA joint pain
- Flare pain can be debilitating and interfere with a patient's daily activities; therefore, it must be treated by a powerful agent

PAGE 10

**CHOOSE BEXTRA 10 MG FOR PATIENTS WHO NEED**  
**ONCE DAILY POWER FOR OA**  
**EVEN IN A FLARE STATE**

PATIENTS SUFFERING FROM A WORSENING OF OA JOINT PAIN (FLARE) RESPONDED TO BEXTRA 10 MG VS PLACEBO

\* In this study, flare was defined by a washout period (48 hours)

**Mean OA pain (VAS)\***

**BEXTRA**  
valdecoxib Tablets 10 mg

**SO MUCH POWER. SO MUCH RELIEF.**

Not to be used with phenytoin. Please consult your physician if you are taking a narcotic.

**In This Study**

- At screening, when patients enrolled, 83% of patients were on NSAID/analgesic medications
- At baseline, flare was induced by an NSAID/analgesic washout period. Patients were not on medication for at least 48 hours
- The Visual Analog Scale (VAS) at baseline was over 70 mm, showing severe pain (minimum baseline for flare pain) according to the Patient's Assessment of Arthritis Pain measurement is >40 mm)
- At week 2, the primary endpoint of the study, BEXTRA 10 mg provided significant relief from baseline (flare)

To the left of the page is an example of a BEXTRA patient who experiences recurring painful flares of OA and has a family history of hypertension. His physician prescribed once-daily BEXTRA 10 mg to relieve his pain and reduce the risks of side effects associated with narcotic combination products and nonspecific NSAIDs. Leverage the flare story to ask physicians to choose BEXTRA when they would normally prescribe Vioxx, Ultracet, or narcotic combinations.

- To own this flare story and emphasize the power of BEXTRA to relieve even the tough pain of OA and RA—flaring pain
  - In market research, the flare story was familiar to physicians in their daily practices; however, this presentation is different from any data they may have seen in a visual aid, and may require additional attention
- The once-daily power of BEXTRA 10 mg relieves tough pain for active arthritis patients
- BEXTRA 10 mg provides patients with once-daily power for OA, even in a flare state (when a patient is experiencing severe pain)

**“On the right side of the page, the data demonstrate that BEXTRA has the power this patient needs when his pain worsens in a flare state. In this study, patients were taking 1 or more medications for OA pain. After a washout period and initiation of treatment with BEXTRA, patients experienced significant relief from severe pain, or flare, with BEXTRA vs placebo.”**

**“As you can see, only one 10-mg dose of BEXTRA provides the power your patients need to treat painful OA flares.”**



This page is of particular importance, because an estimated 10.2 million OA sufferers in the United States aged 35 years or older are hypertensive.\*

Point out to physicians that in controlled studies of up to 3 months or longer, low incidences of hypertension and peripheral edema were observed with BEXTRA 10 mg.

As you can see from the charts, the 10-mg dose of BEXTRA provided results similar to those of the comparative NSAIDs ibuprofen 800 mg tid, naproxen 500 mg bid, and diclofenac 75 mg bid, which also demonstrate low incidences of hypertension and peripheral edema.

PAGE 11

**LOW INCIDENCES OF HYPERTENSION AND PERIPHERAL EDEMA**

**Most common adverse events\* in randomized safety studies**

Adverse Event	BEXTRA 10 mg	ibuprofen 800 mg tid	naproxen 500 mg bid	diclofenac 75 mg bid
Hypertension	~1%	~1%	~1%	~1%
Peripheral edema	~1%	~1%	~1%	~1%

**BEXTRA**  
valdecoxib tablets

SO MUCH POWER. SO MUCH RELIEF.

- Physicians can also be assured that BEXTRA offers an excellent tolerability profile
- A patient picture was added to this page to further support the BEXTRA appropriate patient
- Leverage this information to ask for Vioxx business

**Close**

Close the detail by reminding physicians of the key benefits of CELEBREX and BEXTRA. Make sure to end the call by asking for the appropriate business for each brand.

**CELEBREX Close**

"Doctor, since you've seen how CELEBREX provides lasting relief with proven strength in the chronic conditions OA and RA, won't you consider prescribing CELEBREX where you're typically using older, nonspecific NSAIDs such as ibuprofen and naproxen?"

**BACK COVER**



**BEXTRA Close**

"And Doctor, based on what you know about once-daily BEXTRA, will you make it your choice when you might otherwise prescribe Vioxx, Ultracet, or narcotic-combination products for your patients with the tough pain of OA and RA, even in a flare state? Also, choose BEXTRA 20 mg bid prn for your patients with primary dysmenorrhea."

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## Portfolio Resources



### PORTFOLIO MASTER VISUAL AID

CL128220

Now you can detail both **CELEBREX** and **BEXTRA** more effectively in one call.



### PORTFOLIO SLIM JIM

CL128426

Leave behind version of the Portfolio Master Visual Aid.

