

STELLARep

From the PEN of Roger MacLeod Partnership & Enterprise for NovoPen 3



It's the summer of the blockbusters, but no number of giant lizards and special effects can substitute for the essentials of a good story: relationships that matter. For NovoPen 3 STELLAReps, good relationships with prescribing physicians lead to good

sales stories. But there's another key relationship: the one between physician and patient. The best way to build this relationship is to focus on benefits—for the doctor, and the patient.

We're all good at communicating the features of the NovoPen 3, but we need to stress the benefits of the NovoPen 3 for patient and physician. Take the Dial-a-Dose feature, for example....The benefit for patients is the assurance that when they dial 20 units they'll get precisely 20 units. The benefit for doctors is that they know their patients are getting the proper therapeutic dose. The physician/patient relationship may be improved with both happier.

In this issue we'll explore other successful relationships, including the dynamic between patients and diabetes educators. Building these relationships means getting patients started quickly on the NovoPen 3, which means getting the sales volume up.

Let's build up our supportive relationships here in this newsletter—send in your photos, your sales success stories, and help make this a forum for good selling strategies. We want to hear from you.

Good selling,

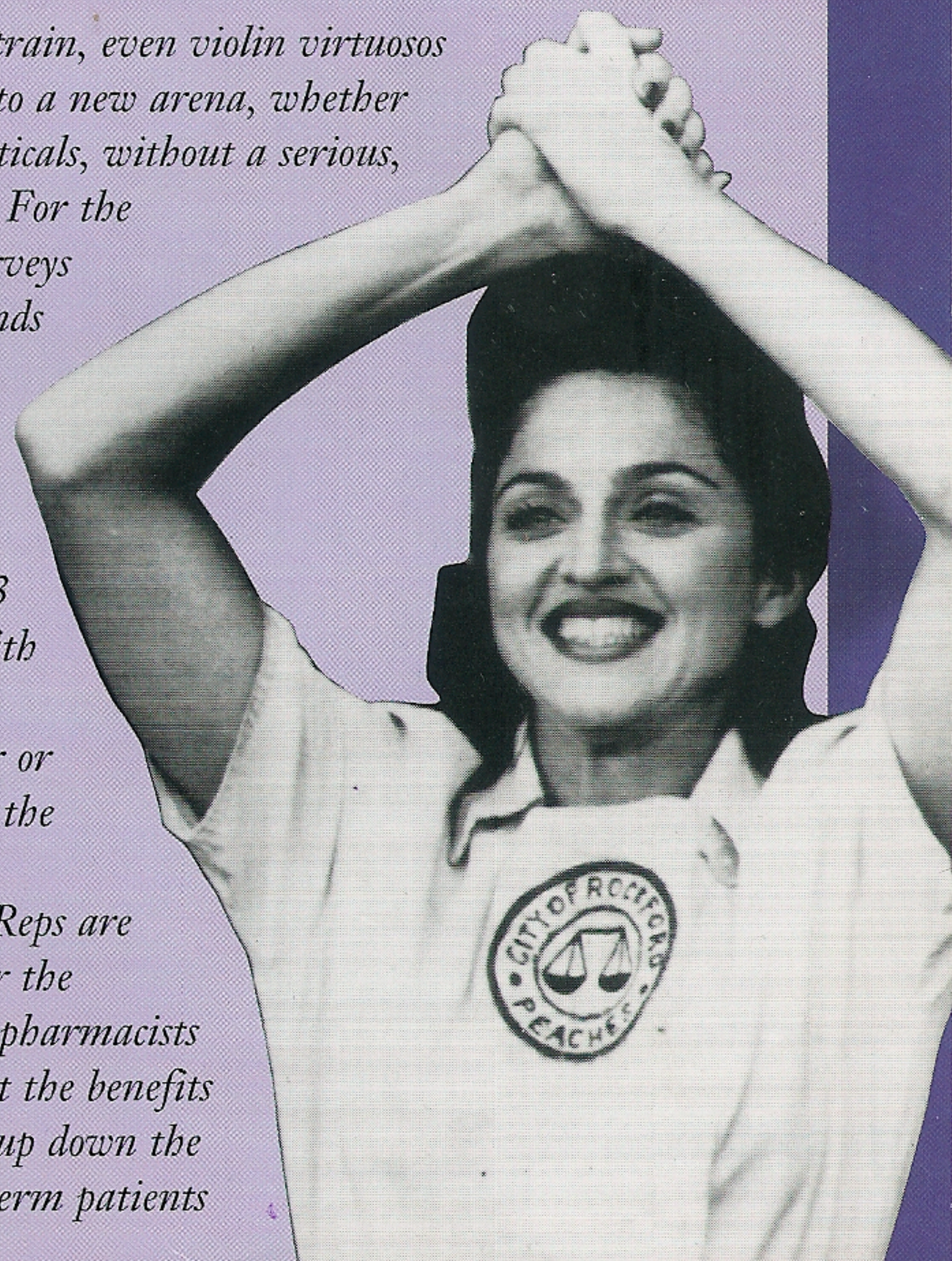
Roger MacLeod

Director, Insulin and Devices

The NovoPen[®]3 Trainers *A League of Their Own*

Athletes train, actors train, even violin virtuosos train. You don't break into a new arena, whether in baseball or pharmaceuticals, without a serious, dedicated training effort. For the NovoPen 3, retention surveys confirm that success depends on good patient training. This means that patient training needs to be supported at every connection the NovoPen 3 STELLAReps make—with the physician, with the certified diabetes educator or nurse educator, and with the pharmacist.

