



From: Farina, Thomas P
Sent: Monday, June 14, 2004 2:10 AM
To: Alvarez, Alex
Cc: Farina, Thomas P
Subject: FW: Pain Pathway in Place at Interfaith

Alex,

As a reminder, we discussed the importance of promoting Bextra and all products according to approved labeling at POA 2. According to our previous discussions, I know that you made Interfaith aware that only Celebrex is indicated for acute pain. It is important that we continue to promote Bextra ONLY for arthritis and primary dysmenorrhea. Thank you for your continued adherence to this.

"There can be only one."

Tom Farina

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

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

From: Weathermon, Ron
Sent: Friday, June 11, 2004 5:19 PM
To: DL-NE_J_Tacu
Cc: Holway, Cynthia A; McCain, Walter J; Cannito, Maria; Rodriguez, Michele; Alvarez, Alex
Subject: Pain Pathway in Place at Interfaith

TACU Team,

See the attached CEC SIREN. Another pain pathway has been placed at another Brooklyn Hospital. Thank to Alex Alvarez for his teamwork and persistence in achieving this goal.

Thanks!

Ron



ICE11001_Interfaith
Hospital_0...

Ron Weathermon, PharmD
Pfizer Clinical Education Consultant
1-800-233-7241 #74606

CEC SIREN

Date: June 11, 2004

<u>Account Name</u>	<u>Product</u>
Interfaith Hospital	Celebrex

Opportunity

Success

CEC: Ronnie Weathermon - ICE11J01

Region/Location: 11

TACU/Market: 11J

Situation/Opportunity:

Standardized analgesic dosing pathways are a means of ensuring that patients receive the most appropriate doses of analgesic medications available through a particular institution. Once in place, these pathways have demonstrated increased utilization of COX 2 agents contained within (Celebrex, Bextra)

Action Required:

Interfaith Medical Center has developed an analgesic dosing pamphlet for distribution throughout the entire medical center. Through cooperation between IHR, Alex Alvarez and CEC, Ron Weathermon - along with the Interdisciplinary Pain Team, a pain management process was put into place at Interfaith.

Goals & Results:

Increase Celebrex and Bextra market share through the implementation and consistent use of the Interfaith Pain Pathway.