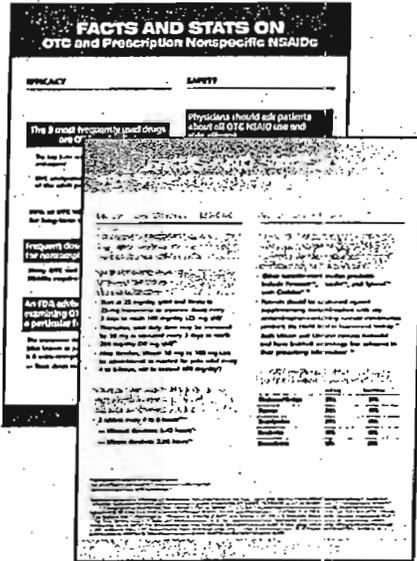
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**COMPETITOR BACKGROUNDER**

VA128161



The Portfolio Competitor Backgrounder provides representatives with important information on key competitors; and highlights opportunities to emphasize the advantages of CELEBREX and BEXTRA.

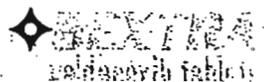


**COMPETITOR FLASH CARD**

VA127292

The Portfolio Competitor Flash Card highlights facts and stats on key competitors of both CELEBREX and BEXTRA. This nonbranded piece provides representatives with a fresh way to open or close their Portfolio details.

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Treatment Requested



## Portfolio Resources (cont'd)

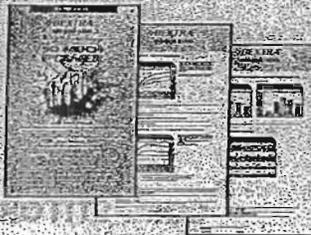


### PORTFOLIO DISPLAY PANELS

VA120549D

A set of tabletop panels (1 Portfolio panel and a series of brand-specific panels for CELEBREX and BEXTRA) emphasizing the efficacy and safety of the COX-2 Portfolio.

VA120549



CL112787



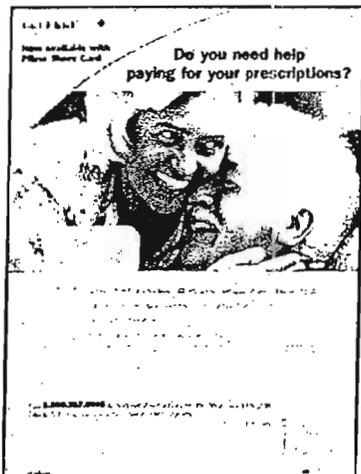
### COX-2 HOSPITAL SELLING KIT

CL128790

This comprehensive training initiative allows district managers to highlight large COX-2-specific inhibitor selling opportunities in the hospital environment, with particular emphasis in the areas of standing orders, protocols, and outflow. Supported by powerful new business tools, the COX-2 Hospital Selling Kit includes the new COX-2 Hospital Opportunity Report, sent separately to district managers—a tool that can be useful in determining the hospital selling opportunities within a TACU. The COX-2 Hospital Selling Kit also includes the following elements for the workshop:

- The COX-2 Hospital Sales Guide and Workbook (including COX-2 Hospital Worksheets)
- CELEBREX and BEXTRA Hospital Selling Tips (Palm Sell Card)
- COX-2 Profile of Hospital Decision Makers
- Pain Management Protocols and Standing Orders Guide

District managers will also receive a workshop PowerPoint presentation and CD-ROM version as part of their kits.

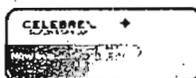


Poster  
VA128045

### PFIZER SHARE CARD™ PROGRAM

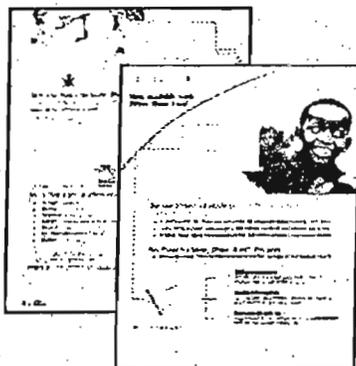
These materials announce the arrival of CELEBREX and BEXTRA as part of the Pfizer Share Card Program.

These materials will be available once the Pfizer/Pharmacia transaction is complete.



Stickers for Sample Bin  
VA128139

"Now Available" Sample Stickers should be placed on sample bins for maximum visibility.



Flash Card  
VA128123



Easel  
PG114770

Place sticker here



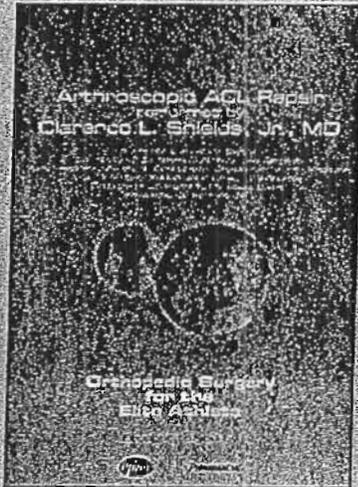
Patient Brochure  
BD104453E



Easel Stickers  
VA129095

"Now Available" Easel Stickers should be placed on Share Card Easels, which are currently available on inventory.

## Portfolio Resources Still Available



### ORTHOPEDIC SURGERY FOR THE ELITE ATHLETE

CL121130

Unbranded, for RON and IHRs only.

