



Dr Carole Longson
Director, Centre for Health Technology Evaluation
National Institute for Health and Clinical Excellence (NICE)
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Date 05 September 2006

Division/D

Phone

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Dear Carole,

Re: NICE Health Technology Appraisal of bevacizumab and cetuximab for the treatment of metastatic colorectal cancer: Merck Pharmaceuticals Notice of Appeal.

As Managing Director of Merck Pharmaceutical UK, I confirm that we consider Erbitux in the treatment of metastatic colorectal cancer (mCRC) as a third line treatment option. Upon positive NICE guidance, relevant UK marketing and sales activities to the NHS will reflect a third line positioning until further clinical information and relevant marketing authorisation is received. As NICE will know from horizon scanning activities, Merck Pharmaceuticals are pursuing further indications in mCRC for Erbitux, although marketing authorisation is not expected until 2008.

All materials utilised by Merck UK employees will comply with a third line positioning (i.e. after previous treatment with oxaliplatin (FOLFOX) and irinotecan (FOLFIRI) based treatments).

I can also confirm that Merck Pharmaceuticals marketing and sales activities will comply with criteria for the use of Erbitux as specified in our Notice of Appeal and commit to partner with the NHS to audit the use of Erbitux within this population.

Yours Sincerely,



Managing Director, Merck Pharmaceutical UK

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