

INNOVATION



Zyprexa APA Executive Summary

APA is a:

- 1) celebration of science
- 2) competitive jungle
- 3) sensory overload
- 4) test of individual and collective will and stamina

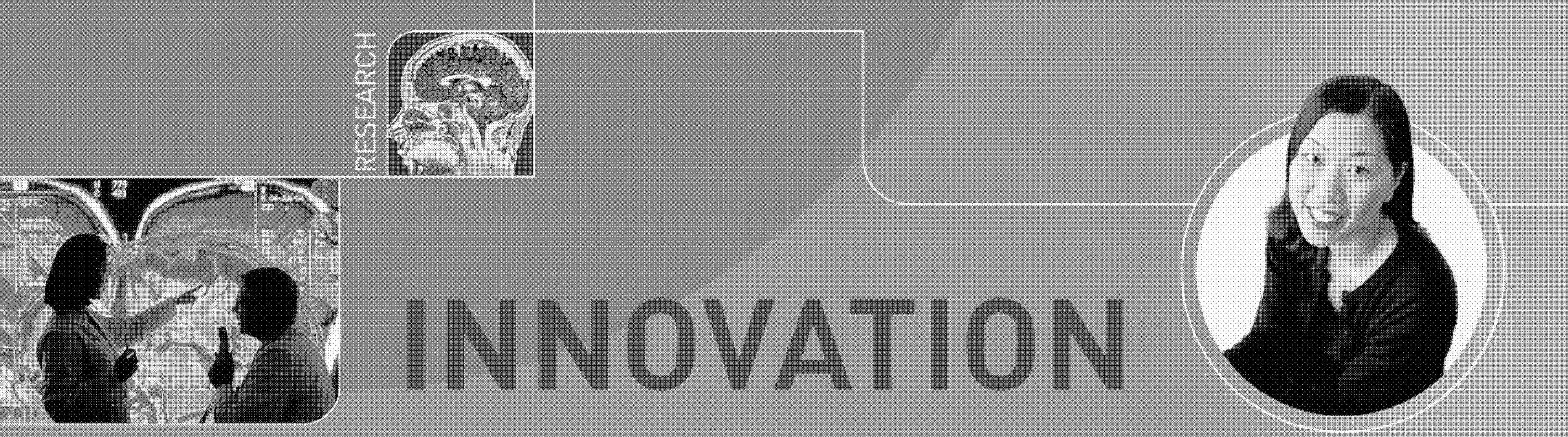
APA is all of the above and more, and this year's meeting will be both stimulating and intense. Lilly is the undisputed neuroscience leader, and make no mistake – competitors are gunning for us, particularly Zyprexa. Their envy is understandable – Zyprexa sells more than Risperdal, Seroquel and Geodon combined. And, in addition to market leadership in schizophrenia, we've set our sights on becoming the foundation of treatment for all phases of bipolar disorder.

APA 2002 will showcase many exciting aspects of the Zyprexa brand, but two “debut” stand out: 1) We will share the results of HGGY, which demonstrates Zyprexa's role in bipolar depression, a significant step in our bipolar foundation strategy; and 2) the public launch of the Zyprexa Brand Promise, the result of the most comprehensive market research initiative in the brand's history. Customers will learn how Zyprexa offers dependable control, which leads to a more productive therapeutic alliance, and ultimately, helps patients move their lives forward and realize their individual potential. Additional highlights will be shared in poster presentations, CME symposia or in press releases to the media; this information is contained in your APA binder.

Zyprexa's clinical benefits and commercial success make it the world's strongest neuroscience brand, and among the strongest in the pharmaceutical industry. It is a badge of our success that competitors have intensified their negative campaigning, particularly on the topic of safety. Spiteful, data-distorting attacks are a disservice to the millions of patients, families and clinicians who seek solutions in treating the devastation of severe mental illness – but they are a reality of this marketplace.