This exciting DVD presents an innovative surgical technique for arthroscopic ACL repair, and discusses the benefits of COX-2 specific inhibitors in pain management prior to and post surgery. The first video in a series of 4—others coming soon. DVD holder for all 4 available.



### STANDARDS OF CARE (LEAVE-BEHIND)

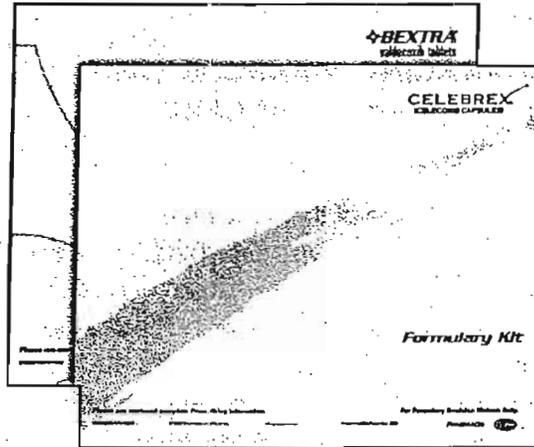
CL120912

A comprehensive and compelling unbranded tool to support COX-2 specific inhibitor use as first-line treatment.

Establishes Pharmacia/Pfizer as leaders in COX-2 specific inhibitor therapy education.

- OTC NSAID Use Flash Card
- Clinical Practice Guidelines
- Nonspecific NSAIDs ("The Facts") Flash Card
- APS Arthritis Pain Management Flash Card





## Portfolio Resources Still Available (cont'd)

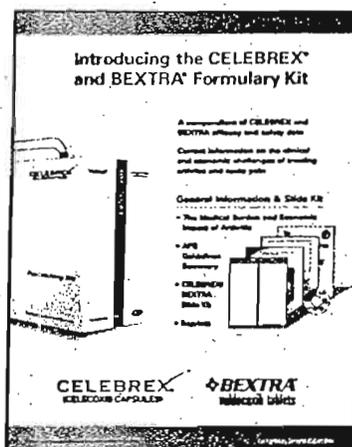
### PROMOTIONAL FORMULARY KIT

VA114963

- For Formulary Decision Makers only.
- For Pharmacia: Institutional Representatives and MMO only.
- For Pfizer: IHRs and Healthcare Cluster only.

This useful kit contains separate sections for CELEBREX and BEXTRA, each containing brand-specific clinical monographs, AHFS booklets, bibliographies, reprints, and Pls. The CELEBREX section also includes the *Medical Burden and Economic Impact of Acute Pain* booklet.

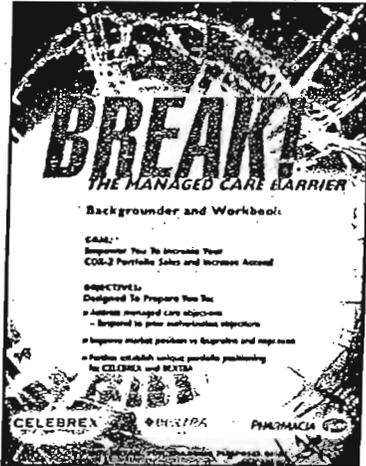
The general section of the kit contains the *Medical Burden and Economic Impact of Arthritis* booklet, formulary kit introductory letter, formulary kit CD, CELEBREX/BEXTRA slide kit, APS guidelines, and reprints.



### FORMULARY KIT SUMMARY FLASH CARD

VA120850

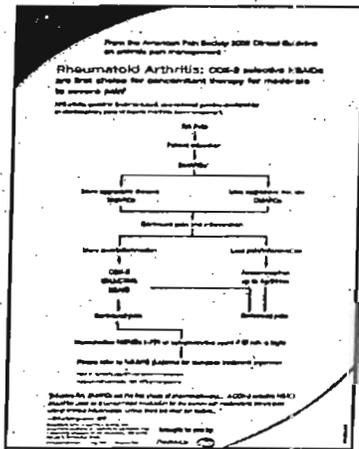
- For Formulary Decision Makers only.
  - For Pharmacia: Institutional Representatives and MMO only.
  - For Pfizer: IHRs and Healthcare Cluster only.
- For use as a summary of the Promotional Formulary Kit.



**BREAK THE MANAGED CARE BARRIER  
BACKGROUNDER AND WORKBOOK**

VA121751

Break the Managed Care Barrier Backgrounder and Workbook provides representatives with background information; ideas, and templates for addressing—at the territory level—managed care opportunities and objections.



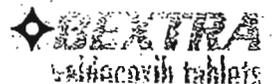
**APS GUIDELINES FLASH CARD**

CL115310

**"DID YOU KNOW?" FLASH CARD**

CL118907

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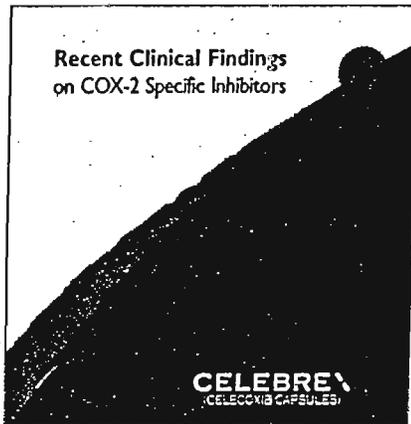
## CELEBREX Resources Still Available



### CLINICAL POCKET GUIDE

CL121100

In the CELEBREX clinical pocket guide, each efficacy and safety key message is preceded by a journal reference and a relevant quote, offering a perfect vehicle for detailing institutional audiences.



