Market Research Summary: Q1

• Key Findings: Bipolar Strategy
  – Most PCPs state they are uncomfortable treating bipolar, often refer to psychiatrist, but are willing to start pts on med
  – Barriers to treatment are comfort diagnosing bipolar and comfort with meds available
    – Perception of bipolar as an acute and chronic disease, therefore very difficult to treat
  – Zyprexa is not recognized as an available bipolar med
  – Opportunities:
    – Educate about prevalence and acuity of disease
    – Provide screening tools
    – Teach how and why to use Zyprexa

• Key Findings: Wave 3 Attitude and Perception Tracking
  – Zyprexa moved to first place on attribute ratings of effectiveness, safety, side effects, ease of use by MDs and pts
  – Familiarity with Zyprexa significantly changed from wave 1 to wave 3 (82% current)
  – Bipolar treated by 77% of respondents; greatest barrier is diagnostic expertise, then experience with meds, then comfort with pt type
Market Research Summary: Q1

- Key Findings: Dosing
  - Start low, go slow approach is optimal; don’t want to risk over sedation
  - [Redacted]

- Key Findings: Weight gain and Diabetes
  - PCPs make no association with ZYPREXA
  - Have high comfort treating both
  - Opportunity to manage exists by being proactive with every customer, to help them and their pts manage expectations