NovoPen 3 STELLAReps are growing market share for the NovoPen 3 by calling on pharmacists and CDEs, realizing that the benefits of patient training show up down the line in committed, long-term patients and long-term use of the NovoPen 3. They are also selling the benefits of training to physicians, with a focus on benefits to the patient that improve the patient/physician relationship. See inside for more on how selling the benefits of training can work with each important relationship the NovoPen 3 STELLAReps foster.



Novo Nordisk NovoPen 3 STELLARep Kathy Houpt (center) of Jackson, MS, helps Shirley Sullivan (far left) celebrate her recent passing of the CDE exam, along with CDEs Harriet Williams (2nd from left) and Andi Weems (2nd from right) and Director of Nursing Carol Scruggs (far right).

Sneak Preview

THE MAJOR PLAYERS AND THE WINNING PLAYS

Physicians need to know how training works, about the NovoPen 3 Patient Starter Kit, and about the follow-up calls from nurses. Physicians are happy to learn how the benefits of good patient training can save them valuable time.

The certified diabetes educator or nurse educator is a key connection for good patient training. While calling on physicians, savvy NovoPen 3 STELLAReps find out who in the clinic does the training, initiate a relationship, and keep the educator happy with the training materials he/she needs. Ideally, the NovoPen 3 STELLARep can promote a dialog between the nurse educator and the physician about the NovoPen 3.

The pharmacist is part of the training loop. Pharmacists do need to know how to use the NovoPen 3, in case a patient comes in with questions. The NovoPen 3 STELLARep can demonstrate for the pharmacist, and make sure he/she is well supplied with training materials and tear-off instruction sheets.

NovoPen 3 support people round out the picture. Two nurses are on staff as follow-up coaches for patient training. They call at least three times in the first two months after initial training, and may call more frequently if there is a need. The NovoPen 3 support system also offers two kinds of help numbers: ★ (800) 727-6500 for basic customer service and information ★ (888) 442-3535 and (888) 442-2891 hotlines for patients with training-related questions.

442-3535

and (888)

