



Abbott Laboratories Inc.
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The Kingdom of
Abbott Pain Management
sends the Royal Crusaders
its most noble and *August* greetings!



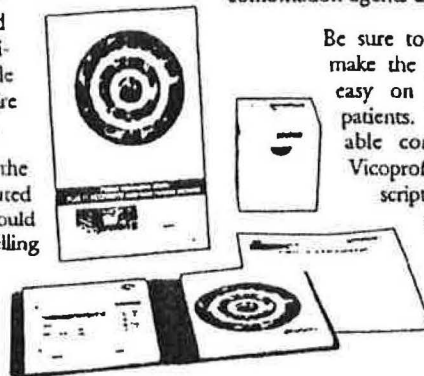
Follow the Queen

The Royal Court wishes to honor all Crusaders for their continued advocacy of postoperative pain management to doctors throughout the land. However, as you continue to spread the word about the benefits that OxyContin® can bring physicians and patients, don't forget to position Vicoprofen® as a viable option for patients who require pain relief of less than 10 days.

To help you in your efforts, the Queen of Pain recently distributed a number of materials that should provide excellent support for selling Vicoprofen. These include BRCs for unit dose samples, BREs for preprinted prescription pads, and BRCs for patient information and rebate kits.

During your sales calls, promote these value-added services to your physicians. The best way to know which program your customers perceive as having value is to ask—

every time you make your calls. Many times your physicians will change their mind based on your repetitive sales calls. You are helping them *Know the Difference* between other hydrocodone combination agents and Vicoprofen.



Show your doctors how easy it is to prescribe Vicoprofen by introducing support materials during your sales calls.

Be sure to note how these materials make the prescription of Vicoprofen easy on your doctors and their patients. The preprinted pads enable convenient prescriptions of Vicoprofen, as well as other prescription drugs, requiring only a quick signature. Plus, unit dose samples help doctors start their patients on Vicoprofen therapy, many times even in the office.

Ultimately, these materials ensure that nothing stands in the way of your doctors' prescription of Vicoprofen. All you have to do is introduce them to your physicians during your calls! APM

Ask the Empress

In this newsletter, we're introducing "Ask the Empress," a section that features frequent questions Crusaders ask the Empress of Analgesia. We encourage you to submit questions to the Empress via voicemail, e-mail, or fax.

Crusader: *How is progress toward our 2000 sales plan?*

Empress: The Crusaders have made great progress, and enabled us to get close to our goal. However, we are not meeting our plan goal at present. To fully meet our goal, we'll need all Crusaders to hone their focus on their key 50 surgeons, and anesthesiologists—those who have the potential to widely prescribe OxyContin and Vicoprofen on a consistent basis each month.

In doing so, you can build relationships and establish rapport from the beginning to help boost access for OxyContin and Vicoprofen sales presentations. When you're making calls, consider OxyContin and Vicoprofen a coprimary situation—in every sales call you present both OxyContin and Vicoprofen. In promoting both, you're not only growing prescriptions—you're also promoting Abbott Pain Management as the premier company offering products to meet their needs for moderate to severe pain management. Look for future tools to help you in your Crusade. APM

Gallantry in Action

The Royal Court of OxyContin[®] acknowledges and extends its gratitude to the Knights of the Round Table, composed of various Crusaders from across the land. The Knights have participated in monthly teleconferences, sharing the wisdom they've acquired throughout the Crusade and aiding the Court in programs and literature development. Round Table participants include:

POS Knights:

~~redacted~~

~~redacted~~

PDI Knights:

~~redacted~~

All hail the Knights of the Round Table in the Royal Court of OxyContin!

