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**From:** Farina, Thomas P  
**Sent:** Friday, July 25, 2003 4:20 PM  
**To:** DL-Powers\_NE\_J\_Reps; Traina, Anthony J; Williams, James S; Elfstrum, Erik J; RAINERO, RONALD; Camacho, Erwin P  
**Cc:** Holloway, Mary J  
**Subject:** Pre-op Briefing Contest

**Importance:** High

Highlanders,

Attached is a contest that is based upon our Pre-op briefing sheet strategy. The contest is a joint contest that will include the Powers, PRO, Searle, and Upjohn Divisions in Brooklyn, Manhattan, and Long Island. It will run from **July 21<sup>st</sup> until September 12<sup>th</sup>**. This contest is designed to reward those of you that IMPLEMENT and DRIVE SALES of our Cox-2 Portfolio.

I want you to keep in mind the following:

1. Our primary goal is still to get Celebrex and Bextra used first line and to continue to increase sales to exceed quota for our Cox-2 portfolio.
2. You should never bring up a Pre-op briefing sheet until you have convinced the doctor to use one of our Cox-2 inhibitors first line.
3. The Pre-op briefing sheet should be part of an Action Close to gain a firm commitment to use one of our Cox-2's first line.
4. The Pre-op briefing sheet can be a Powerful tool but only if you pull it through.

So now that you have a briefing sheet, what do you do? In other words, **what does Good Pull Through look like?** Here are some ideas:

1. "Doctor, who else should know that Bextra/Celebrex is your new standard of care?"
2. "Doctor, who else needs to see this information?"
3. "Doctor, are there any other physicians that you can think of that could benefit from using Bextra/Celebrex pre-operatively?"
4. "Doctor, can we put one of these Pre-op briefing sheets in each of your patient's charts when they come in for an office visit?"
5. Work with the office to ensure the timely printing and implementation of the Pre-op briefing sheet. You will typically be working with the nurse in the office that does the patient work-ups.
6. Why not stamp a prescription pad with Bextra or Celebrex, have them attach a script to each briefing sheet, and then put them in the patient chart?
7. In-service the office during a lunch and have the doctor tell his staff that he would like Bextra/Celebrex used in all of his pre-op patients. For patients already on Celebrex/Bextra have the physician teach his staff to keep the patients on Celebrex/Bextra.
8. Have the physician in-service the Dept. of Anesthesia for the hospital that he does his operations at to ensure that they do not stop the Bextra/Celebrex.
9. Have the physician in-service the Dept. of Anesthesia to get them to put in place a Hospital-wide Pre-op Standing orders (Maimonides Medical Center is a great example).
10. Have the physician help you to convince your other Orthopedic targets that Pre-op Bextra/Celebrex is the way to go.
11. Ask the doctor who his closest physician friends are and get them involved with Pre-op Bextra/Celebrex.
12. If the practice has a website, ensure they include the new Pre-op instructions on their website.

These are just a few examples and I am sure that you can come up with more.



As you can see, the briefing sheet itself is just square one. The team that implements and coordinates/communicates the best will win. **Not only will the winning LAT team(s) win major ACE points but you will also be recognized by your Management Team at a special Victory Dinner.**