Lilly stands by the quality and depth of the science that supports Zyprexa. This executive summary contains appropriate responses to customer questions about Zyprexa's safety and comparisons with competitors, but these should be used as a bridge into rich discussions of Zyprexa's efficacy in schizophrenia and bipolar disorder. Despite all the negative campaigning directed at Zyprexa, it is absolutely critical that you spend most of your time and energy focused on what makes Zyprexa special. We should not reinforce agendas that commoditize efficacy and mischaracterize clinical risk.

We're playing to win at APA – and that begins with you. There will be thousands of “moments of truth” in Philadelphia to demonstrate our leadership and our passion for patients. APA 2002 demands the best that Lilly – and you – can offer. Rise to the challenge and make APA 2002 a triumph of quality science, customer relationships and answers that matter.



What to expect – and how to respond

Competitors will attempt to commoditize efficacy and create concerns about Zyprexa (issues associated with weight gain, diabetes, etc.). Lilly sales representatives will wear buttons that say, “Ask me about Efficacy,” and attendees will carry Lilly bags reading “Make Efficacy Matter.” The point of these is to remind customers (and us!) that there are significant efficacy differences among therapeutic options, and discussions about extremely rare adverse events should not occur without a linked discussion of efficacy and patient outcomes.

While you are working the booth, attending scientific sessions or entertaining customers, rest assured that behind the scenes will be a very active network monitoring poster sessions, symposia and booth activity, with a focus on developing swift, effective answers to issues that arise.

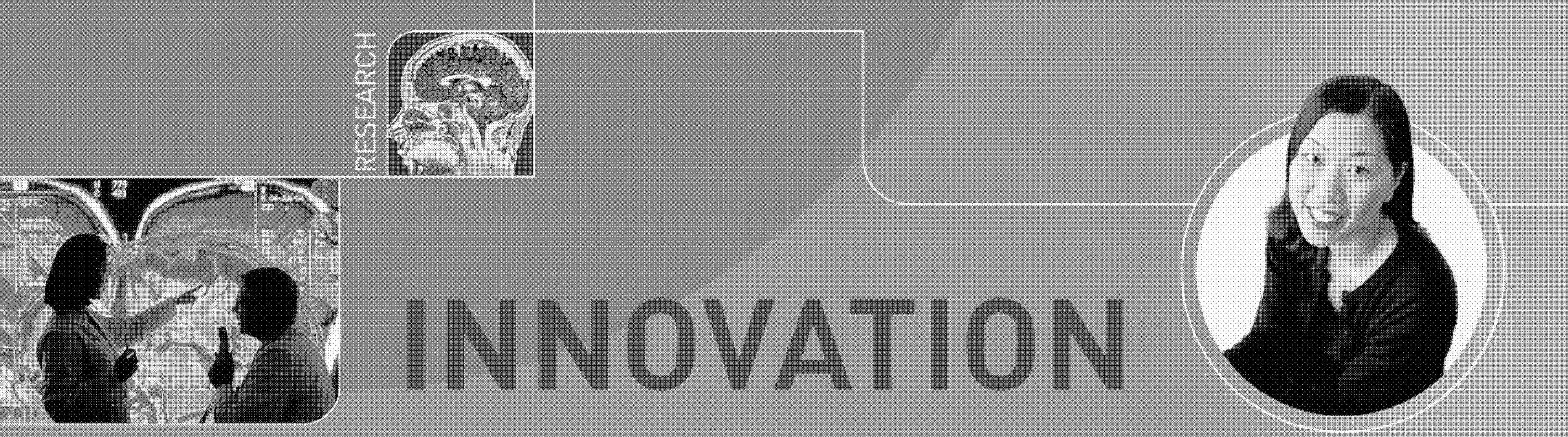
Answers to unsolicited questions about Zyprexa’s safety profile

The APA is a tremendous opportunity to kick off and deliver on our Brand Promise. Your conversations with customers should focus on the unique benefits of Zyprexa and its ability to deliver dependable control in the treatment of schizophrenia and acute bipolar mania for patients, families and caregivers. One of the unique benefits of Zyprexa is its overall tolerability and safety profile.

Due to a number of competitive activities that will take place at the APA, we anticipate that customers may ask questions about a variety of safety related subjects. Lilly is committed to patient safety and providing answers that matter. To that end, there are a number of ways you can address a customer's inquiries.

