

Whenever there is pain, inflammation, and limitation of motion in and around a joint—as there is in rheumatoid arthritis, ankylosing spondylitis, osteoarthritis of this hip, and gout . . .  
 whether the condition is acute or chronic . . .  
 whether therapy is to be long-term or short-term . . .  
 therapy with 'Indocin'  
 relieves pain,  
 reduces inflammation,  
 and improves joint mobility  
 on a flexible dosage schedule that is usually effective, usually safe, and quite economical.

Remember, if your sales of 'Indocin' are just average, the new product credit value for 'Indocin' gives you an automatic \$22 per month increase in incentive payments plus the opportunity to earn \$2.80 extra for every bottle of 1000 'Indocin' you sell over your present average sales.

## BULLETIN No. 85, SEPTEMBER 27, 1967

To: All Western Region Sales Associates.

From: H. Glassner.

Subject: *Profit Improvement Promotional Program, 'Indocin.'*

Don Epperson is brand new. He hasn't even been assigned to a territory yet. He is still waiting to go to West Point to complete his Basic Training. He doesn't know any better than to spend enough time putting a hard-hitting story on 'Indocin' together and then deliver it with conviction, enthusiasm, and force. He is temporarily working in a vacant territory.

Howard Perttula brought the following detail back, after working with Don just two days. Try it. It might put you in the top ten before Don gets assigned. By that time, he should be crowding our Top Ten Club. The selling time for this detail is less than three (3) minutes.

"Doctor, in the management of pain, inflammation, and limitation of motion associated with musculoskeletal diseases, there are many choices of therapy.

Basically, at one end of the continuum is Aspirin . . . at the other end are steroids.

In between these two extremes, you can choose between phenylbutazone and 'Indocin'.

'Indocin' is chemically unique. It is not a steroid. It is not an aminopyrine derivative. Therefore it is distinctly different from phenylbutazone. Indeed, unlike phenylbutazone when 'Indocin' is used for prolonged therapy, the patient does not need to pay for periodic complete blood counts.

Most of the adverse reactions which occur with 'Indocin' are common with any anti-rheumatic drug. They usually are transient, easily controlled, and often disappear on continued treatment.

Yet, 'Indocin' is not a simple analgesic. 'Indocin' is a potent analgesic with pronounced anti-inflammatory properties which frequently affords prompt relief of acute rheumatoid arthritis and increased joint mobility within forty-eight (48) hours. In fact, the action of 'Indocin' is often so rapid that when it is used in an acute attack of gout, a marked reduction of pain often occurs within two to four hours.

Whenever the patient's problem involves pain, inflammation, redness, swelling, and limitation of motion in or around the joint . . . as in rheumatoid arthritis, osteoarthritis of the hip, ankylosing spondylitis, or gout—

whether the condition is chronic or acute,

whether therapy is to be short or prolonged,

'Indocin' usually provides a reduction in swelling, relief of pain.

Since most rheumatoid arthritic patients who present themselves to you with such problems are having an acute flare-up of their disease, you can maximize the benefits of 'Indocin' by starting the patient on one or two capsules of 'Indocin' three times a day . . . pushing the dose to a maximum of six capsules . . . until relief is obtained and then gradually tapering the patient off to the usual maintenance dose of two or three capsules a day.

Gastric irritation can be minimized by giving the dose of 'Indocin' after meals.