



# Managed Care - June 2002

## Information about Zyprexa ® (olanzapine)

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*Lilly*  
**Answers That Matter.**

# Zyprexa PCP Vision

Expand our market by redefining how primary care physicians identify, diagnose and treat complicated mood disorders (i.e. Bipolar Disorder)

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# The Bipolar Disorder Problem

## National Depressive and Manic-Depressive Association (NDMDA) 2000 Survey

- 7 in 10 people with bipolar disorder initially misdiagnosed (30%)
- Most common misdiagnosis is unipolar depression
- On average, 3.5 misdiagnoses and 4 consultations before receiving an accurate diagnosis
- More than 1/3 sought help for more than 10 years before being accurately diagnosed

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# Our challenge

- PCPs have not been trained to recognize this patient...some afraid of the “B” word
- PCPs have traditionally not treated this patient
  - Lack of comfort with the disease state
  - Lack of comfort with the meds due primarily to safety concerns

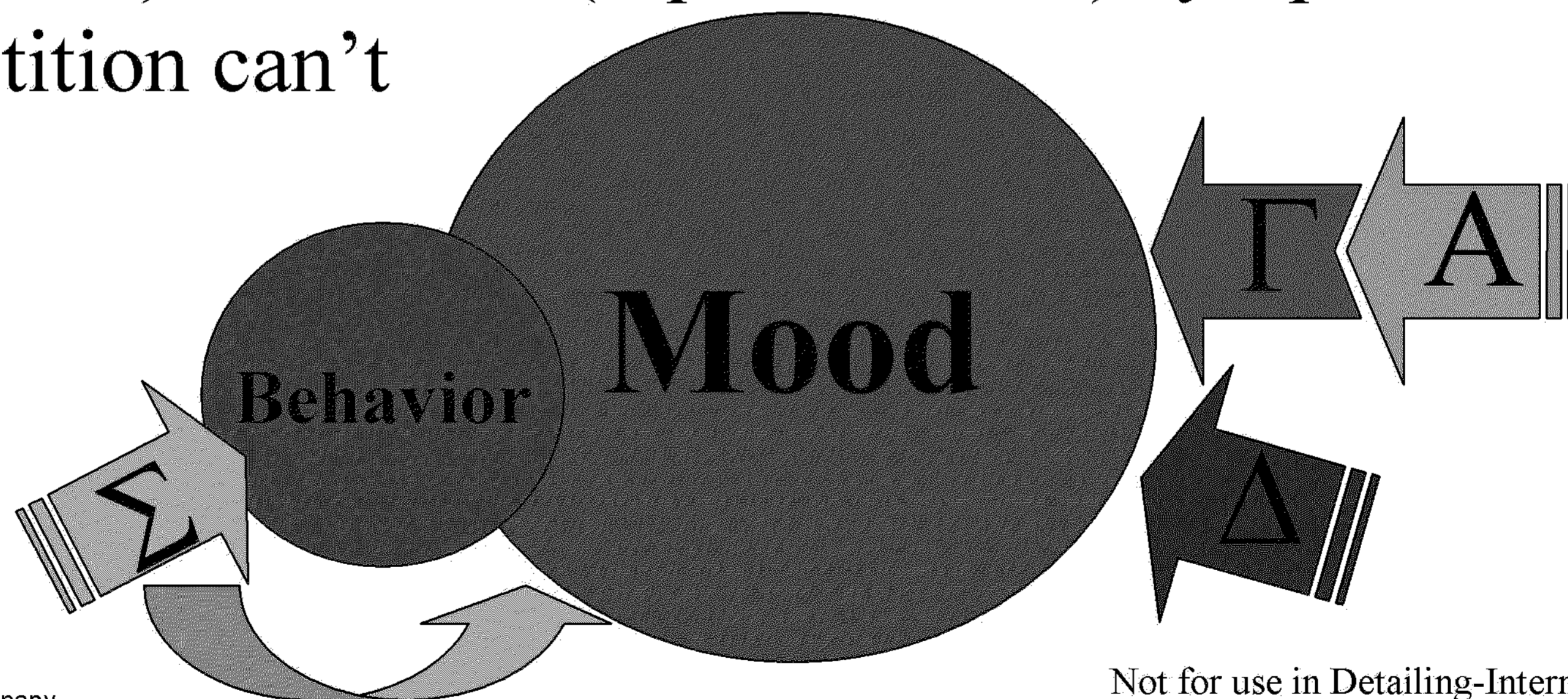
....We can change their paradigm

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# Our Opportunity/Approach

1. We are filling an unmet medical need
2. We've only scratched the surface of a market with tremendous upside Redacted
3. Zyprexa is a psychotropic – it can treat both behavior (psychosis) and mood (bipolar mania) symptoms; the competition can't



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# We are the market leaders

- We are creating a market much like Redacted did by highlighting unmet medical need (1/3 pts misdiagnosed)
- The opportunity is huge Redacted
- The competition is close behind and will attempt to draft our profile
  - risperidone launch in Q4 '02
  - aripiprazole launch in Q1 '03
- We can revolutionize the way PCPs view and treat bipolar
- Most importantly, we can help those patients who have been suffering needlessly

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# Mnemonic for Bipolar Symptoms - “DIGFAST”

- **D**istractibility – Poorly focused, short attention span
- **I**nsomnia – Decreased need for sleep
- **G**randiosity – Inflated sense of self
- **F**light of Ideas – Racing thoughts
- **A**ctivities – Increased goal-directed activities
- **S**peech – Pressured or excessive talking
- **T**houghtlessness – “Risk-taking” behaviors  
sexual, financial, travel, driving

