

MEMO

**TO: REGION MEDICAL DIRECTORS
HSA EXECUTIVE TEAM**

July 31, 2000

**FROM: Susan Baumgartner, TBG for VIOXX
E.B. Brakewood, TBG for Etoricoxib**

SUBJECT: National Advisory Boards

Purpose:

The purpose of this memo is to request your assistance in identifying national advocates to serve on the national advisory boards for Merck's Coxibs.

Boards to be Established:

In addition to the current multidisciplinary advisory board for VIOXX and the clinical pharmacy advisory board (see attached participant lists), we intend to establish the following boards, each with approximately 12-15 members:

OP – Redacted – other product

- Joint Vioxx/Etoricoxib Orthopedic Surgery (ORS) Advisory Board (to be comprised of national orthopedic surgeons in diverse sub-specialties and to include Dr. Jim Andrews).
- Joint Vioxx/Etoricoxib Pain Management Advisory Board (to be comprised of anesthesiologists, emergency medicine physicians, oncologists, and other pain management specialists).
- Joint Vioxx/Etoricoxib Clinical Pharmacology Advisory Board (to be comprised of clinical pharmacologists and pharmacists involved in research and clinical use of Coxibs – existing clinical pharmacy advisory board members will likely be rolled into this advisory board).

Criteria for Physician Identification:

Please use the following general guidelines in identifying potential advisory board candidates:

1. *Advocate* – A positive predisposition to Merck; willing to work with representatives from Merck Marketing, RMDs, MRL, and CDP; strong relationship with the HSA.

Willing to take a position on key issues that is consistent with Merck's position and to proactively share it with colleagues and others.

2. *National thought-leader* – A recognized national thought-leader in their respective specialty (e.g. leader in research, author of major publications, editor of prestigious journals, and credibility with peers).
3. *Proficient public speaker* – The ideal candidate would speak at National Consultant Meetings for Merck, work with the media for comments on key events, and serve as the first link in the communication cascade to other physicians, key customers, and, occasionally, consumers.
4. *Rising star* – Ideally, we would like to recruit a few “rising-star” physicians who may have participated in or served as lead investigators in our clinical trials.

Timing and Next Steps:

We intend to hold our first meetings in early 2001. To accomplish this, we believe it is necessary and appropriate to begin identifying candidates as soon as possible. Please provide names, other relevant information about the candidate, and your rationale for recommending these individuals to one or both of us by Friday, August 11th. Once we have a preliminary list of candidates, we will schedule a teleconference with you to refine the list and clarify next steps.

Please do not contact candidates at this time regarding their participation in these advisory boards. Due to the very limited number of these positions, we will most likely not be able to include all recommended candidates on a board. Obviously, all of us want to avoid prematurely raising an important advocate's expectations and then being placed in the awkward position of having to explain why they were not included.

Thank you very much for your assistance. Please do not hesitate to contact either of us with any questions you may have.

H.E.B. ext 20166

S.L.B. ext 20778

cc: National Advocate Team for Vioxx & Etoricoxib

Multidisciplinary Advisory Board for Vioxx

CHAIR: Marc Hochberg (RHEUM)
Tom Schnitzer (RHEUM)
Art Weaver (RHEUM)
Michael Schiff (RHEUM)
Michael Weinblatt (RHEUM)
Warren Katz (RHEUM)
Loren Laine (GASTRO)
Walter Peterson (GASTRO)
Robert Fitzgerald (ORS)
Wendye Robbins (ANESTH)
Perry Fine (ANESTH)
Scott Reuben (ANESTH)
Matthew Weir (NEPHRO)
Craig Brater (IM/NEPHRO)
Mark Fendrick (IM)
Michael Gloth (GERIATRICS)

Clinical Pharmacy Advisory Board Members

Ann B. Amerson, PharmD
Larry E. Boh, Msc
William Russell Garnett, PharmD
Philip Paul Gerbino, PharmD
Donald R. Miller, PharmD
Mary Beth O'Connell, PharmD
Thomas W. Redford, PharmD
Ralph E. Small, PharmD
Charles Wayne Weart, PharmD

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