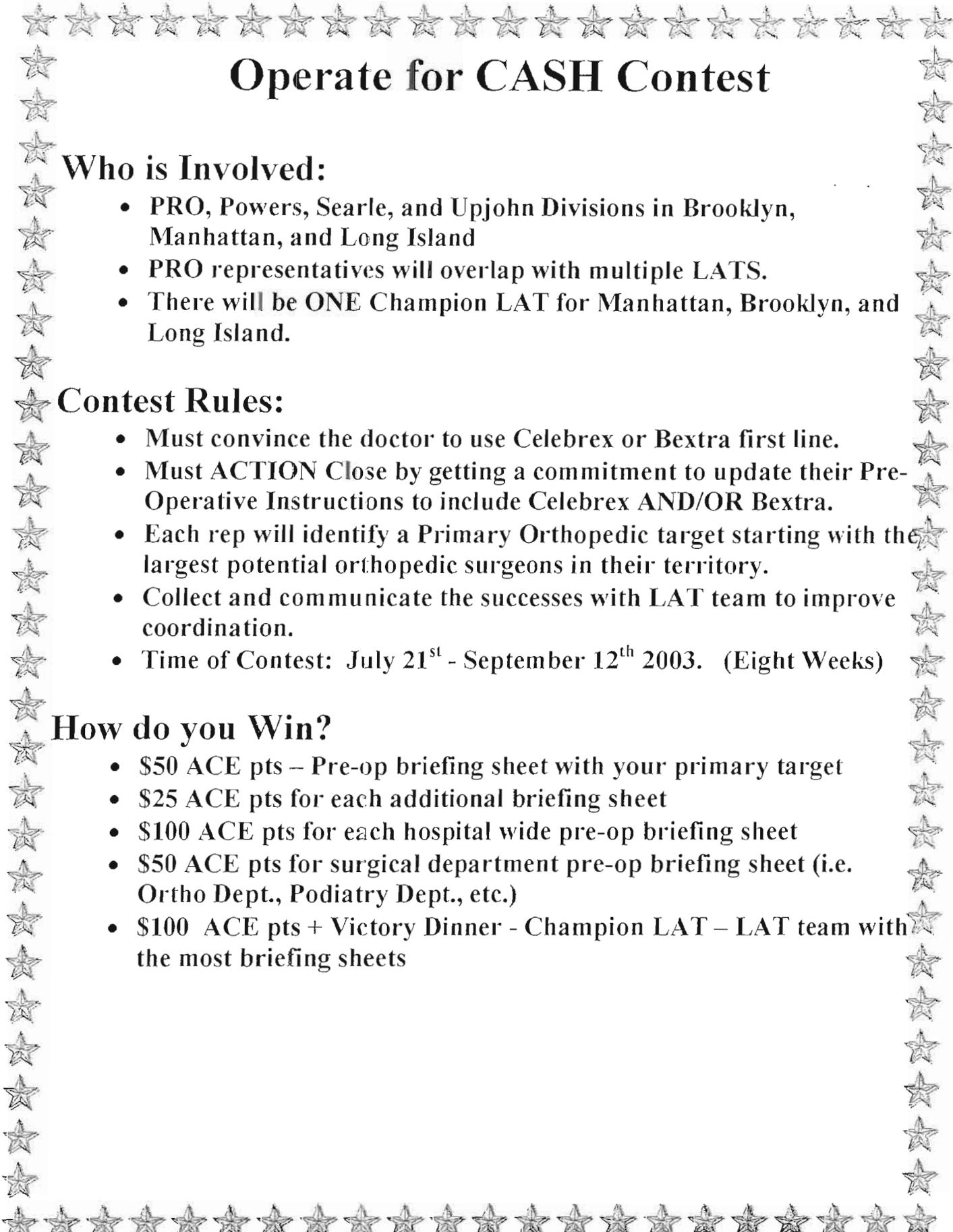
2003Operate for  
Cash Contest.d...

Good Selling and EXECUTE the plan

**“There can be only one.”**

**Tom Farina**

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# Operate for CASH Contest

## Who is Involved:

- PRO, Powers, Searle, and Upjohn Divisions in Brooklyn, Manhattan, and Long Island
- PRO representatives will overlap with multiple LATs.
- There will be ONE Champion LAT for Manhattan, Brooklyn, and Long Island.

## Contest Rules:

- Must convince the doctor to use Celebrex or Bextra first line.
- Must ACTION Close by getting a commitment to update their Pre-Operative Instructions to include Celebrex AND/OR Bextra.
- Each rep will identify a Primary Orthopedic target starting with the largest potential orthopedic surgeons in their territory.
- Collect and communicate the successes with LAT team to improve coordination.
- Time of Contest: July 21<sup>st</sup> - September 12<sup>th</sup> 2003. (Eight Weeks)

## How do you Win?

- \$50 ACE pts – Pre-op briefing sheet with your primary target
- \$25 ACE pts for each additional briefing sheet
- \$100 ACE pts for each hospital wide pre-op briefing sheet
- \$50 ACE pts for surgical department pre-op briefing sheet (i.e. Ortho Dept., Podiatry Dept., etc.)
- \$100 ACE pts + Victory Dinner - Champion LAT – LAT team with the most briefing sheets