442-2891

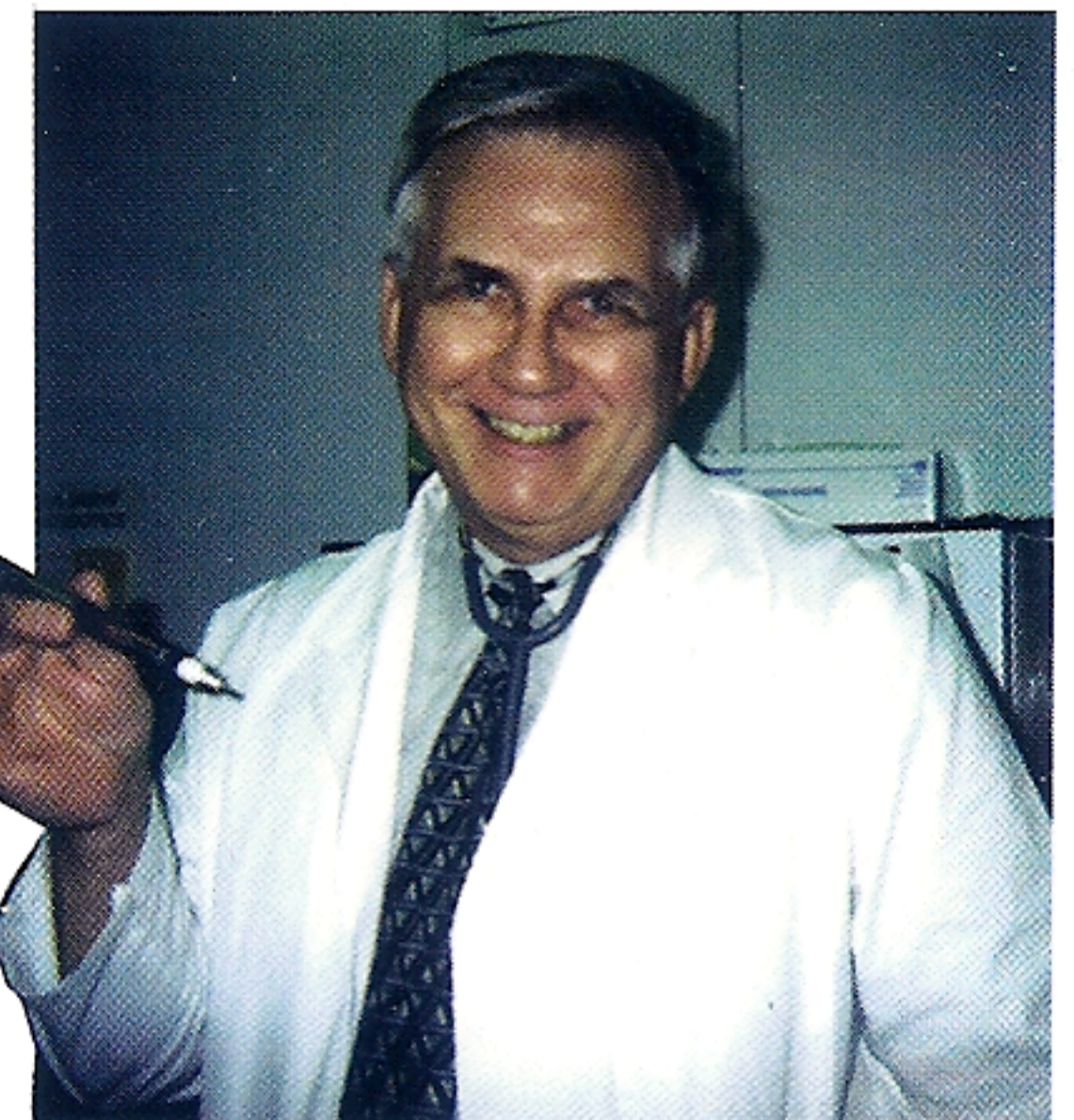
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