## CELEBREX PROMOTIONAL SLIDE KITS

- Comprehensive Kit  
YUX0015218  
— Updated 10/01
- Acute Pain Addendum  
YUX0015218B  
— Updated 2/02  
— Post orthopedic surgery, primary dysmenorrhea, CELEBREX/Vioxx comparator trials
- Ankle Sprain Addendum  
CL111114  
— Updated 5/02  
— Includes CELEBREX vs ibuprofen ankle sprain trials
- An updated COX-2 Portfolio slide kit will be available shortly



## PATIENT EDUCATION BROCHURES PLUS HOLDER

CL115498B

## SPANISH PATIENT EDUCATION BROCHURES PLUS HOLDER

CL115816B

BEX006599272  
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**CELEBREX REPRINTS AND REPRINT CARRIERS**

Affleck	YUX0012156	OA vs RA: differences relative to gender, pain, mood, and coping
Bensen	YUX0010117	CELEBREX vs naproxen in the treatment of OA
Bensen	YUX0010129	Upper GI tolerability of CELEBREX is superior to that of naproxen
Bian	CL120548	Celecoxib versus diclofenac and omeprazole in reducing the risk of recurrent ulcer bleeding in patients with arthritis
Deeks	CL110295	CELEBREX vs non-specific NSAIDs for efficacy, safety, and tolerability
Emery	YUX0010870	CELEBREX showed comparable efficacy in RA to diclofenac with superior upper GI tolerability
Fitzgerald	YUX0012060	COX-2 inhibitors: therapeutic considerations
Gimbel Reprint Carrier	CL115985	CELEBREX and hydrocodone/acetaminophen have comparable analgesic effects in the treatment of post-op pain
Goldstein	YUX0015592	Incidence of upper GI ulcer 8 times more frequent with non-specific NSAIDs than with CELEBREX
Karim	YUX0010286	CELEBREX has no significant interactions with warfarin
Karim	YUX0010279	CELEBREX has no significant interactions with methotrexate in RA patients
Loese	CL122044	Supratherapeutic doses of CELEBREX will not interfere with normal platelet aggregation, unlike standard doses of naproxen
Mamidan	CL118622	Retrospective, observational study comparing the rate of upper GI hemorrhage: CELEBREX vs rofecoxib, non-specific NSAIDs and diclofenac, plus misoprostol
WLF McCroxy	CL130544	Cyclooxygenase inhibition for postoperative analgesia
Mckenna	YUX0012066	CELEBREX 200 mg is as effective as diclofenac 150 mg for relief of OA knee pain, but has superior safety and tolerability

**NEW**

**NEW**

McKenna	YUX0018687	CELEBREX compared with rofecoxib in the treatment of OA knee pain
Ray	CL119307	Occurrence of coronary heart disease 1.70 times higher in users of high-dose rofecoxib than non-users; no increased risk among users of CELEBREX or nonspecific NSAIDs
Rodriguez	YUX0008735	Nonspecific NSAIDs do not have cardioprotective effects
Simon Reprint Carrier	CL121088	Ulcer incidence after 1 week with naproxen, no incidence with CELEBREX
Slappendel	VA121220	The effect of preoperative analgesia on postoperative pain and its management
Whelton	CL122035	In elderly hypertensive patients with OA, CELEBREX is associated with a lower incidence of edema and less systolic blood pressure destabilization vs rofecoxib
White	CL108666	CELEBREX is not associated with increased serious CV risks vs ibuprofen, diclofenac (CLASS)
White Reprint Carrier*	CL115986	High doses of CELEBREX had no significant effect on the antihypertensive effects of ACE-inhibitor lisinopril in hypertensive patients
Williams	YUX0010958	OA efficacy
Williams	YUX0013467	In OA treatment, no difference in efficacy between qd and bid regimens of CELEBREX
Wilner	CL122028	CELEBREX does not interfere with the cardioprotective benefit of aspirin
Zhao	YUX0010959	Demonstrates the increased healthcare resource utilization and associated costs with the treatment of arthritis patients with dyspepsia
Zhao	YUX0010960	CELEBREX compared with naproxen in improving functional status of OA patients

\*Available in reprint carrier only.

BEX006599274  
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Treatment Requested

## BEXTRA Resources



### PREMIER ISSUE!

VA124464

BEXTRA Custom Publication—Issue #1.  
A consumer magazine geared toward the action-oriented lifestyles of the BEXTRA patient. Topics include Adventure, Arts, Health, Home, and Sports, along with BEXTRA promotional ads and product information. Seventeen-year Miami Dolphin passing quarterback Dan Marino is featured on the cover.

### Target Audience

Men and women between 35 and 50 years of age.

