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

  - 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
ZYPREXA DTP INITIATIVES: JAN.-JUNE, 2000

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

- 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
ZYPREXA DTP INITIATIVES: JAN.-JUNE, 2000

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
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"