

ZYPREXA LAUNCH - MARCH 2000

- Bipolar National Advisory Board-January 27-29, Naples, FL
- Provision Satellite Symposium (formally Centernet) - February 23
 - " Clinical Management of the Bipolar Spectrum for the New Millennium"
 - Faculty: Drs. Keck, Fawcett, Akiskal, Schatzberg, consumer
 - 133 Institutional Reps having customer lunches
 - ~1,000 facilities, ~6,000 MDs, ~8,000 Treatment Team members
 - CME lunch programs available March 3
- 15 Bipolar Dinner mtgs (CME, Inc.) - February/March
 - "Restoring Balance: Long-Term Mood Stabilization in the Bipolar Patient"
 - Faculty: Drs. Levine, Koshes, Fawver, Petty, Schatzberg, Maguire
 - Representative invitation and attendance
 - 150 to 400 MDs per dinner
- Bipolar Market Research and Strategy Conference - March 10-12, San Antonio
 - Faculty: Drs. Baker, Keck, Fawver
 - Local Speaker Development and Training
 - 3 Programs per representative per quarter beginning in March
- Media Relations Press Releases and Trade Articles at Approval
- Physician and Pharmacist Alerts
 - 1 page sell sheet to 30,000 MDs and 95,000 Pharmacists

ZYPREXA LAUNCH - MARCH 2000

- 30 Regional Psychosis/Bipolar Weekend Symposia (CME, Inc) - April-Nov.
 - "Dawn of a New Era in Treating Schizophrenia and Bipolar Disorder"
 - Faculty: Drs. Petty, Fawver, Levine, Koshes, Maguire, Keck
- Pragmaton Audio Conferences - November,99-May, 2000
 - "Diagnosis and Management of Mood-Related Psychotic Disorders"
 - Faculty: Dr. Paul Keck Times: Feb. 3, Mar. 15, Apr. 10, May 2
 - 250 MDs and 150 Treatment Team members per program
- CME Telenet Workshops - January-April
 - "Treating Bipolar Affective Illness in a New Millennium: The Role of New Mood Stabilizers"
 - Faculty: Drs. Keck, Fawcett, Schatzberg, Zarate
 - ~3 per week with ~25 MDs per evening
- Psych Facts
 - Dissemination of Bipolar information to 30,000 customers
 - Faculty: Drs. Glazer, Aquila, Keck, Maguire, Fawcett, Suppes
- Depressive symptom message aligns with bipolar launch

ZYPREXA DTP INITIATIVES: JAN.-JUNE, 2000

Capitalize on Reintegration, Evolve Private Psych Message to Include Depression Data, Neutralize Weight Gain

- Acute Care Market Research and Strategy Conf. - Jan. 13-15, San Antonio, TX
 - Faculty: Drs. Kinon, Maguire, Fawver
 - Impl.: 150 attendees (field driven)
 - Attendees receive: Schizophrenia medical slide kit, CME self studies, Facts & Faces of Reintegration, DTP direct mail initiatives, medical press releases, media packets
 - Follow-up:
 - pictorial directory (attendees, field mgmt) - February
 - Newsletter - April, Oct./Nov.
 - Audio Conference - June/July
- Schizophrenia National Advisory Board - January 27-29, Naples, FL
- Psychlink Satellite Symposium - February 16
 - "The Drivers for Clinical Decision Making: Optimizing Outcomes"
 - Faculty: Petty, Glazer, Dickson, Littrell, consumer video
 - Impl.: Invites to representatives, journal ads, direct mail, fax blast

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- PsychLink Satellite Symposium - March 15
 - "Rethinking Strategies for Managing the Acutely Psychotic Patient"
 - Faculty: Drs. Glazer, Maguire, Fawver
 - Impl.: previously noted
- Pragmaton Audio Conferences - Nov. 99-May 2000
 - "Understanding the Role of New Agents in Improving Clinical Outcomes"
 - Faculty: Drs. Maguire, Petty, Glazer, Fawver
 - Impl.: previously noted
- CME Telenet Workshop Series - January-April
 - "Reexamining Treatment Expectations for Psychosis in a New Millennium: Reintegration"
 - Faculty: Drs. Glazer, Stahl, Aquila, Fawver
 - Impl.: previously noted

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Capitalize on Reintegration, Evolve Private Psych Message to Include Depression Data, Neutralize Weight Gain

- 30 Regional Psychosis/Bipolar Weekend Symposia - April - November
 - "Dawn of a New Era in Treating Schizophrenia and Bipolar Disorder"
 - Faculty: Drs. Maguire, Petty, Fawver, Levine, Koshes, Keck
 - Impl.: previously noted
- APA Dinner Symposium - May 13
 - "Schizophrenia: Social Isolation to Social Reintegration"
 - Faculty: Drs. Lieberman, Petty, Knapp, Keefe, Aquila
 - Impl.: invites to representatives, journal ads, direct mail
- Schizophrenia Market Research and Strategy Conference
 - (TBD) - July
- Psych Facts - continuous (3 years)
 - Dissemination of Schizophrenia, Bipolar, Elderly, and Health Econ data via every other month fax blast to 30,000 customers
 - Faculty: Glazer, Aquila, Keck, Maguire, Fawcett, Suppes

ZYPREXA DTP INITIATIVES: JAN.-JUNE, 2000

Build the Zyprexa "New Opportunities" Business (LTC, etc.)