### Objectives

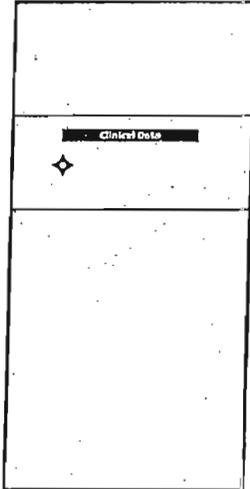
Build consumer awareness of the BEXTRA brand and define the BEXTRA patient type.

Drive patient acquisition through branded promotional offers.

### How to Use

Use as a leave-behind.

## BEXTRA Resources Still Available



### CLINICAL POCKET GUIDE

VA120539

In the BEXTRA Clinical Pocket Guide, each efficacy and safety key message is preceded by a journal reference and a relevant quote, offering a perfect vehicle for detailing institutional audiences.



### WOMEN'S HEALTHCARE DETAILER

VA120553

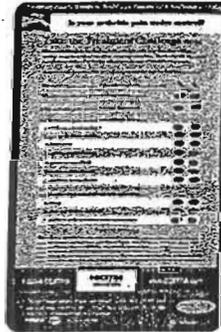
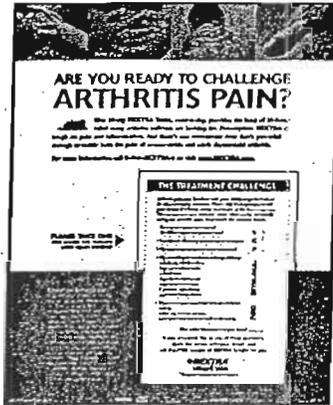
This specialty piece highlights the clinical effect of COX-2 specific inhibitors for the pain of primary dysmenorrhea, and illustrates the fast power and relief of BEXTRA.



## BEXTRA Resources Still Available (cont'd)

### TREATMENT CHALLENGE TEAR PAD

VA117718



### INTERACTIVE TREATMENT CHALLENGE

VA114164R

### PATIENT EDUCATION BROCHURES PLUS HOLDER

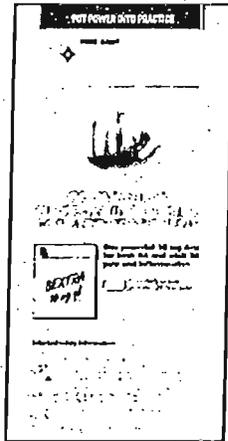
VA108294R



### SPANISH PATIENT EDUCATION BROCHURES PLUS HOLDER

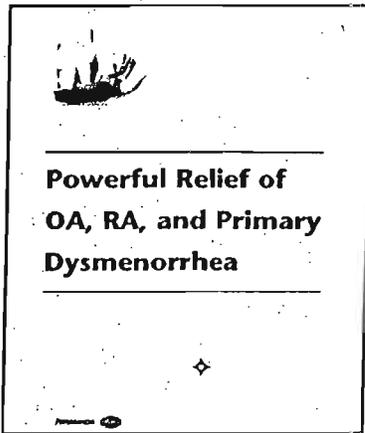
VA112792





**DOSING CARD**

VA114196R



**PROMOTIONAL SLIDE KIT (UPDATED)**

VA121501

**BEXTRA REPRINTS AND REPRINT CARRIERS**

Bensen Reprint Carrier	VA114669R	060: Efficacy and safety of valdecoxib in treating the signs and symptoms of RA
WLF Camu	VA116421R	051: Valdecoxib is an efficacious, opioid-sparing analgesic in patients undergoing hip arthroplasty
WLF Daniels	VA111159	058/059: Analgesic efficacy of valdecoxib vs oxycodone/acetaminophen after oral surgery
WLF Leese	VA111345	043: Valdecoxib does not impair platelet function
Makarowski Reprint Carrier	VA114666R	049: Efficacy and safety of valdecoxib in the management of OA of the hip
Sikes	VA114633	Study results showed that in patients who completed the study (758 patients), those taking ibuprofen and diclofenac had significantly higher incidences of upper GI ulcers vs valdecoxib and placebo (16% and 17% vs 5% and 7%, respectively)



## New Managed Care Resources

These materials are available on the online ordering system. For Healthcare Cluster only.

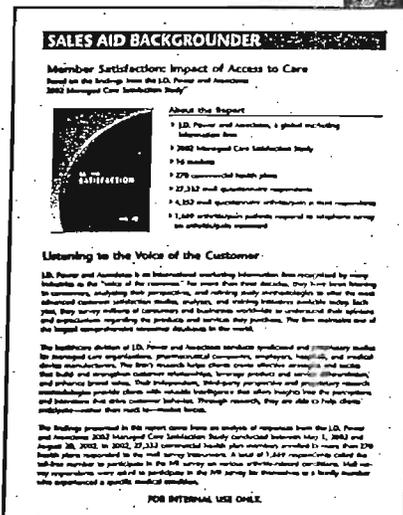
### JD POWER AND ASSOCIATES TOOLS

#### Sales Aid

VA128190A

#### Health Plan Profiler

Based on findings from the JD Power and Associates 2002 Managed Care Satisfaction Study, the JD Power and Associates tools provide a top-line rationale to managed care and employer key decision makers for the importance of member satisfaction and retention, while highlighting economic impact on the bottom line/medical loss ratios of healthcare plans. The tools include a sales aid, a backgrounder on the methodology of the study, and the JD Power and Associates Health Plan Profiler. The Health Plan Profiler, a PC-based software program, provides detailed analyses and unbiased plan comparisons on product and/or service performance.

