



From: Farina, Thomas P  
Sent: Monday, November 24, 2003 1:01 AM  
To: DL-Powers\_NE\_J\_Reps  
Cc: Holloway, Mary J; RAINERO, RONALD; White, David M; Obeid-Asad, Nada; Combos, Eileen A; Camacho, Erwin P; Elfstrum, Erik J  
Subject: Notes from POA

Highlanders,

Thank you again for an awesome POA. I have never felt more confident in our messaging, strategies, and in the great data that we have to available. I am attaching the Playbook and VERY DETAILED notes from our POA. Please print out both files and put them in your Battlebooks along with my 2004 Vision and the Inner Circle print that I gave you at POA. Take the time to read through the Notes as they will definitely refresh your memory and keep our great sessions at the forefront of your mind.

I am also including the "Is Vanco still the holy grail?" presentation that rolls out our MRSA fund initiative. IHRs, this is a great initiative for you to take ownership of and to really show your District and Regional leadership. The IHRs that are successful with this initiative will lead the region with Zyvox - guaranteed!

Here are our Product Must Do's:

Cox-2 Must Do's

- Utilize Drill Down and High Writers to target high Ibuprofen, Naprosyn, and Vioxx Loyalists with appropriate message! Fish Where The Fish Are! Utilize Cox -2 Game book!
- (Searle, PRO, Powers)
  - Target orthopedic groups for Slappendel Pre/Post Op Protocols.
  - Target Rheumatology vs. Mobic
- Leverage ACR data with VIP Hospitals/Managed Care. Ensure a coordinated effort with MMM's, RMRS, Sales, P&T members.
- Accountability - Team Notes **including IHRs**
- Follow up to Speaker Training Program (ACR data will be presented here).
- Every Vioxx Loyalist gets the Medical Inquiry (Specialty=Pro/Powers/Searle, PC=Alta, Upjohn, Roerig) Place in Team notes when completed.
- Utilize Medical Group Builder (Orthopedic, Rheum, Medicaid, Vioxx Loyalist)
- Within next 2 weeks, discuss ACR findings with every Rheumatologist

Zoloff Must Do's

- Consistent Cluster A Team Message - compare & win
- Access - Every Zoloff Call mention starter pack & Zoloff's preferred MCO status & NY State Medicaid
- Cluster coverage of top 10 decile doctors
- Ask for switches from Paxil to Zoloff
- Accountability - team notes, leave behinds, lunch & learn programs, CCP coordination

Zyvox Must Do's



*"There can be only one."*

**Tom Farina**

Brooklyn District Manager - Powers Rx

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