

OBJECTIVES AND ACCOMPLISHMENTS

MEDSA COORDINATING TEAM 2000



KEY BUSINESS OBJECTIVES: **Refine and Refocus** Promotion from DTC focus to physician focus to increase prescribing yield
Effectively and Efficiently Grow the brand • **Increase Income** by delivering \$51 MM in controllable income over the next 5 years

EDUCATE/ASSIST PHYSICIANS IN OVERCOMING SAFETY MISPERCEPTIONS

Develop and maintain a presence with Primary Care physicians and Dermatologists and coordinate Merck activities and exhibits at professional meetings

- * Prepared exhibits and represented Merck at major dermatology meetings, including the American Academy of Dermatology (AAD) 2000 [sponsored successful key advocate event], Hawaii Derm (Feb), Summer Academy 2000 (Aug), ISHRS (Dec), and Dermatology Foundation Colloquium
- * Merck exhibits and representation at major PCP meetings: American College of Physicians Annual Meeting, Pri-Med, ACOFP, SMA, AAPA, AAFP (Sept).
- * Met with key thought leaders in hair, acne and dermatology and the officers and board members of the AAD and Women's Dermatology Society [support of Women's Derm Society Newsletter]. Support of AAD initiatives—National Dermatology Public Awareness Program, Hair Loss Pamphlets, Camp Discovery
- * Gave an CME course on cutaneous manifestations of inflammatory bowel disease at the AAD Annual Meeting and worked with Public Affairs to develop responses to anticipated questions regarding 3- and 4- year efficacy data

Facilitate an Internet CME Dermatology program for PCPs

- * Provided Medical Education Collaborative with an independent educational grant to conduct a CME Dermatology Roundtable "Treatment Update-Common Dermatologic Conditions (Hair Loss, Acne) Present in the Family Practice Setting". This will be posted on Medscape for one year.

Educate PCPs on efficacy and safety issues via targeted Remote Speaker Program

- * Created the slide set and script for the Remote Speaker Program to educate primary care physicians on the efficacy and safety of PROPECIA®
- * Assisted in the training of the faculty for the Primary Care Physician Remote Speaker project

Train dermatology and office-based sales force

- * Created a new medical backgrounder, "Male Pattern Hair Loss and PROPECIA®", a pocket guide for office-based sales force, and a new product worksheet exam
- * Developed a new "Hair Loss and PROPECIA®" training slide set and script for the OBR regional trainers
- * Developed an abbreviated slide set and lecture for the in-person OBR lecture
- * Conducted teleconferences jointly with TBG to update sales trainees regarding issues and challenges related to PROPECIA®
- * Conducted training teleconferences for the DSR's so they could support the OBR's efforts in promoting PROPECIA®
- * Giving separate training lectures for OBRs and DSRs
- * Milestones I and II for advanced sales training are in the final stages of development

SUPPORT/ASSIST THE TBG WITH CONSUMER PROMOTION

Provide medical assistance and review for promotional materials: Medical Legal Board

- * Worked with the TBG, MRL and Legal to develop alternative physician promotion language on semen/sperm safety and a data on file packet after withdrawal of the Overstreet reprint (FDA reviewers questioned the title and conclusion of the article)
- * Assisted consumer promotion group in screening men for participation in infomercial

Provide medical assistance to "Hats Off Charity Challenge" public affairs campaign

- * Worked with participating players in the "Hats Off Charity Challenge" and with Public Affairs to develop supporting materials

Assist with and support Medical School Grants "Identical Twin" and "Hair Transplant" Studies

- * Visited the sites of two major MSG studies: the identical twin study and hair transplant study
- * Assisted with study drug supply be sent to study sites in a timely manner

ASSIST TBG/PUBLIC AFFAIRS IN DIFFERENTIATING PROPECIA® FROM THE COMPETITION

CDP to deliver data tape for patients completing Month-12 visit in the PROPECIA® Phase IV study to MRL Epidemiology for interim analysis of the Hair Quality Questionnaire

- * CDP developed a Data Management Plan for the interim analysis for delivery of dataset to MRL Epidemiology on 12/01/00. All Baseline Case Report Forms (CRFs) have been brought in-house and have undergone medical review, queries resolved and data entered into the database.

Respond to HCP inquires

- * Answered PIRs from healthcare professionals
- * Provided personal call backs to healthcare professionals on such issues as the use of PROPECIA® and dermal exposure during pregnancy; time for DHT levels to return to normal after discontinuing therapy; and information on study protocols
- * Updated and maintained standard concept database
- * Training the National Service Center on use of the standard concept database, as needed