When you are asked an unsolicited question about Zyprexa and safety issues, first clarify the question, respond with appropriate verbatim and check for impact/agreement. If customer is seeking additional information, ask if a written follow up from Medical Information or representative follow up is desired. In a minority of cases, the customer may still want additional information. If the customer is in the Lilly booth, it would then be appropriate to escort them to our medical booth while delivering a proactive efficacy message (see attached algorithm).

In all cases, after addressing the customer’s concern, you should continue to engage the customer in a dialogue about how Zyprexa offers the dependable control they need to help in the treatment of their patients with schizophrenia and acute bipolar mania.



Below are some questions you may receive and the appropriate responses.

What can you tell me about the Zyprexa label change in Japan?

- The Package Insert (PI) in Japan has been modified with regard to patients with diabetes.
- Lilly strongly disagrees with the conclusion of the Japanese regulatory agency because the overwhelming scientific evidence supports comparable rates of diabetes among patients treated with various psychotropics. The Japanese decision was based on 9 case reports representing less than 0.01% of patients treated with Zyprexa in Japan.
- We support the ADA guidelines; that for patients with diabetes, or significant risk factors, good clinical practice includes assessment and follow-up regardless of which agent a patient is receiving.

I heard you recently had a change to your label in Europe. What can you tell me about that?

- Recently, the UK regulatory agency reported in its quarterly newsletter a language change with respect to appropriate clinical monitoring of patients with diabetes in the ZYPREXA European label which took place more than a year ago.
- We support the ADA guidelines; that for patients with diabetes, or significant risk factors, good clinical practice includes assessment and follow-up regardless of which agent a patient is receiving.

Is it true that Zyprexa will have a label change regarding diabetes in the US?

- The FDA has not proposed any change to the Zyprexa label.
- The FDA has requested safety information from *all of the manufacturers* of atypical antipsychotics so that they can conduct a thorough review of this issue.
- Lilly has looked at this issue in many different ways, including our clinical trial databases, epidemiological studies, and competitor-sponsored studies and have found comparable rates of diabetes regardless of agent studied.

What is the association between Zyprexa and the development of diabetes?

- Diabetes is common in the general public and even more common in the mentally ill. Not surprisingly, if you look for it in your psychiatric patients, you'll find it, regardless of treatment agent.
- Lilly has looked at this issue in many different ways, including our clinical trial databases, epidemiological studies, and competitor-sponsored studies and have found comparable rates of diabetes regardless of agent studied.
- Patients taking Zyprexa may develop diabetes, but at rates comparable to patients on other psychotropic agents. With this in mind, doesn't it make sense to select the agent that best treats the patient's *psychiatric* symptoms?

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I've heard that Zyprexa can lead to ketoacidosis. Is this true?

- Cases of DKA have been reported in association with Zyprexa treatment, as well as other atypicals. However, these reports are very rare, reported in less than 0.01 percent of patients treated with Zyprexa and a direct causal relationship has not been established.
- Fortunately, DKA is potentially preventable if diabetes is identified and properly controlled. Therefore, it is essential that physicians counsel and refer patients with diabetes, regardless of which agent they may be taking.
- DKA should not be a factor in choosing one agent over another, as patients appear to experience diabetes at comparable rates across various treatments.

What can you tell me about Zyprexa and increased lipid levels?

- I am aware of activity around this topic that has been generated by our competitors.
- Would written follow up from our Medical Information department on the subject address your needs?

What can you tell me about the tampering issues with Zyprexa?

- On May 3, Eli Lilly and Company initiated a notification of potential tampering with ZYPREXA to all health care professionals.
- We have been made aware, either by direct report to Lilly or by reports to wholesalers, of a limited number of pharmacists in the United States finding white pills marked "aspirin," instead of ZYPREXA tablets, in ZYPREXA bottles. These reports have been limited to 60 count bottles of 10 mg. and 15 mg. ZYPREXA only.
- Note that this was not a recall. We have communicated to pharmacists the need to remind anyone taking any prescription medication to carefully examine their medication before taking it, including ZYPREXA. We have given instructions to pharmacies to inspect their inventory of ZYPREXA before dispensing and have shared information on how to identify legitimate ZYPREXA tablets.