- 16 Elderly CME Weekend Symposia (CME, Inc.) - March-July
 - "Better Management of Psychoses in the Elderly"
 - Faculty: Drs. Maguire, Verma, Siegel, Koshes; PharmDs: Daiello, Gardner, Beier
 - Impl.: invites to representatives, journal ads, telemarketing, direct mail
- Pragmaton Audio Conferences - November, 99 - May, 2000
 - "Use of Antipsychotics in Geriatric Populations"
 - Faculty: Dr. Sumer Verma Times: Feb. 7, Mar. 21, Apr. 20, May 3
 - Impl.: previously noted
- Psych Facts
- Elderly Market Research and Strategy Conference - TBD
- APA Breakfast Symposium - May 17-18
 - " The Interface of Neuropsychiatric Disorders in the Elderly"
 - Faculty: Drs. Lawlor, Mintzer, McKeith, Mohs, Purdon, Lebowitz
- US Geriatric Congress Symposium - June 12-15
 - "Diagnosis and Treatment in the Elderly for Psychosis"
 - Faculty: Drs. Maguire, Verma

ZYPREXA DTP INITIATIVES: JAN.-JUNE, 2000

Enduring Materials

- JCP Supplement - "Antipsychotic Standard of Care: Redefining the Definition of Atypical Antipsychotics" - February
 - Distribution: 1 to each representative (not for detailing), direct mail to 30,000 customers
- JCP supplement - "Update on Tardive Dyskinesia"- May
 - Distribution: same as above
- "Considerations of Antipsychotic Agents" - Closed Symposium
 - CME audiotape - February
 - Faculty: DelPaggio, Aquila Distribution: direct mail to 30,000
 - CME Newsletter - March
 - Faculty: DelPaggio, Aquila, Casey, Maguire, Keck, Keefe, Lindenmeyer, Perkins
 - Distribution: direct mail to 30,000
 - CME audiotape - April
 - Faculty: Drs. Maguire, Keck Distribution: direct mail to 30,000
- Pragmaton Audioconferenes (CME self studies)
- PsychLink symposia (CME self studies)
- Centernet symposia (CME self studies)

ZYPREXA DTP INITIATIVES: JAN.-JUNE, 2000

Enduring Materials

- **JCP Supplement - "Antipsychotic Standard of Care: Redefining the Definition of Atypical Antipsychotics" - February**
 - **Paul Keck, MD** - "Atypical Antipsychotics for Mood Symptoms and Their Effect on Hostility and Suicidality"
 - **Ruth Dickson, MD, FRCP** - "Comparison of Hormonal Side Effects: Typical vs. Atypicals"
 - **William Glazer, MD** - "Comparison of Movement Side Effects: EPS and Tardive Dyskinesia"
 - **Gerald Maguire, MD** - "Impact on Geriatric Patients: Efficacy, Dosing, and Compliance"
 - **Doug Noordsy, MD** - "Recovery-Oriented Pharmacology: Redefining the goals of Antipsychotic Treatment"

- **Directions in Psychiatry - "Considerations of Antipsychotic Agents" - Fall, 2000**
 - **Gerald Maguire, MD** - "Efficacy in Positive Symptoms: Agitation and Hostility"
 - **Paul Keck, MD** - "Efficacy in Negative Symptoms: Mood and Affective Disorders"
 - **Richard Keefe, PhD** - "Efficacy in Cognition: Evidence for Enhancement"
 - **Daniel Casey, MD** - "Maintenance of Efficacy and Compliance Issues: Long-Term Complications of Antipsychotic Therapy"
 - **Diane Perkins, MD** - "Considerations in Special Populations: First-Episode Patients"
 - **Jean-Pierre Lindenmayer, MD** - "Considerations in Special Populations: Treatment-Resistant Patients"
 - **Ralph Aquila, MD** - "Impact on Functional Outcomes: Quality of Life and Weight Management"
 - **Douglas Del Paggio, PharmD, MPA** - "Economic Issues Associated with Antipsychotic Agent"