

To: CN=Michael E Bandick/OU=AM/O=LLY@Lilly
Date: 01/15/2004 10:13:05 AM
From: CN=Elizabeth Colliot/OU=AM/O=LLY
Subject: Re: Push back from affiliates on Belief Statements - Australian example

I also believe you should be aware of the **Australian** feedback:

they do not want to include "Lilly acknowledges that weight gain is difficult to manage" because this is not their message; nor include "Lilly acknowledges that weight gain can lead to serious consequences"

I have not yet had push back from the other affiliates (Germany, France, or Spain). I am still waiting for replies from Italy, UK and Japan on the survey translations.

Given your comments below, I will not modify the challenges question. What about the consequences question?

Also, PLEASE do not reveal market research as the source for this information. If the affiliates begin to feel that we are using their feedback to evaluate their alignment, they will be less willing to provide honest and good feedback on the surveys. And this feedback is important to the quality of our studies.

Thanks.

Elizabeth Colliot
Associate Marketing Consultant
Lilly Market Research, Zyprexa
(317) 433-3998 phone
(317) 276-7940 fax
colliot@lilly.com

Michael E Bandick

01/15/2004 09:57 AM

To: Elizabeth Colliot/AM/LLY@Lilly
cc: Mark Enerson/AM/LLY@Lilly, Michael W Magdycz/AM/LLY@Lilly, Michael R Sale/AM/LLY@Lilly
Subject: Re: Push back from affiliates on Belief Statements - Canadian example

Thanks, Elizabeth. As we discussed yesterday, we should be flexible in how Belief Statements are designed within each affiliate. I'm not comfortable, however, abandoning the topic altogether. The 2nd part of the statement (**they have demonstrated that they**

Page: 1 of 5

understand the weight gain challenges I face when I choose Zyprexa) is appropriate. Part of the change in our Brand's culture is owning (not minimizing, as your colleague does in reference to Questions 2 and 3) our liabilities and offering solutions.

Michael Sale, please follow up with the affiliate brand manager; this is a fundamental point, not a market research edit.. Mike M., any thoughts to add?

MB

Michael E. Bandick
Director, Marketplace Strategy & Management
Zyprexa Product Team (DC 4124)
317 277 5396 Office
317 277 6930 FAX

Elizabeth Colliot

01/15/2004 08:29 AM

To: Michael E Bandick/AM/LLY@Lilly, Mark Enerson/AM/LLY@Lilly
cc:
Subject: Push back from affiliates on Belief Statements - Canadian example

I thought you would like to read the comments in bold below regarding the Lilly belief statements.

Elizabeth Colliot
Associate Marketing Consultant
Lilly Market Research, Zyprexa
(317) 433-3998 phone
(317) 276-7940 fax
colliot@lilly.com

----- Forwarded by Elizabeth Colliot/AM/LLY on 01/15/2004 08:24 AM -----

Neil Boutin

01/13/2004 05:03 PM

To: Elizabeth Colliot/AM/LLY@Lilly
cc: Martina Young/AM/LLY@Lilly

Page: 2 of 5

Subject: Re: Zyprexa Marketplace Tracker - Survey translation verification

Hello again Elizabeth,

I wanted to add some great feedback received today, on the Marketplace Tracker. The feedback was from the brand team, and was a bit later coming in, given that we were at our National Sales Meeting last week. I hope you are still able to consider it.

The last section on physician experience with Lilly in diabetes and weight gain issues had push back internally. We would prefer this be left out as it is currently written.

Question 1 (I have noticed a change in Lilly's tone and approach - they have demonstrated that they understand the weight gain challenges I face when I choose Zyprexa) is not applicable. In Canada, Lilly adopted a proactive stance on weight gain management / acknowledgment in 2001. This is something that physicians wanted us to do back then, and raising the issue once again may have a detrimental effect.

Question 2: The Lilly Canada stance is that although weight gain is a troublesome side effect, in many patients it can be managed.

Question 3: Weight gain should not be owned by Lilly exclusively.

Your thoughts on the feedback would be appreciated, and once again, apologies for not being able to provide this earlier.

Neil Boutin
Market Research - Zyprexa
Eli Lilly Canada Inc.
boutin_neil@lilly.com

Tel: (416) 699-7449

----- Forwarded by Neil Boutin/AM/LLY on 01/13/2004 04:24 PM -----

Neil Boutin

01/07/2004 03:42 PM

To: Elizabeth Colliot/AM/LLY

cc:

Subject: Re: Zyprexa Marketplace Tracker - Survey translation verification

Hi Elizabeth,

Page: 3 of 5

I am assuming that only the text which is highlighted will be included (e.g. 9. Solian (amisulpride) was not highlighted, and should NOT be included in the Canadian survey, given non - availability). I reviewed the information on that premise.

As the Canadian market for traditional mood stabilizer is generic (lamotrigine, lithium, valproic acid), only generic names should be used for these versus brand names to avoid confusion. Edit 7035 should then read: please indicate your familiarity with each of the following PRODUCTS used to treat patients with mental illness. <i>Please select one ...

Hope that helps. Please let me know if there is any other information I can provide, or if there are further questions.

Regards,

Neil Boutin
Market Research - Zyprexa
Eli Lilly Canada Inc.
boutin_neil@lilly.com

Tel: (416) 699-7449

Elizabeth Colliot

01/07/2004 12:20 PM

To: Sophie Besnard/EMA/LLY@Lilly, Neil Boutin/AM/LLY@Lilly, Guido Pulm/EMA/LLY@Lilly, Panagiota Stavrianidou/EMA/LLY@Lilly

cc:

Subject: Zyprexa Marketplace Tracker - Survey translation verification

Last thing to do I promise! Please review the attached survey for your individual country and get back to me by Friday if possible any changes that need to be made. The highlighted areas are the only portions that need to be reviewed. This is not in final survey form, so please ignore any programming details.

Thanks a ton. I am really looking forward to getting this study off the ground. We have closed fielding in the US and I plan to present the results in February. I will be sure and send you a copy of the US results so you know what type of information we will have for your country.

Cheers.

Elizabeth Colliot

Page: 4 of 5

Associate Marketing Consultant
Lilly Market Research, Zyprexa
(317) 433-3998 phone
(317) 276-7940 fax
colliot@lilly.com

----- Forwarded by Elizabeth Colliot/AM/LLY on 01/07/2004 12:16 PM -----

To: CN=Robert F Campbell/OU=AM/O=LLY@Lilly; CN=James Michael Simmons Jr/OU=AM/O=LLY@Lilly
CC: CN=Michael E Bandick/OU=AM/O=LLY@Lilly
Date: 08/06/2003 09:22:28 AM
From: CN=Michael W Magdycz/OU=AM/O=LLY
Subject: Issues Strategy for Sales Rep Implementation Guide
Attachments: Issues Strategy US Affiliate Draft 9_03 meetings.doc

Bob, Mike:

Attached please find the issues strategy for the sales representative implementation guide.
Please review and comment.

Thanks!
Mike



Issues Strategy US Affiliate Draft 9_03 meetings.doc
Michael W. Magdycz, R. Ph.
Manager, Zyprexa Marketplace Management
Phone: +317.433.9387

Eli Lilly and Company
Lilly Corporate Center
Indianapolis, IN 46285