Answers to unsolicited questions about competitors (Unlike issues, you will rarely need to transfer customers to medical)

Our competitors will try to expand into bipolar despite the fact that they do not have an indication. BMS and Janssen will use the APA to increase excitement about aripiprazole and risperidone depot. Lilly will focus on robust efficacy data about Zyprexa, including outstanding results in bipolar depression.



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If you are asked an unsolicited question about a competitive product:

- clarify the question
- use the verbatims below
- get back to selling

What can you tell me about the efficacy data on aripiprazole?

- Schizophrenia is a complicated disease and its good to have options
- With the claims BMS is making, it seems odd that they are not sharing robust efficacy data
- We learned from a recent product launch that unpredictable efficacy is often disappointing for the physician, and potentially exposes patients to the risk of decompensation.
- Physicians count on Zyprexa because of its dependable efficacy...

What can you tell me about risperidone depot (Risperdal Consta/Long Acting)?

- It is good for customers to have another option for severely ill patients who can't be stabilized on an oral
- However, risperidone depot may not be an option for many patients given the dose ceiling (max: 50mg = 4 mg) and limitations of this formulation (3 weeks of oral supplementation, injections every 2 weeks instead of Haldol depot's 4 weeks, etc.)
- Zyprexa oral offers superior relapse prevention (show Tran data).

What can you tell me about quetiapine (Seroquel)?

- It is good for customers to have options.
- However, for dependable control of positive and negative symptoms, you can count on Zyprexa
- You can depend on Zyprexa because....

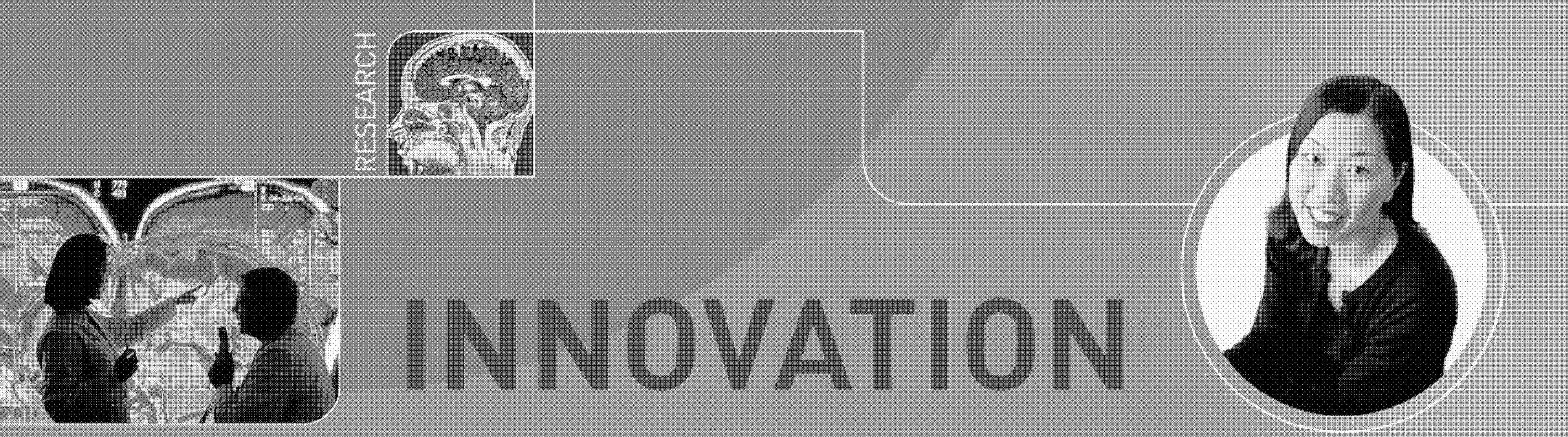
What can you tell me about ziprasidone (Geodon)?

- Unlike our competitors, Lilly's focus is efficacy
- We expect that Pfizer will continue to try to minimize Geodon's unpredictable efficacy and side effects
- Zyprexa has demonstrated dependable control in over 8 million patients....

