

US MEDSA MAXALT Coordinating Team

2000 Objectives and Accomplishments

OBJECTIVES

- ◆ Generate Data in Support of MAXALT
- ◆ Defend MAXALT Against Launch of Eletriptan

The Triptans

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Medical Services

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GENERATE DATA IN SUPPORT OF MAXALT

Treatment Outcomes and Satisfaction – MAXALT vs. Non Triptan Usual Care Study

- ◆ Initiating the study

MAXALT vs. Imitrex Patient Preference Study

- ◆ Completed study
- ◆ Presented results at the American Headache Society (AHS) 2000 Scientific Meeting at a closed-door Investigator's Meeting*, Diamond Headache Research and Educational Foundation (2000)*, Headache World 2000*, Southern Medical Association (2000)*; submitted to World Congress of Neurology (2001)* and American Academy of Neurology (2001)*

Development of Study Protocols with MRL

- ◆ Participated in the development of protocol design with MRL for the MAXALT adolescent studies, Vioxx and Singular prophylactic studies*, Vioxx acute treatment study* and Vioxx/MAXALT studies*

Educate Physicians on Migraine Management Issues and Potential Treatment Options

- ◆ Supported US and PCP Advisory Board meetings and national and regional consultant's meetings (set agendas, data presentation, prepared outside speakers)
- ◆ Created Young Investigator's Advisory Board meeting*
- ◆ Supported advocates and speakers involved in HEL programs*
- ◆ Served as content experts in development of TSP I, II, and III*, and developed Migraine Pre-Clinical Slide Set*
- ◆ Provided CME programs to more than 17,000 physicians and other healthcare professionals, exceeding the anticipated participants by 3,000*, by creating the following:
 - ▲ Today's Approach to Migraine Management National Audio-conference Series
 - ▲ Virtual-Headache web-site
 - ▲ Migraine case study video and monograph
 - ▲ Triptan slide set, monograph and internet project

- ▲ MAXALT exhibit presence at 30 national and large regional professional society meetings
- ▲ Support of 15 core symposia, 5 satellite symposia and 4 material courses (audiotapes, journal supplements)
- ▲ Provided grant support for 10 fellowship practice/education awards given by the American Headache Society, American Academy of Neurology, Diamond Headache Research & Educational Foundation

Functioned as consultant to the TBG, external authors and venders in support of the secondary publications strategy for MAXALT. In addition, participated on MRL primary publications team in similar capacity*.

Disease Management Efforts

- ▲ Developed and initiated migraine disease management programs at Allina and Aetna USHealthcare
- ▲ Authored manuscript on Allina Migraine Disease Management Program

DEFEND MAXALT AGAINST LAUNCH OF ELETRIPTAN

MAXALT vs. Relpax Patient Preference Study

- ◆ Prepared to initiate study when eletriptan launches

Launch Novel PIR System in Medical Services

- ◆ Trained 3 Neuroscience Medical Team Members for the MNSC
- ◆ Launched pilot project
- ◆ Expanded and revised standard concept database to capture most recent MAXALT data
- ◆ Drafting new informational packet to target pharmacoeconomic needs of the employer customer group with focus on work loss and productivity*

Liaison with Key Customers/Advocates to Differentiate MAXALT from Other Oral Triptans

- ◆ Supported US and PCP Advisory Board meetings and national and regional consultant's meetings (set agendas, data presentation, prepared outside speakers)
- ◆ Supported advocates and speakers involved in HEL programs*
- ◆ Served as content experts in development of TSP I, II, and III*, and developed Migraine Pre-Clinical Slide Set*
- ◆ Through CME, supported awareness/dissemination of eletriptan data in national migraine audioconference series, and the triptan monograph and slide set.
- ◆ Functioned as consultant to the TBG, external authors and venders in support of the secondary publications strategy for MAXALT. In addition, participated on MRL primary publications team in similar capacity*.

Prepared Internal Customers for Eletriptan Launch

- ◆ Designed/created triptan medical backgrounder
- ◆ Drafted detailed training module on eletriptan (pending label)
- ◆ Provided clinical and scientific updates on eletriptan to trainees
- ◆ Revising training module on MAXALT to incorporate new clinical studies and created a new competitive products guide
- ◆ Prepared training pieces for expected launches of Imitrex 100mg tablet, Zomig Rapimelt, almotriptan and frovatriptan*

*Exceeded objectives