

[ MIKEGRAD.TSC - pg. 1

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ZYPREXA PRIMARY CARE PRESENTATION

MIKE BANDICK ZYPREXA BRAND MANAGER

ELI LILLY NATIONAL SALES MEETING, MARCH 13, 2001

[ MIKE:

Good afternoon,

Team Viva!

We're here to do

3 things:

1) We're going to have fun --

in the Viva Tradition!

2) We're going to focus on winning:

What we've accomplished and where we're headed.

3) We're going to reflect on why we do what we do, and the

impact of our efforts on real people.

It's profound to think that in the few short months since we

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launched in Orlando,  
we have helped nearly 50,000 new patients.

For me, personally,  
this is why I am so passionate about Zyprexa.

Because I've seen first hand what it can do for patients and  
their families.

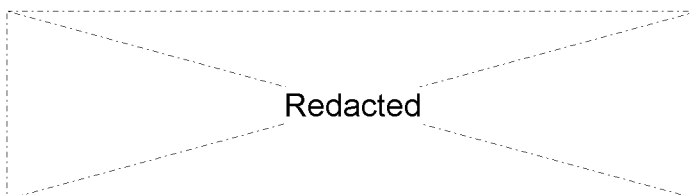
What you do --  
is extremely important.

It's a big responsibility.

And an awesome opportunity.

The results would suggest that,  
so far, you're up to the challenge.

We usually measure share change in tenths of a point, up or  
down.



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Simply outstanding.

And it's important to note that during our first 3 months, we had limited frequency and limited customer programs.

Just imagine the added impact that better sales messages, competitive differentiation and peer-to-peer activity will have on our future sales line.

Don't get me wrong--

unit share growth is good, and what we have accomplished in that area has not gone unnoticed.

But dollars pay the bills and boost the stock price, so let's look at \$ growth.

Again, we're redefining the market.



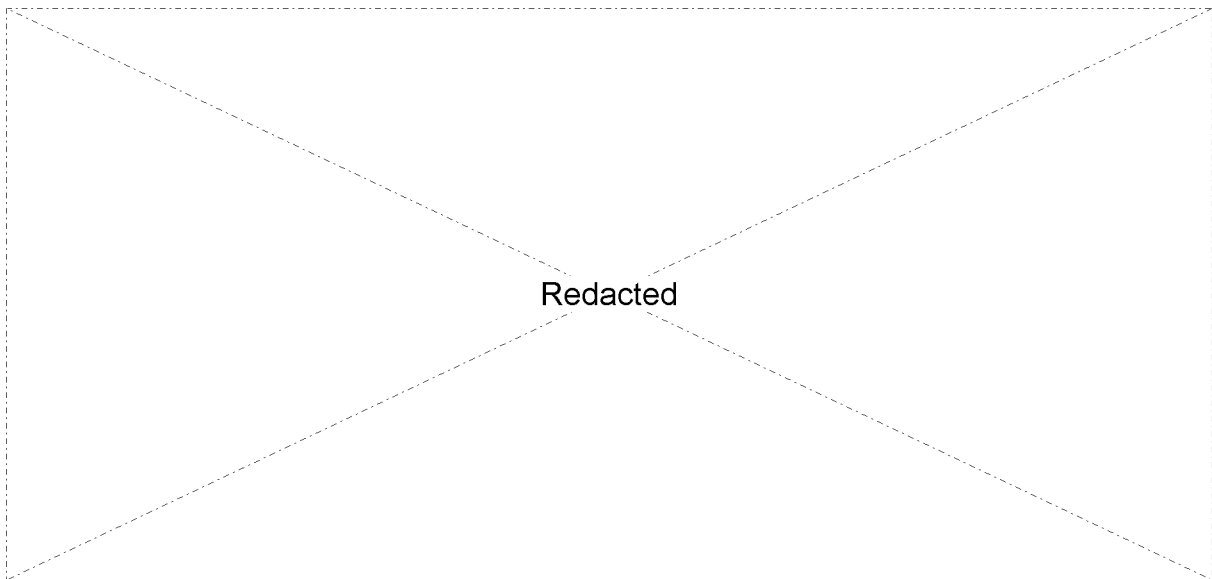
Look at how that Zyprexa sales line jumps.