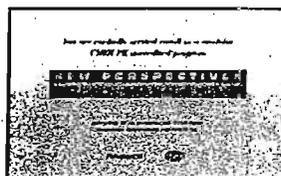


#### Training Guide

VA128190C

#### New Perspectives in Pain Management BRC

In follow-up to the 2002 Pain Summit in Las Vegas, core curriculum faculty members have written the CME/CPE CD-ROM series: *New Perspectives in Pain Management*. The impact of the APS Guideline for the Management of Pain in Osteoarthritis, Rheumatoid Arthritis, and Juvenile Chronic Arthritis will be the focus for all 5 modules.



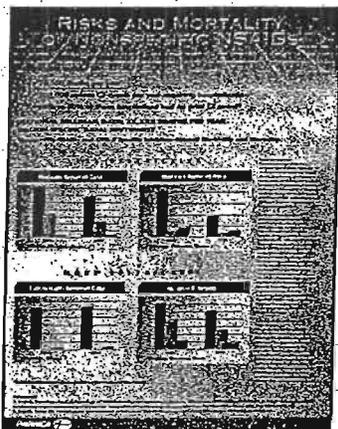
## Managed Care Resources Still Available

### COPROMOTIONAL TEMPLATES

Series of promotional templated tools that can be customized with individual plan logos to reinforce specific CELEBREX, BEXTRA, and Portfolio messages.

These materials may not be available to the entire field force.

These items are not available on the online ordering system.



### UPPER GI RISK AND MORTALITY SELL SHEET

CL121776

Provides data on upper GI morbidity and mortality: national, state/regional, and/or hospital results.

#### Rx Pad Insert Card

CELEBREX	CL117924C
CELEBREX	CL117924P (with Oncology Information)
BEXTRA	CL117924K
Portfolio	CL117924E

#### Formulary Status Announcement Shelf-Talker

CELEBREX	CL117924Q
BEXTRA	CL117924O
Portfolio	CL117924T

#### Cardiovascular Safety Profile Flash Card

Portfolio	CL117924F
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#### Formulary Announcement Sticker

CELEBREX	CL117924U
BEXTRA	CL117924I
Portfolio	CL117924J

#### Gastrointestinal Safety Profile Flash Card

Portfolio	CL117924H
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#### Formulary Announcement Card

CELEBREX	CL117924R
BEXTRA	CL117924N
Portfolio	CL117924S

#### Dosing Flash Card

CELEBREX	CL117924L
BEXTRA	CL117924M
Portfolio	CL117924G

#### Prior Authorization Card

CELEBREX	CL117924B
CELEBREX	CL117924A
CELEBREX	CL117924D

## Medical Education Resources

### Promotional Programs

#### CME NATIONAL VISITING PROFESSORS LECTURE SERIES

**Time frame:** Programs are tentatively scheduled to begin in late June/early July 2003, and will be scheduled throughout the remainder of 2003.

**Actions needed:** Identify potential attendees and distribute invitations for scheduled programs.

**Joint Disease**

**Surgical Pain Management**

**Sports Injuries**

**Outpatient Pain**



### CME Programs

#### NEW DIRECTIONS IN PAIN MANAGEMENT National CME Grand Rounds Lecture Series

CL126356

**Field forces:** Alta, PD2, Powers Rx, Roerig, Searle, Upjohn, and Cluster A Specialty.

**Primary target audience:** Anesthesiology, emergency medicine/trauma, surgery (general, orthopedic, and plastic), internal medicine, and family practice.

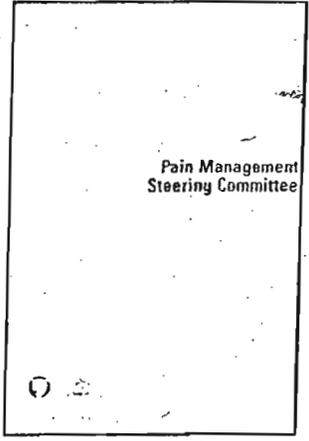
**Topic(s):** 8 topic tracks related to current standards and new therapeutic approaches to the assessment and management of pain in the hospital and outpatient settings.

**Targeted institutions:** Teaching hospitals with more than 200 beds and high NSAID potential.

**Time frame:** Late spring 2003 through the second quarter of 2004, including a total of 120 grand-rounds lectures.

**Actions needed:** Identify prospective host institutions with interest in and availability for scheduling a grand-rounds lecture. Contact Education Exchange with information on your interested institution.





**MANAGING PAIN IN THE PRIMARY CARE OFFICE  
A Regionally Based CME Meeting Series**

**Target audience:** 50 PCPs/meeting.

**Timing:** August to November 2003.

Practical guidance to PCPs on managing the top 6 painful conditions that present in their offices: upper back syndrome, lower back syndrome, acute joint pain, chronic joint pain, chronic pelvic, and cancer end-of-life care.