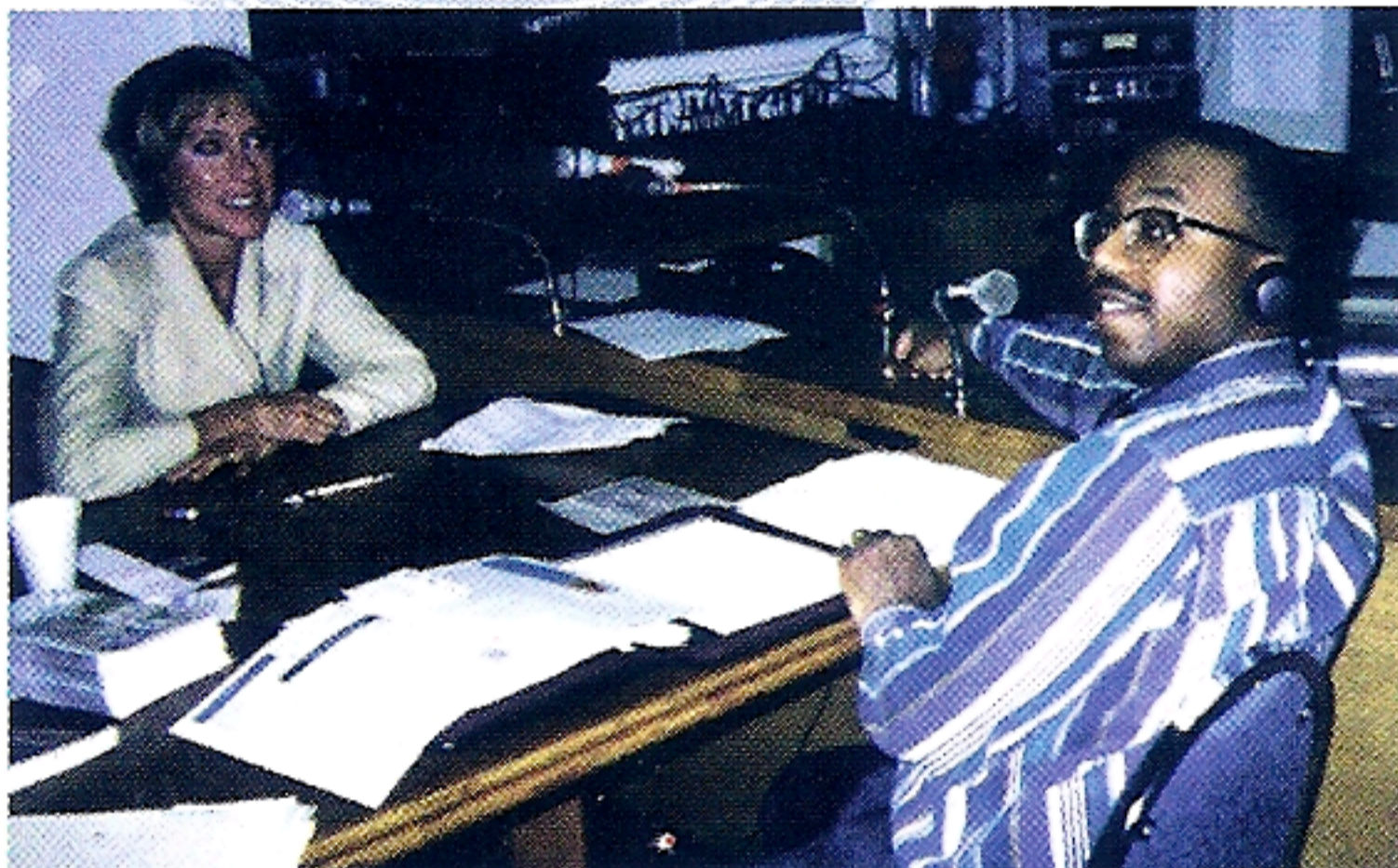
patients