And if you ask

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Bill Robinson,  
our timing is impeccable.

This is Year X for  
Eli Lilly, and the conventional wisdom is that companies  
just don't "bounce back" from losing patent protection from  
their biggest product.



We need to OWN this target, because the affiliate needs our  
help.

Do I have your commitment on this?

I personally challenge each of you drive toward a goal that  
will help turn Year X into Year X-ceptional.

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[ MIKEGRAD.TSC - pg. 5

Behind every strong team performance is a list of standout individual contributions, and it's important to recognize those individuals and their success.

It's especially appropriate to do this with Sigma, since each of you has sole accountability for your Zyprexa results.

So I'd like to ask Grady Grant to join me in recognizing some truly magnificent performances. Grady?

[ GRADY:

As you all know, we're now in a special time of year called March Madness, and in that spirit, it gives me great pleasure to recognize the Zyprexa Primary Care "Sweet Sixteen," 16 sales representatives whose individual performance during the last two months of 2000 was nothing short of outstanding.

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Please stand when I call your name, and stay standing as we go through the four areas.

And let's hold the applause until the end, but it's fine with me if you want to shout your support when a teammate's name is called.

Behind me on the JumboTron scoreboard, you'll see a photo and some key stats.

First, from the Northeast:

Jeffrey Heshler,  
DuBois, Pennsylvania  
+42

Marla Cutler,  
Penns Landing, Pennsylvania  
+46

Brian Adelson,  
Glens Falls,  
New York  
+49

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Virginia Taylor,  
Lynchburg, Virginia  
+49

Next, let's hear it for the top four in the Midwest:

Jim Fondon,  
Muncie, Indiana  
+55

My Hoang,  
Dearborn, Michigan  
+69

Mary Jo Kirwan,  
Sioux City, Iowa  
+69

Richard Offenhauser,  
Mankato, Minnesota  
+78

Give it up for the West:

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Leonard Robison,

Ogden, Utah

+56

Jonathan Rogers,

Idaho Falls, Idaho

+78

Matthew Force,

Tulsa South

+80

Billy Clendening,

Waco, Texas

+93

And last --

but as you'll see, certainly not least--

the Final Four,

from the Southeast:

Philip Buzzetta

Athens, Georgia

+56

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Allyson Pickering,  
Little Rock West  
+88

Robert Veasey,  
Florence,  
South Carolina  
+97

And from Ft. Smith Arkansas,  
with a staggering 131 incremental Rx's--  
ladies and gentlemen,  
Martha Gammon!

On behalf of LillyUSA,  
I congratulate the 16 of you on a truly outstanding start in  
building your Zyprexa business.

But don't sit down just yet.

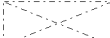
Because now I want to recognize the members of a prestigious  
club.

It's not a small club --  
more like the Sweet Sixteen times 10.

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If you grew your territory by 16 or more prescriptions, you maxed out on a pretty sweet incentive:

Redacted

Please stand up if you are a member of the  Club."

Look around --  
this is exciting.

This says that the success of the Zyprexa launch cannot be traced to the efforts of just a few people, but is in fact the result of a tremendous team effort.

Now, one last thing--  
I'd like everyone to stand.

THIS is what next year's recognition could look like.  
(pause)

I appreciate your hard work in launching Zyprexa, and I look forward to even greater success in 2001.  
Viva Zyprexa!

[ MIKE:

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Thanks, Grady.

I'm proud of what this group has accomplished,  
and the Zyprexa brand team is committed to giving you the  
tools and resources you need to reach higher than anyone  
thinks you can.

Let's revisit our vision and strategy.

We thrive on change, but there's a lot to be said also for  
continuity.

Stability.

Consistency.

So in the spirit of staying focused,  
our vision is...

Unchanged.

Strategy:

unchanged.

Message:

essentially unchanged.

