

Kopchinski, John B

From: Kujawa, Lesly [/o=Pfizer/ou=NA6/cn=Recipients/cn=USPFFK1G23]
Sent: Friday, February 07, 2003 4:46 PM
To: Kopchinski, John B
Subject: FW: Bextra vs. Vioxx verbiage

-----Original Message-----

From: Lustig, Matthew W
Sent: Friday, August 23, 2002 4:16 PM
To: K1G14, USPFF; K1G17, USPFF; K1G18, USPFF; K1G19, USPFF; K1G21, USPFF; K1G22, USPFF; K1G23, USPFF; K1G24, USPFF; K1G25, USPFF
Cc: Brown, Mark
Subject: FW: Bextra vs. Vioxx verbiage

Sharks,

Here are some key points we worked up with at the Orlando DM meeting that may help your Bextra presentation over Vioxx.

Matt



BextravsVioxx.doc

Bextra vs. Vioxx

Doctor, today I'm going to ask you to do something different. I'm going to ask you to prescribe Bextra ahead of Vioxx in your patients suffering from arthritic pain. Bextra is superior to Vioxx for three reasons. Bextra is more potent and works faster, Bextra provides you and your patients a broader therapeutic spectrum of efficacy and Bextra is a safer choice.

First, Bextra is the most powerful non-narcotic pain reliever ever released by the FDA. Bextra is the first drug approved by the FDA to treat Osteoarthritis and Rheumatoid arthritis with the same once daily 10mg dose. It works faster than Vioxx in relieving pain both in a head to head trial and in the data that shows Bextra has statistically superior pain relief compared with Naprosyn on day one and 132 fewer minutes of morning stiffness on day 2!

Second, Bextra is more efficacious because it provides you greater flexibility in individualizing your patient's pain therapy to their individual pain needs. Bextra 10 mg once daily is extremely effective in your chronic daily osteo and rheumatoid arthritis sufferers. But, Bextra provides the added spectrum of efficacy in that 20mg and 40mg doses are approved for more acute non-arthritic pain. In fact I'll be leaving you this study comparing Bextra's efficacy with Tylox. And Bextra provides the same great tolerability profile all along this outstanding range of efficacy.

Which brings us to the third reason Bextra is more effective. Because it is safer than Vioxx.

According to the NEW precautions in Vioxx' package insert, it has double the incidence of hypertension as compared to standard NSAIDS at its 25 mg dose. Its 50mg dose is limited to 5 days of therapy according to the NEW adverse event labeling. And in the Vioxx PI the incidence of serious cardiovascular events was almost reported to be almost 2 % !

Bextra in contrast has been given a clean bill of health by the FDA across its 10 - 40mg dosing spectrum in terms of both GI and cardiorenal safety.

Can you think of any reason you would prescribe Vioxx ahead of Bextra?

Today when you see a patient suffering from a painful arthritic condition, will you prescribe Bextra 10mg ahead of Vioxx?