with training-related questions.

The trained nurses at the 888 lines can lead a patient through any difficulties.



Dr. Lawrence Zager tells Schering STELLARep Ursula Stecker that he wants to introduce the NovoPen 3 to patients in his Northville, Michigan family practice.



CDE Christine Beebe, Past President of Health Care and Education for the ADA, chats with Dr. Darryl Fortson during a NovoPen 3-sponsored program as part of his regular radio broadcast schedule in Gary, Indiana.

Photo by Novo Nordisk NovoPen 3 STELLARep Cindy Levy.



Pharmacist Anthony Stewart of Eckerd Drugs in Tallahassee, Florida, feels comfortable with the training he received, and has redeemed many NovoPen 3 coupons. Photo snapped by Schering NovoPen 3 STELLARep Janet Rolling.

SPOTLIGHT ON: JEFF REEDER HOW PATIENT TRAINING SUPPORTS SALES

Novo Nordisk NovoPen 3 STELLARep Jeff Reeder has developed a wonderful example of how relationships with pharmacists and good patient training lead to big things for the NovoPen 3. He works closely with Jim Rossettie, owner of the independent Rossettie Pharmacy in Corning, NY. With savvy advertising and promotion, Jim has built his independent pharmacy into a regional magnet, reaching customers within a 75 mile radius, and developing a unique marketing niche in the southern tier of New York State. Jim actively markets the NovoPen 3 in print ads and TV spots, and offers the NovoPen 3 for free as a way to draw customers into his store. He has four nurses on staff, who have assisted with over 400 starts on Novo Nordisk insulin delivery systems. The nurses offer patient training right in the store, and visit local nursing homes and hospitals to let more people know about the NovoPen 3. Jim reaches out to physicians as well, and has run a luncheon program for 60 doctors. "He's an amazing entrepreneur," says STELLARep Jeff Reeder, "and a terrific example of how good pharmacist relationships and solid patient training can put the NovoPen 3 on the map."



Like father, like son: When pharmacist Jim Rossettie Sr. is away, Jim Rossettie Jr. (shown here with NovoPen 3 STELLARep Jeff Reeder) supervises a personable and effective staff of nurse educators.

It's Showtime!

And You've Got the Goods

That's right, don't be shy! As a NovoPen 3 *STELLARep* you have a trunkful of great outfits and accessories—the NovoPen 3 sales materials—designed to show off the NovoPen 3 to its best advantage. Of course, NovoPen 3 *STELLAReps* report that the best visual aid of all is the NovoPen 3 itself—in glorious 3-D it just compels people to pick it up. But when some sales support is needed, you've got it. From videos to office placards and refrigerator magnets, NovoPen 3 *STELLAReps* have the tools they need to make an impact on every call. Take a moment to look over the list below and make sure your wardrobe is fully stocked! Obviously, not every piece will make its way into every call, but knowing what you've got to offer will help you maximize the value of every visit you make.

★ The NovoPen 3 **Patient Starter Kit** with Certificate and Patient Training Form is *the* essential tool for enlisting the support of physicians, nurse educators, and pharmacists.

★ The NovoPen 3 **Office Placard** lets enthusiastic physicians, CDEs, and pharmacists spread the word to the public.

★ The NovoPen 3 **Business Card Holder**, "The Anywhere Insulin," is a great way to leave a strong impression after a call.

★ The NovoPen 3 **Instructional Tear Sheet Pad** in both English and Spanish and the emotionally insightful videos **Living With Diabetes: Insights on Management** and **Vivir Con Diabetes: Testimonios** are key tools to assist CDEs and pharmacists with patient training.

★ The NovoPen 3 **Ad Slicks** give enterprising pharmacists a way to reach out to customers.

★ **The Product Reference Guide** for the NovoPen 3 and the rest of the Novo Nordisk insulin product line gives health care professionals the whole product line-up and therapeutic application at a glance.

★ The NovoPen 3 **Wholesale Product Fact Sheet** is a quick but detailed information source for pharmacists.

★ The NovoPen 3 **Wholesaler/Pharmacy Bar Code Sheet** gives pharmacists instant access to ordering the NovoPen 3.

★ NovoPen 3 **Refrigerator Magnets, Post-It Notes, and Note Pads** are terrific leave-behinds to increase NovoPen 3 awareness.

NovoPen 3 *STELLARep* Spotlight:



Some sales people are naturals. Give them a horse that can run and they'll ride it to victory. Dawn Kenton is a Schering NovoPen 3 *STELLARep* with that type of talent, and in the NovoPen 3, she has definitely found a horse that can run.

"The NovoPen 3 has been great," she enthuses. "It's extremely well received. I have found that the pharmacists are as interested in it as the physicians—if not more." And she has used that interest to boost sales throughout her Atlanta, Georgia, territory. "Demonstrating the product is the key," she says. "Just show people the NovoPen 3 and everyone wants to handle it."