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Don't get me wrong,  
you will see here in Dallas many examples of our growth and  
evolution.

But the foundation of who we are and why we're in primary  
care hasn't changed.

We intend, quite simply, to redefine the way PCPs treat  
mood, thought and behavioral disturbances.

We will continue to focus on symptoms and behaviors that  
PCPs see every day.

And we will tell that story through a mix of sales effort,  
peer-to-peer activity and direct-to-physician marketing.

We've added some new plays to the playbook,  
but our fundamentals are rock solid.

The only thing that's changed on this slide since you first  
saw it in Orlando is the addition of key goals, ways to  
measure our success.

And those are...

Redacted

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pass Risperdal and squeeze the life out of a dangerous little drug called Geodon.

Which brings me to our new, radically redesigned message...  
(shakes head "no")

The Zyprexa 3 X 3 plus 1.

The plus 1 is what we'll do to blunt Geodon so that our customers understand that it has no place in primary care.

But the rest should look familiar.

Broad symptom efficacy in mood, thought and behavioral disturbances.

Let me call a time out and make one quick comment on Martha.

What's the first thing you notice about Martha?

She's old!

That does two things.

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First,

it reinforces Zyprexa as a nursing home drug.

Our mission is to build a primary care franchise, and let our long-term care team drive the nursing home business.

Second, it limits the perception of behavioral disturbances

--

agitation, tension, anger, hostility all show up in primary care in a variety of packages.

Young, old, male, female.

When you describe Martha, make her symptoms more prominent than her age.

Zyprexa is extremely safe;

note that Zyprexa has now been used to treat more than 6 million patients.

Proven safety.

Unsurpassed ease of use.

No hassles, doctor.

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Just safety and broad symptom efficacy in a package that's easy for you to prescribe and easy for your patients to take.

And doctor, you can be confident prescribing Zyprexa because it showed no clinically significant changes in QTc prolongation compared to placebo.

QTc prolongation, as you know, led to the removal of Seldane, Hisminal and Propulsid from the market.

Zyprexa's cardiovascular profile is different from agents such as Mellaril, which has a related black box warning, and Geodon, a new antipsychotic with a 10-paragraph bolded warning regarding QTc.

During the first half of 2001, we on the Brand team have focused on two key points of emphasis: peer-to-peer activity and competitive differentiation.

Regarding peer-to-peer, we've just completed the second of two speaker training programs and have unleashed more than 130 psychs and PCP's

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who are chomping at the bit to help you sell Zyprexa.

As for competitive differentiation, when you go to your district breakout, you'll cover the following:

Competitive grid --  
ammunition that enables you to create action by highlighting Zyprexa's advantages.

Tran --  
it's about more than trouncing Risperdal.

It's about demonstrating that Zyprexa is special in its efficacy and safety.

Sell sheets --  
data on demand that enables us to go on the offensive against traditional antipsychotics and to set the record straight on weight gain while it's still a small or non-issue.

Pop quiz:  
True or False?

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Competition is a good thing.

Answer:

True...

As long as we seize the opportunity to benefit from it.

We don't fear competitors--

frankly, we welcome them because they're going to help grow our market.

In marketing jargon, they are Category Builders.

More noise means more attention on mood, thought and behavioral disturbances, and more acceptance by our customers.

The market will expand and we will be in a position to make the most of it.

When you compare Zyprexa to Risperdal, Geodon, Seroquel, Depakote, Haldol, you name it-- we've got a great story to tell and our friends at Pfizer, Janssen and elsewhere are going to help us tell it.

A word about Geodon.

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No. No. No!

The contrast is profound.

Compare Zyprexa's position with Geodon--  
they're polar opposites.

To avoid confusion,  
we will always call Geodon by its brand name to avoid any  
confusion between Zyprexa and ziprasidone.

Geodon is just not appropriate for primary care.

But to effectively tell that story,  
we first must convince our customers just how special  
Zyprexa is.

We must remember that most of our customers still don't  
fully appreciate where Zyprexa fits in their practice.