**16 targeted cities:**

Seattle	8/23/03	Chicago	8/23/03	Los Angeles	9/6/03
Houston	9/6/03	Washington, DC	9/13/03	San Antonio	9/13/03
Indianapolis	9/20/03	Tucson	9/20/03	San Francisco	10/11/03
Philadelphia	10/11/03	Detroit	10/18/03	Minneapolis	10/18/03
Atlanta	10/25/03	Columbus	10/25/03	Jacksonville	11/1/03
Denver	11/1/03				

**PRIMED PRIMARY CARE UPDATES**

CL127444

Two-hour satellite symposium within agenda of PriMed Primary Care Update Conferences. Topic confirmed is unique within class for each meeting (see confirmed topics below.) Opportunity for field force to display.

**Lead sales force:** Powers.

**Actions needed:** Distribute invitations within targeted city.

**New Guidelines and Strategies for the Management of Painful Arthritis**

San Diego	9/11/03	Tampa	11/21/03	San Antonio	12/12/03
Chicago	9/18/03	San Jose, CA	12/2/03		

**New Guidelines and Strategies for the Management of Pain in Primary Care**

Portland, OR	10/1/03	Long Island, NY	10/17/03	Houston	11/18/03
Cleveland	10/10/03	Denver	11/5/03		



**UNRAVELING THE MECHANISMS AND CLINICAL CONSEQUENCES OF PAIN**

**A Case-Based Interactive Expert Panel Roundtable**

CL128770

PHRs, IHRs, and PROs will receive 25 BRCs. "Virtual satellite symposium" archived March 23, 2003.

- CME activity distributed in highly interactive CD-ROM

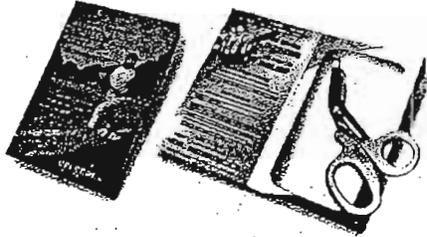
**Target audience:** Pain, orthopedics, and surgery.

**Faculty:** TJ Gan, Clifford Woolf, Tim Brennan, Henrik Kehlet, and Nagy Mekhail.

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Exempt from FOIA—Confidential  
Treatment Requested

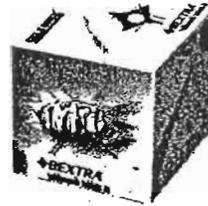


## New Portfolio Premiums



**BANDAGE SCISSORS  
AND DETAIL BOX**

CL115507

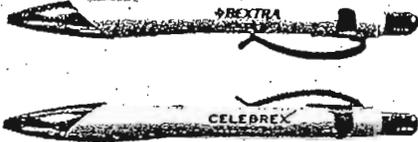


**PAPER NOTE CUBE**

VA123156

**WHITE PORTFOLIO  
PREMIUM PEN**

VA119749

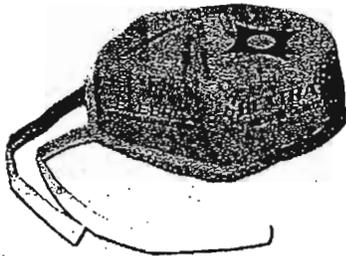


One pen with both logos.



**ANATOMY CHART**

VA128155



VA128153A

**SCRUB HATS**



VA128153B

BEX006599283  
Exempt from FOIA--Confidential  
Treatment Requested

## Portfolio Premiums Still Available

### STICKY NOTEPAD

CL119757

### SILVER PEN

VA119231

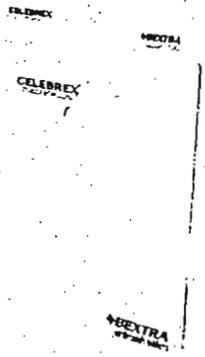
One pen with both product logos.  
Includes stylus for use with PDAs.

### TELEPHONE MESSAGE PAD

CL115859

### EXAM ROOM CALENDAR

CL109720



### SAMPLE BAGS WITH MAGNETIC CLIP

VA119233

### REFILL BAGS

VA119232



### PORTFOLIO SHOPPING BAG

VA119750



## **CELEBREX Premiums Still Available**

### **KNEE MODEL**

CL109719

### **QUANTITY PENS**

CL118878

### **NOTEPADS**

CL109417

### **LIGAMENTS TEAR PAD**

CL115506

### **X-RAY DETAILER**

CL111238

### **STICKERS (LIGHT BACKGROUND)**

CL115508

### **STICKERS (DARK BACKGROUND)**

CL109717

### **BUSINESS CARD HOLDER**

CL109715

### **"RETURN TO THE GAME" BROCHURE**

CL114193

Famous athletes and their physicians discuss recovery from a variety of sports-related injuries in this CELEBREX-sponsored glossy publication.