What can you tell me about divalproex (Depakote)?

- In bipolar disorder, the research on Depakote is limited
- Here is some exciting data showing why you can depend on Zyprexa as a foundational mood stabilizer (If asked about bipolar depression, finish the bipolar message and then escort the customer to the medical booth)

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What can you tell me about lamotrigine (Lamictal)?

- Lamictal is not new to the market
- It is difficult to titrate
- Its use has been limited by a black box warning for a severe rash which is potentially fatal.
- Here is some exciting data showing why you can depend on Zyprexa as a foundational mood stabilizer
(If asked about bipolar depression, finish the bipolar message and then escort the customer to the medical booth)

Competitive Intelligence Questions

Your focus at the APA should be on differentiating Zyprexa. However, if you identify the strengths and weaknesses of aripiprazole and/or risperidone depot, please send a voice mail to 651-6803.

Protecting Critical Information about Lilly/Zyprexa

- It is your responsibility to assure that all confidential/proprietary information in your possession is secure while you are at the APA. This includes but is not limited to palm pilots, laptops, APA binders, etc.
- Refrain from sensitive discussions about Lilly products/business in public places such as lobbies, restaurants, bars, airplanes, etc.
- If someone asks you a question about a confidential topic, such as the status of future products, organizational/sales force structure, budgets, launch timings, etc., they are probably working with a competitor.

We wanted to bring to your attention to three exciting CME symposia that the Zyprexa team will be supporting at this year's APA.

Program #1 – Treating Psychotic Illness Across the Lifespan: Are Drugs Enough?

Sunday, May 19th • 8:00AM-11:00AM • Wyndham Hotel • Ballrooms A/B

Faculty:

Paul Barreira, MD Program Chair

Sumer Verma, MD Co-Chair

Jean Frazier, MD

Ralph Aquila, MD

Gerald Maguire, MD

Anne Alonso, PhD

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Program #2 – Primary Mood Stabilizers as the Cornerstone of Treatment for Bipolar Disorder

Sunday, May 19th • 7:00PM-10:00PM • Wyndham Hotel • Ballrooms A/B

Faculty:

Paul Keck, MD Program Chair

Lauren Marangell, MD

Michael Thase, MD

Joseph Goldberg, MD

Professor Guy Goodwin

Mary Worthen, Author, *“Journey Not Chosen...Destination Not Known”*

Program #3 – Therapeutic Challenges, Novel Approaches: Antipsychotics in the Management of Mood and Anxiety Disorders

Part 1

Wednesday, May 22 • 7:00AM-8:30AM • Loews Hotel • Regency Ballrooms A-C

Faculty:

Richard Shelton, MD Program Chair

Michael Owens, PhD

C. Nassir Ghaemi, MD

Part 2

Thursday, May 23 • 7:00AM-8:30AM • Loews Hotel • Regency Ballrooms A-C

Faculty:

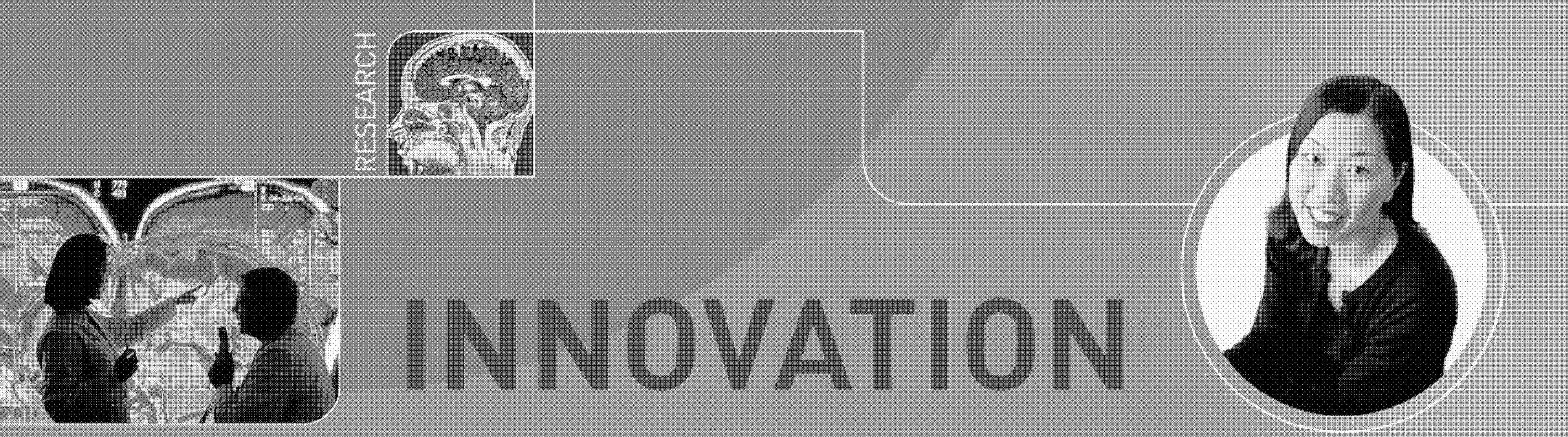
Richard Shelton, MD Program Chair

Frederick Petty, MD

Olga Brawman-Mintzer, MD

For more information on these exciting programs please refer to your APA Corporate Handbook, under the tab “Lilly-Supported Symposia.”

The Lilly logo, featuring the word "Lilly" in a stylized, cursive script.



Brand Promise message elements

Dependable Symptom Control:

Zyprexa is dependable in both the short term and the long term at controlling a wide range of symptoms -- symptoms of both psychosis and elevated mood. Zyprexa's multiple indications and ability to help control this wide range of symptoms is what separates it from its competitors and makes it extraordinary. Additionally, because of its favorable side effect profile, unlike other agents, Zyprexa can be dosed to efficacy due to placebo-like EPS, prolactin and cardiovascular side effects. Because of Zyprexa's enduring efficacy, tolerability and its ease of use, the patients that start on Zyprexa can stay on the appropriate dose of Zyprexa in the long term.

Zyprexa's role is to enable a more productive therapeutic alliance

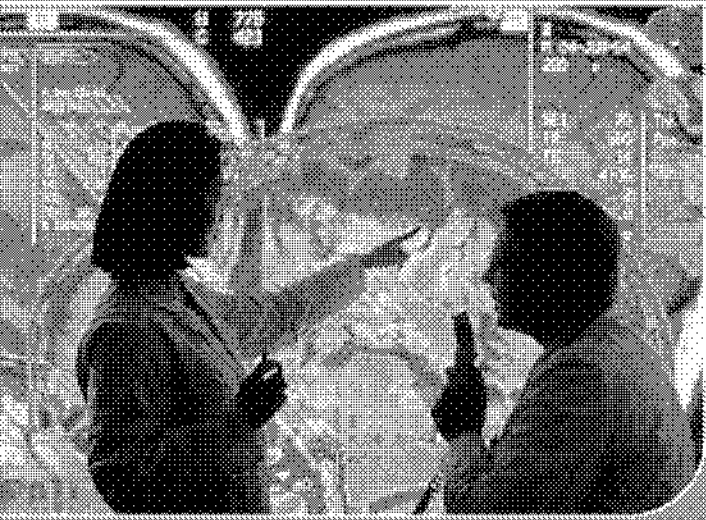
Zyprexa's role in therapy is to work consistently in both the short term and the long term allowing the patient to regain control, think more clearly and gain insight into their disease. This enables the health care professional to develop an effective trusting relationship with their patients. The patient is able become more engaged in their care and help manage his/her illness with better treatment adherence and less fear relapse -- thus, allowing psychosocial programs to be more effective.

Helps patients move their lives forward and realize their individual potential.

Each patient's potential is unique. Zyprexa enables the healthcare provider to help their patients to feel motivated to reach their highest level of potential. With some patients this may mean participating more in the routine activities of daily life. For others it may be increasing their ability to bond with their family and friends or their ability to secure or maintain a job.

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Handling Areas of Concern: APA Algorithm