Priority one is to grow the business,  
not merely protect it.

We must utilize trained speakers to educate PCPs --  
not only on Geodon's drawbacks -- but especially on

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Zyprexa's advantages and benefits to patients.

We must position Geodon appropriately.

This verbatim is essentially the  
1-2 punch that knocks Geodon out of primary care.

Here's a summary of why you should be confident, and  
frankly, grateful to be selling Zyprexa instead of Geodon.

**Efficacy:**

We have separated from key comparators--  
Haldol, Risperdal...

Geodon has not.  
...Zyprexa wins.

**Safety:**

Geodon has documented cardiovascular risk and dose-dependent  
EPS...

We don't.  
...Zyprexa wins.

**Ease of use:**

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[ MIKEGRAD.TSC - pg. 20

Zyprexa is once-a-day, starting at a therapeutic dose.

Geodon is twice-a-day, starting at a sub-therapeutic dose,  
and if you don't take it with food, you lose half the  
benefit.

...Zyprexa wins.

Price:

Geodon's flat pricing is no bargain in primary care doses.

Geodon is 32% higher than Zyprexa 5mg,  
and 56% higher than Zyprexa 2.5mg.

...Zyprexa wins.

Tolerability:

Zyprexa's rate of discontinuation is comparable to  
placebo...

Geodon's is nearly double placebo.

...Zyprexa wins.

Game, set and match, right?

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Geodon's strategy is no secret.

They are betting the farm that the fear of weight gain is more important to customers than efficacy, safety, ease of use,  
price and tolerability COMBINED.

This is what you have:

a new sell sheet on weight change and the six-month data in Tran.

More importantly,  
we need to project confidence, using both our product knowledge and our non-verbal communication skills to keep things in perspective, and fight for patients.

In your district breakouts, you'll revisit the Tran reprint.

You know what's in it, you know how to break it down.

Keep it simple,  
so that you don't overwhelm the doctor with data.

And let's move with a sense of urgency since our window of

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opportunity closes July 1.

You have two new sell sheets.

Because the fear of EPS is such a deterrent for some PCPs, here's a tool to demonstrate how Zyprexa differs from traditional antipsychotics.

But it's got to be used in combination with the placebo data in the sales aid.

You'll practice this and nail it.

For Zyprexa, weight gain is the ultimate topic to handle with skill.

Take this opportunity to tell the truth, to fight fire with facts and to put this manageable side effect in perspective.

You'll nail this one, too.

As your Zyprexa discussions with customers deepen and become more robust, the need for head-to-head comparative information increases.

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Knowledge is power, and this implementation guide gives you  
the power to create action.

Use this resource to sharpen your message and competitive  
focus.

Emphasize patient benefits.

And know the difference between a competitor,  
and a "companion."

Drugs like Aricept and Zoloft belong to what we're calling  
companion classes, drugs we augment rather than replace.

And now, a glimpse into the future,  
and answers to the popular doctor question,  
"Got anything new?"

Well, olanzapine is the molecule that keeps on giving.

We have a rapidly dissolving tablet called Zyprexa Zydis  
that helps with compliance.

We expect approval this summer of an intramuscular

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formulation, which will add two crucial words to our label:  
agitation and dementia.

And investigator initiated trials are mini clinical trials  
that expand our clinical experience and result in articles  
in the literature.

For example,

to name just one... our customers will soon be reading about  
Zyprexa in post-traumatic stress disorder.

*Oppy / New Formulations, new uses*

At your June district meeting, you'll get a new sales aid,  
with enhanced patient descriptors,  
and a new reprint or two.

That's what's new.

And it's only the beginning.

The future is full of potential, but the present is rich  
with opportunity.

I mentioned at the outset that we would spend some time  
reflecting on why we do what we do.

Each one of those 49,000 new patients has a story to tell,

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[ MIKEGRAD.TSC - pg. 25

and as a group these people are surrounded by countless  
family and friends,  
who are also impacted by Zyprexa.

Think about the stories in your territories as we meet just  
a few of the patients  
YOU'VE impacted.

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