For example, when Dawn was trying to get a call into a large family practice with very exclusive rules regarding vendors, she found a receptive ear in one of the nurses whose husband has diabetes. The nurse soon realized that the NovoPen 3 would be helpful in her husband's current efforts to manage his diabetes. Dawn helped get them a NovoPen 3 and then set them up with an educator and a pharmacy. The nurse was so thankful for the help—and so excited about the product—that she worked to get Dawn an appointment with the key physicians at the practice.

Dawn, who is in her fifth year with Schering, also feels that the NovoPen 3 is a perfect companion product to Prandin, making for logical multi-detail sales calls. "It's often hard to detail two products on a single call," she notes. "But going from Prandin to the NovoPen 3 is a pretty easy segue. Just about the time they are starting to think they've heard everything there is to know about Prandin, I can bring out the NovoPen 3 and they get excited all over again."

Maintaining that level of excitement and attention is critical to true communication on a call, and it is something that the NovoPen 3 is able to do. For Dawn, it has helped sell not only itself, but Prandin, as well—now that's a horse with real legs!

Dawn and her husband David live in Atlanta, sharing the home of their cat, Chassis.

FYI: *Dramatic 10-Year Rise in Diabetes Incidence Shown*

• **Diabetes Likely to be a Major Public Health Problem of the 21st Century**

Chicago (June 14, 1998) — A dramatic increase in the rate of the most common type of diabetes occurred between 1987 and 1996, suggesting a major public health crisis may be on the horizon, according to a report on the results of the San Antonio Heart Study presented at the ADA meeting.

"The incidence of type 2 diabetes rose rapidly by nine percent per year over the decade ending in 1996," explained Michael P. Stern, MD, Professor of Medicine at the University of Texas Health Science Center at San Antonio. Thus, the percentage of new cases that developed over each successive eight-year interval during that decade rose from 5.7 to 15.7 percent among Mexican Americans and from 2.6 to 9.4 percent among non-Hispanic whites.

"Because diabetes and obesity are major risk factors for cardiovascular disease—and both are increasing—this escalation may well eventually blunt or reverse the decline in heart disease that has been underway in the United States since the 1960s if trends similar to those in San Antonio are occurring nationwide," said Dr. Stern.

Source: ADA News Release

Your Name in Lights: **Contest Updates**

Word is in on the Year End NovoPen 3 Certificate Redemption Prizes for the NovoPen 3 *STELLARep* Sales Contest. Grand prize for the Novo Nordisk and Schering NovoPen 3 *STELLAReps* with the most NovoPen 3 certificate redemptions will be a **cash prize of \$1,000** each. Second and Third prizes for each sales group will be **\$500** and **\$250**. To recognize the contributions they are making to sales, a prize of **\$500** each will go to the Novo Nordisk Regional Business Manager and Schering District Manager of each Grand Prize winner. So, get set and go...the NovoPen 3 *STELLARep* Sales Contest is officially underway. Each month, the top 25 Novo Nordisk and the top 25 Schering NovoPen 3 *STELLAReps* across all regions and districts will receive a **\$50** gift certificate from a leading national retailer. July's winners will be announced in August!

LIGHTS, ACTION... *Send in Those Cameras*

There's still time to make your appearance in these pages. After you use the disposable cameras sent to you before the Saddlebrook meeting on your NovoPen 3 sales calls, send them in to us. We're eager to hear from you! Many *STELLAReps* have told us that the NovoPen 3 camera is a great way to build interest on a sales call! Remember to include your name on the camera, so we know who you are. And send in a brief caption or description so we know who's in the pics. If you can't find your NovoPen 3 camera, send us pictures from your own camera. To sweeten the picture, a \$50 American Express gift certificate will go to each NovoPen 3 *STELLARep* whose photo we publish!

Meanwhile, as you read in last month's newsletter, the **VCR first prize**, **boom box second prize**, and **portable CD player third prize** are waiting for the NovoPen 3 *STELLAReps* who send in their "**Most Innovative Ways of Bridging from Prandin to NovoPen 3.**" The entry deadline is August 14—Winners will be announced in the September newsletter.



Send your cameras and stories to Maria Schultz at Genecom, 729 Seventh Avenue, New York, NY 10019, or fax: 212-287-3043 or e-mail: mschultz@rabecker.com.