**BEXTRA Pens**

**QUANTITY PEN (FAT)**

VA105832

**QUANTITY PEN (THIN)**

VA105833

**BEXTRA Premiums Still Available**

**ANTIBACTERIAL SOAP**

VA119762

**TIMER**

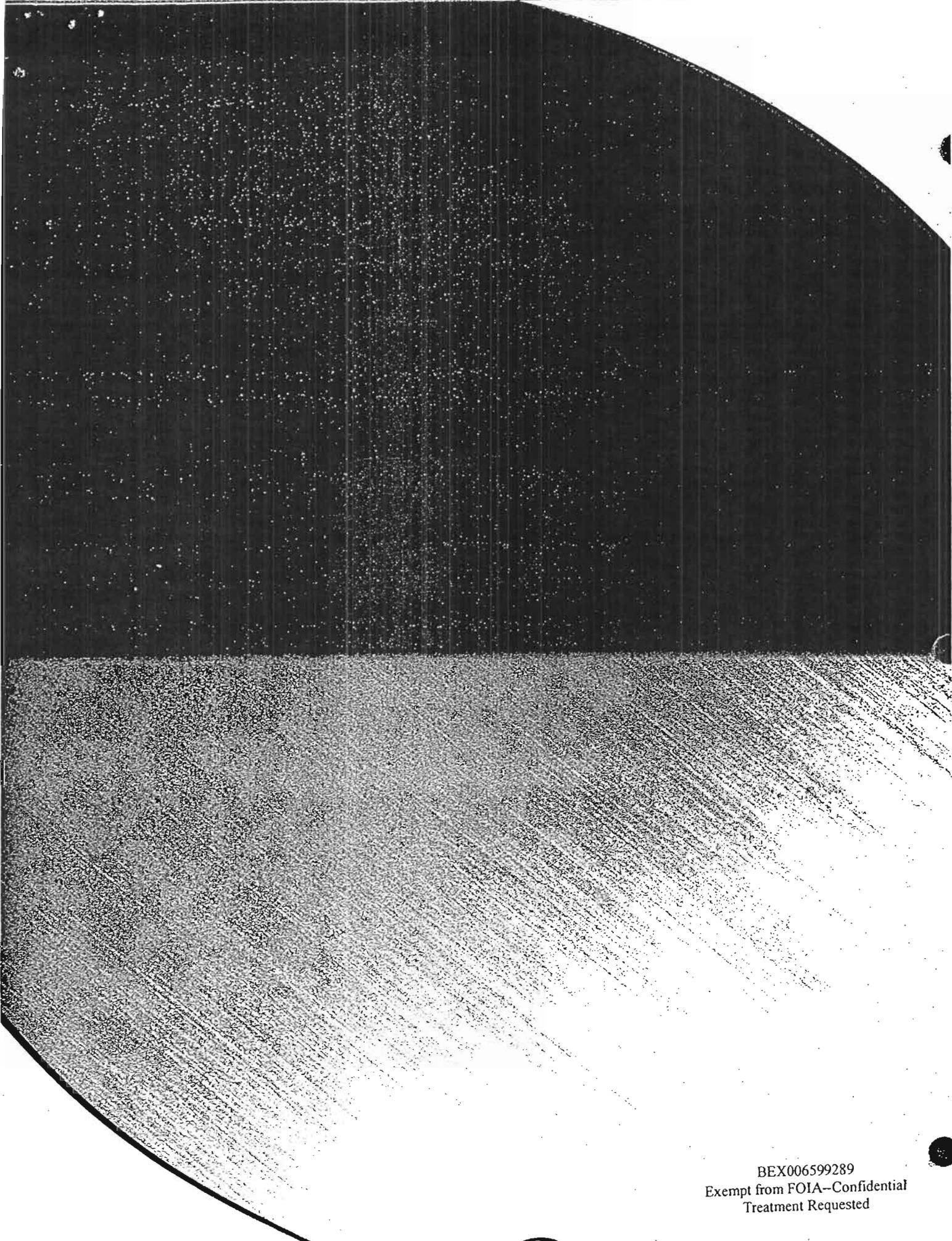
VA119756



**CELEBREX.**  
(CELECOXIB CAPSULES)

BEX006599287  
Exempt from FOIA--Confidential  
Treatment Requested





BEX006599289  
Exempt from FOIA—Confidential  
Treatment Requested

**Last Chance for COX-2 Materials—  
Get Them While They Last**

*The following materials are in limited supply. Place your orders  
as soon as possible. Materials will no longer be available after  
July 1st.*

**BEXTRA REVISED RHEUM DETAILER**

VA115968R

**BEXTRA REVISED ORTHO DETAILER**

VA115967R

**POA 1 2002 ACUTE PAIN SLIDES ADDENDUM**

YUX0015218B

**POA 3 2002 BEXTRA FILE CARD**

VA114628R

**2001 WEIGHT CONTROL BROCHURE (3 IN A SERIES OF 3)**

YUX0013490

**2001 TIPS AND TOOLS: MANAGING ARTHRITIS**

YCE201382

**2001 MEDICAL ECONOMICS CD-ROM**

YUX0012672

BEX006599290  
Exempt from FOIA--Confidential  
Treatment Requested

**BEXTRA**  
valdecoxib tablets