

To: Gertz, Barry J.  
From: Greene, Douglas Alan  
Cc:  
Bcc:  
Date: 2001-10-15 11:12:34  
Subject: RE: William Harvey Research Conference

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we may need to seek them out and destroy them where they live....

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

From: Gertz, Barry J.  
Sent: Sunday, October 14, 2001 9:22 PM  
To: Greene, Douglas Alan  
Cc: Reicin, Alise S.; Dixon, Wendy L.  
Subject: RE: William Harvey Research Conference

With Alise back we should be in better position to cover such "events" -- note that we focused on getting our data into the best peer reviewed journals (like circulation) and I think that our efforts are better spent in that direction. That said, the world is not fair and we need to cover every front. Peter Isakson is actually an excellent basic researcher and it must be infectious in that atmosphere that he goes out and does this- or that Needelman just is so overbearing and demanding that he tells them exactly what to do and they just obey without regard for scientific decorum. In any case- we will focus more on such issues at the WBST and I will review with Alsie and Wendy how to better be prepared to meet the barbarians at the gate.

Barry

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

From: Greene, Douglas Alan  
Sent: Saturday, October 13, 2001 8:43 AM  
To: Scolnick, Edward M.; Kim, Peter S; Nichtberger, Steven A.  
Cc: Gertz, Barry J.; Dixon, Wendy L.  
Subject: FW: William Harvey Research Conference

Ed, Peter and Steve,

Having participated in several William Harvey conferences on pharmacology, I am struck by the fact that we were probably out-gunned at this very prestigious scientific meeting, although it appears that the local people made a valiant effort to defend Vioxx. I wonder if we need to establish some mechanism to review on a global basis whether or not we are appropriately resourcing our participation at key major scientific meetings involving key franchises?

[Greene, Douglas Dr.] Doug

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

From: Sabbaj, Jacobo  
Sent: Friday, October 12, 2001 10:51 AM  
To: Gertz, Barry J.; Nies, Alan S.; Greene, Douglas Alan  
Subject: FW: William Harvey Research Conference

FYI. Waldemar is our Medical Director in Poland. He trained under Sir John Vane

Jac

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

From: Chakhov, Iouri  
Sent: Friday, October 12, 2001 8:41 AM  
To: Radziszewski, Waldemar  
Cc: Vouhatsos, Michel; Laurenzi, Martino; Pryor-Tillotson, Suzanne M; Hormbrey, Janet Mary; Guerra, Jorge G.; Sabbaj, Jacobo  
Subject: RE: William Harvey Research Conference



Waldemar,  
sounds like you did a great job representing Merck at this prestige Conference chaired by Sir John Vane and thank you very much for doing so. I hope it also elevates your personal level of expertise as well as your recognition by the Polish and European scientific communities.  
Please share your comments with WHHM colleagues since they contain a valuable information.  
Hope you also had a moment to enjoy Nice.  
With very best wishes,  
Iouri

—Original Message—

From: Radziszewski, Waldemar  
Sent: Friday, October 12, 2001 5:34 AM  
To: Chakhov, Iouri  
Cc: Vounatsos, Michel  
Subject: William Harvey Research Conference  
Importance: High

Iouri,  
Sorry for not getting back to you earlier, but this is my first full day in the office from September 28. The lecture itself went very well. Many people came to me afterwards to congratulate (including the only other MSD employee there Dr. Eberhard Zeiner, Director of Medical Marketing from MSD Germany). Professor Paul De Schepper from the University of Leuven, who conducted more than 100 phase I clinical studies for Merck, told me that he was very impressed with my presentation and how I'd addressed issues raised by Pharmacia's speaker, he even invited me for dinner.  
As you will see from the below this was not only about etoricoxib....

A Dr. Peter Isakson from Pharmacia had his talk right before mine, he was supposed to talk about Valdecoxib. In fact his lecture was focused on cardiovascular safety of VIOXX not at all on valdecoxib. He aggressively, unfairly (a very unusual behavior at this type of scientific meeting) presented data comparing VIGOR and CLASS. He was also presenting Welton study. His conclusion was "Coxibs are not the same" implying problems with CV safety of VIOXX.

Very fortunately (thanks God!), I prepared back up slides showing full data with regard to cardiovascular issue with VIOXX, and was able to present it I believe logically and smoothly, as I did that already few times during important meetings in Poland. This was very well received by the audience.

Before the end of the meeting John Vane organized a panel discussion on cardiovascular safety of coxibs, which looked to me like an orchestrated venture by Pharmacia, and perhaps Boehringer Ingelheim. It was really a challenge (please see below). Eberhard Zeiner later told me that if I no one from Merck was present at this meeting "VIOXX would have been crucified". He said that I did a great job.

If you would like me describe everything in more detail please let me know.

Best regards,  
Waldemar

—Original Message—

From: Melian, Agustin  
Sent: Wednesday, October 03, 2001 7:05 PM  
To: Radziszewski, Waldemar  
Subject: RE:

Waldemar:

Just so you know Dr. Singh is a paid consultant of Pharmacia. At EULAR he presented data that tried to imply that naproxen did not have a cardio-protective effect, but what he failed to mention and came out in the question and answer session later was that very few of the patients in his study were actually taking the steroids so the lack of significant effects were likely caused by a lack of power.

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

From: Radziszewski, Waldemar  
Sent: Wednesday, October 03, 2001 12:54 PM  
To: Melian, Agustin  
Subject: RE:

The lecture went very well. However, prior to my lecture, Peter Isakson from Pharmacia attacked VIOXX, in a scientifically unfair way, showing completely unacceptable comparisons between CLASS and VIGOR and concentrating on Welton study. His conclusion was that coxibs do differ (implying cardiovascular problems with VIOXX).

Very fortunately, as a backup, I had slides supporting VIOXX's safety including our results of meta-analysis studies. As I learned later this was very well received by the audience.

At the end of the afternoon session however, a Dr. Singh appeared, a statistician from US (who probably came only to question our "naproxen theory", he showed up only for discussion on CV safety - last session of the second day), and together with Isakson they both strongly, and aggressively implied that one could not explain differences in MI in VIGOR by aspirin-like effect of naproxen. I was firmly staying behind our data. Afterwards Sir John concluded that at this point we can not draw any firm conclusion on the naproxen effect. Later he told me that I did an excellent job.

My impression:

- Pharmacia was very strongly present (also as a sponsor of this event), and initiated previously planned, aggressive campaign against CV safety of VIOXX's. Keep in mind that Pharmacia was invited to this meeting for the first time.
- Merck should be proportionally better represented, and no doubt should be among the sponsors of this event, because of high caliber of speakers and KOLs still coming to this meeting.

I will try to call you to tell you more details on yesterday's discussions.  
regards,  
Waldemar

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

From: Melian, Agustin  
Sent: Wednesday, October 03, 2001 12:32 AM  
To: Radziszewski, Waldemar  
Subject:

How did your talk go?  
Tino

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