

USMEDSA Urology Coordinating Team 2000 Accomplishments vs Objectives

OBJECTIVES	ACCOMPLISHMENTS
<p>EDUCATE PHYSICIANS ABOUT DATA FOR PROSCAR AND ASSIST IN THE LAUNCH OF THE PSA LABEL CHANGES</p>	<p>Coordinate Merck Activities & Exhibits at Medical Meetings • Very successful exhibit presence at AUA 2000 Annual Meeting, Pri-Med, ACE & AAFP meetings • Sponsored BPH Week as part of AFUD's 2nd Annual Prostate Health Month • AUA Annual meeting: hosted Merck Advocate Event (450 Uro's), sponsored- AUA CME BPH Symposia (650 Uro's), AUA Education Store, AUA CD ROM of Course Handouts (6000 MD's), AUA Website, Abstracts Online, & Annual Meeting Planner • Provided the Audience Response System for the AUA Board Review Courses • Supported the: AUA Long Range Strategic Planning, AUA Chiefs of Urol Program, AUA/EAU Exchange Program</p> <p>Provide Medical & Scientific Information • Conducted 3 Regional CME Programs, "Advances in the Eval. & Pharmacologic Tx of BPH". Monograph published & will be posted on Medscape for CME credit for 1 yr • Developed exhibits for AUA 2000 Annual Meeting (& sponsored CD ROM), Pri-Med Meetings, ACE & AAFP meetings. • Sponsored AUA CME program that is being evaluated by Audio Digest for inclusion in its tape program. • Worked with Annenberg Center for Health Sciences to create a Journal Plus Program (CME) on "The Role of Serum PSA in BPH" • Database updated with all product AUA abstracts, HCP's product & disease questions answered in writing &/or by personal calls. • *Ongoing participation in MRL manuscript review/revision process, & Medical School Grant Committee • *Prostatitis & Hematuria MSGP's- Assisted US investigators with investigator-IND application, provided investigators with double-blind medication via outside vendor • * Participated in WPCRC activities related to the circular additions on the relationships of PSA to prostate volume, PSA to outcomes, & prostate volume to outcomes. • * Collected & analyzed competitive product information at AUA (alpha blockers, Dutasteride, herbal products)</p>
<p>SUPPORT MARKETING AND SALES TEAMS WITH MEDICAL & SCIENTIFIC INFORMATION</p>	<p>Training of Urology Sales Force • High quality training lectures given to sales force trainees—top rating given by sales trainees • Trained sales force on key promotional piece "A Profile of Proscar" • Pro-actively wrote three Medical Background texts & tests for PSA launch • Reviewed/edited & assisted in writing sales bulletins (e.g., PREDICT study, Dr. Pitt's negative editorial in J Urol)</p> <p>Medical Review & Assistance in Development of Promotional Materials • Participation in M/L boards • Researched & provided medical literature to support promotional efforts • Assistance to TBG & legal in drafting promotional materials by providing product, medical & urological expertise (e.g., "A Profile of Proscar", "BPH: A Primary Care Perspective", review of all key studies '92-'00) • * M/L board liaison with MRL</p> <p>Issue Research & Analysis Responded to 100% of Issues • Ongoing monitoring of the finasteride & competitive disease literature & the Internet, for US MEDSA, TBG, WHHM & MRL (e.g., quarterly alfuzozin searches for MEDSA & TBG; identification of AUA abstracts of interest for the Merck AUA meeting book) • *Ongoing extensive literature & database research & analysis (e.g., intraprostatic DHT levels; Lower Urinary Tract Symptoms) • *Participation in USHH-MRL-WHHM Prostate Cancer Product Development Team</p>
<p>PREPARE FOR DUTASTERIDE</p>	<p>Work With Marketing to Develop & Execute a Plan to Train Sales Force • Developed MEDSA Dutasteride plan • *Created outline, provided source materials and reviewed WHHM MB (outline and source material being incorporated into promotional slide set) • Assisted TBG in planning & implementing promotional strategy to pre-empt Glaxo • *Created & gave training lectures to both HSA's & to USHH team</p> <p>Issue Research and Analysis • Performed 100% of literature searches & analyses • *Active participants in the USHH team & USHH/WHHM/MRL Counterstrategy Task Force to plan & implement strategy • *Assisted TBG in analyzing competitive data, planning & implementing counter- & promotional-strategy to pre-empt Glaxo</p> <p>Search and Monitor Product and Competitive Literature • Quarterly Literature Search on Dutasteride • Performed quarterly surveillance literature searches for the task force (TBG, MRL, WHHM)</p>
<p>PREPARE FOR THE M3 ANTAGONIST[†] –PENDING PHASE IIB TRIAL RESULTS</p>	<p>Search and Monitor Literature, Databases, and Internet • Begin to Develop Center of Expertise in Neurourology • Provided literature for new product marketing, market research, etc. • Collected voiding dysfunction & incontinence related material at AUA • Identified texts for library • Assisted in early strategic planning</p> <p><i>†Did not continue into Phase III</i></p>

Henry Rodrique, *APA*; Joanne Palmisano, Lee Halper, *CDP*; Leonard Silverstein (chair), Kathleen Peeples-Lamirande, *Medical Services*; Tom Abbott, *ORM*; Fran Kaiser, *RMD*