Quest for the Best

Quest Quiz #1

- The biphasic absorption half-lives of OxyContin are:
 - 1.0 and 7.1 hours
 - 0.6 and 6.9 hours
 - 0.4 and 6.7 hours
 - None of the above
- The current three key selling benefits to be featured in every OxyContin sales discussion are:
 - Ease of q12h single-entity dosing
 - Analgesic efficacy with prompt onset
 - Fewer opioid side effects
 - No acetaminophen or aspirin

~~E. A, B, and C~~
~~E. A, B, and D~~
- Institutions will be scored for compliance with the new ICAHO pain assessment and management standards beginning in 2001. *True/False*
- One Vicodin tab/cap q6h equals 10 mg OxyContin. *True/False*
- When patients taking OxyContin experience an episode of incidental pain, physicians should:
 - Titrate the dose every 1 to 2 days
 - Increase the dose of OxyContin by 25% to 50%
 - Manage it by administering a short-acting analgesic
 - Elevate the OxyContin dose
 - All of the above

Crusaders on the Quest

Crusader knowledge reigns supreme! One hundred forty-two Royal Crusaders participated in our first Quest Quiz. Rewards for these quizzes are being processed now. For those Crusaders curious to see how they performed on the quiz, the correct answers to Quest Quiz #1 are highlighted at left. APM

Sweet Success Stories

The Royal Court thanks the 43 Crusaders who have responded to the call for Success Stories in selling OxyContin.[®] We've reviewed all submissions and are currently determining which Crusaders will receive Honorable Mention and Royal Effort recognition. However, we have selected the winners of the 250-point Grand Prize:

~~redacted~~, and ~~redacted~~

In their joint submission, ~~redacted~~ detailed how they've worked together to develop a long-term strategy in selling OxyContin to doctors who primarily prescribe Percocet[®] and Vicodin.[®] In using this strategy, ~~redacted~~

have not only demonstrated teamwork and follow-through, they've also integrated the OxyContin core message and SASsy close into their calls for successful selling.

In their Crusade to champion the noble name of OxyContin, ~~redacted~~ found a challenge in ~~redacted~~, an orthopedic surgeon in private practice who is also affiliated with a university medical center. During their follow-up visits—which ~~redacted~~ and ~~redacted~~ conducted by alternating their calls, with ~~redacted~~ visiting the office one week, and ~~redacted~~ visiting the next—they learned that ~~redacted~~ busy schedule permitted little time for sales rep visits. In addition, they were informed by his staff that ~~redacted~~ rarely attended lunch and learn programs.

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Nevertheless, I managed to schedule a luncheon with Dr. [redacted] during which they turned the discussion to OxyContin dosing, titration, and conversion recommendations, as noted in the OxyContin dosing card and Ginsberg/Sinatra reprint (Ginsberg et al. Conversion from IV PCA

morphine to oral controlled-release oxycodone tablets [OxyContin®] for postoperative pain management. International Anesthesia Research Society, 72nd Clinical and Scientific Congress, Orlando, Fla., March 1998. Poster).

As a result, Dr. [redacted] agreed to try OxyContin for postoperative pain management, I write. However, they add, "he seemed more interested in getting lunch and going off to see his next patient." In addition, he noted his disappointment that their lunch did not include any sweet junk foods, such as doughnuts.

During the lunch, [redacted] fondness for sugary foods was also noted by his office personnel. "We were told by his nurses and office staff that the best way to capture his attention and develop our relationship was through junk food," I write. "They also told us that it wasn't going to be easy...so together, we agreed on a *sweet strategy* for follow-up calls."

The next week, upon her scheduled turn to call upon Dr. [redacted], Susan brought a surprise gift: A flat sheet cake box that contained an OxyContin dosing card, as well as doughnuts and snack cakes placed in an arrangement that spelled out "OxyContin."

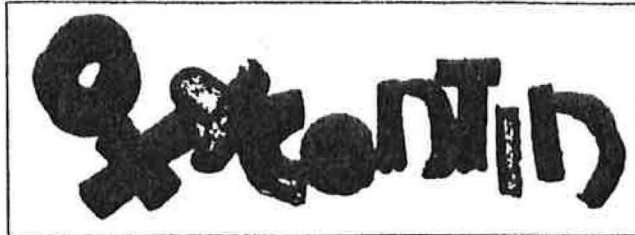
"The office staff rolled over laughing and I gained access to Dr. [redacted]" Susan writes in the story. "When he saw the box, Dr. [redacted] laughed, and gave me two minutes of his time. He was interested in the sweets, but he also asked me about the conversion from Vicodin and Percocet to OxyContin."

Since that call, I continue to tag-team their weekly visits, during which they always ask Dr. [redacted] switch three of his Vicodin or Percocet patients to OxyContin. "We are pleased that we have such a sweet start in developing a relationship with this 'no-see' physician...and we're

looking forward to sweet success with OxyContin!" and write.

For their story, and will receive the full 250 TravPass dollars allotted

to particularly outstanding Crusader Success Stories. In addition, the Royal Court bestows special honors and accolades to I for their ingenious efforts and success in promoting OxyContin. All hail [redacted] and [redacted] Crusaders Extraordinaire! APM



Using doughnuts and other treats, [redacted] illustrated the sweet benefits of OxyContin to

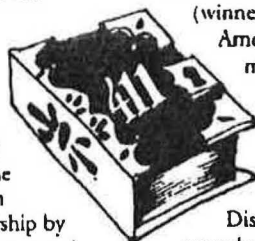
Selected Sales Tips for the Royal Crusade

When making your visits to doctors (using the call structure, including the SASsy close, naturally!), you can highlight many aspects of the OxyContin® profile. Among these is that, as a pure opioid agonist and a single-agent entity, OxyContin has no ceiling to analgesic efficacy and may be titrated to an effective dose without concerns about NSAID or acetaminophen toxicity.

Plus, physicians may adjust the OxyContin dosage without affecting its dosing frequency. The upshot is that patients remain on an easy-to-remember q12h schedule that encourages compliance—but rest with greater comfort. And when their patients stay comfortable, your physicians are bound to look like heroes! APM

The 411 on the ISPM

The deadline for submissions for the Institute for Surgical Pain Management (ISPM) Award for Excellence passed on July 31. However, we encourage all Royal Crusaders to continue distributing literature regarding the Institute and its mission. The continued spread of information about the ISPM and its sponsorship by Abbott can only help your surgeons and residents recognize the importance of postoperative pain management and Abbott's strong commitment to this cause.



ISPM board participants will determine recipients of the Award for Excellence at the ISPM Advisory Board meeting this month (winners will be chosen prior to the American College of Surgeons meeting to be held in Chicago this October). In addition, during this advisory board meeting, ISPM board participants will discuss key issues in post-operative pain management. Discussion will also encompass diverse procedures for treating pain after certain types of surgery. A summary of this particular discussion will be published, and reprints will be made available to all Crusaders. APM

Advice From a Selling Sage

As Royal Crusaders (and members of the Royal Court), we're all working toward the same goal. However, every Crusader is bound to have his or her own style of addressing that goal. In the business of sales, that's a definite plus: You can use your individual strengths as salespeople to make the sale.

In fact, your identity as individuals will help you toward the key goal of sales: Developing a relationship with each of your doctors. After all, business decisions often are based on emotion. So when you approach physicians on your calls, don't

just think of selling the product: Think also in terms of solving their individual problems and meeting their unique concerns. Ask questions about the patients they saw today, as well as the procedures they've done recently. Listen carefully to their responses, and then explain how OxyContin® can meet their needs. Did Doctor X have disruptive callbacks from Patient Y today, unhappy with his breakthrough pain levels on Percocet®? Explain how OxyContin smooth, sustained blood levels throughout 12 hours should alleviate this problem by keeping patients comfortable. Is Surgeon A concerned about the euphoria

Patient B is experiencing from Vicodin®? Tell your doctor that, with its longer half-life, OxyContin has fewer such effects.

Ultimately, be sure to explain the benefits OxyContin will have upon your doctors—their specific procedures, their specific practices, and of course, their specific patients. In taking this tailor-made, individualized approach, you'll grab your doctors' attention far more effectively than by making a canned presentation.

Continue your Crusading!

King
Jerry Eichhorn

OXYCONTIN[®] II
(OXYCODONE HCl CONTROLLED-RELEASE) TABLETS

ABBOTT PAIN MANAGEMENT

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