Ghaemi SN. Primary Psychiatry. Vol 8, No 2, 2001.

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# Current Managed Care Perceptions of Antipsychotics and Mood Stabilizers

1. Antipsychotics are not on commercial managed care plans' radar screens due to the complicated nature of disease and because patients with schizophrenia are treated by psychiatrists
2. Mood stabilizers are not visible to plans because there are low-cost, generic products available

Managed Care Q1 2002 Market Research Survey – Roberta Miller

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# How should we handle the Expansion of Zyprexa Primary Care Salesforce?

*Be Proactive!!!*

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# Managed Care Customer Stage Diagram

Stage 1

Stage 2

Stage 3

<b>Size &amp; Control</b>	Low Medicaid enrollment Small enrollment Low control	Mid-high Medicaid enrollment Mid-high enrollment Mid-high control	High Medicaid enrollment Mid-high enrollment High control
<b>Utilization</b>	Low Zyprexa spend PMPY <\$3	Mid-high Zyprexa spend PMPY <\$5	High Zyprexa spend PMPY >\$5
<b>Current Behavior</b>	No plan to review or act on Zyprexa	Implicit/Explicit Zyprexa concern expressed by account	Explicit actions to restrict Review in process
<b>AAME</b>	Low-risk situation questions	Explicit needs determination	Determine explicit needs and payoff answers

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# Managed Care Plan

1. Educate on indications and value of Zyprexa (Stage I plans)
2. Lead with practical information on why PCPs should treat Severe and Persistent Mentally Ill patients (Stage II and III plans)
3. Once plan understands practical information, then review clinical information on value of Zyprexa for treatment of bipolar mania (Stage II and III plans)
4. Review Health Outcomes data with plan as it becomes available (Stage III plans)
5. Appropriate implementation of proactive contracting guidelines

# Managed Care Plan Education on Value of Zyprexa – Stage I

## Product Efficacy and Indications

- Zyprexa Access Tool
  - Burden of Mental Illness
  - Case for Open Access
- CMHC Detail Aid
- Medical Letters on Product Efficacy (if requested)
  - Letters for both Schizophrenia and Acute Mania

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# Managed Care Plan Practical and Clinical Information - Stage II

## Practical Information

- Zyprexa Bipolar Detail Aid - July
- NDMDA Survey - July
- APA and TMAP algorithms – on KM in Q&A

## Clinical Information

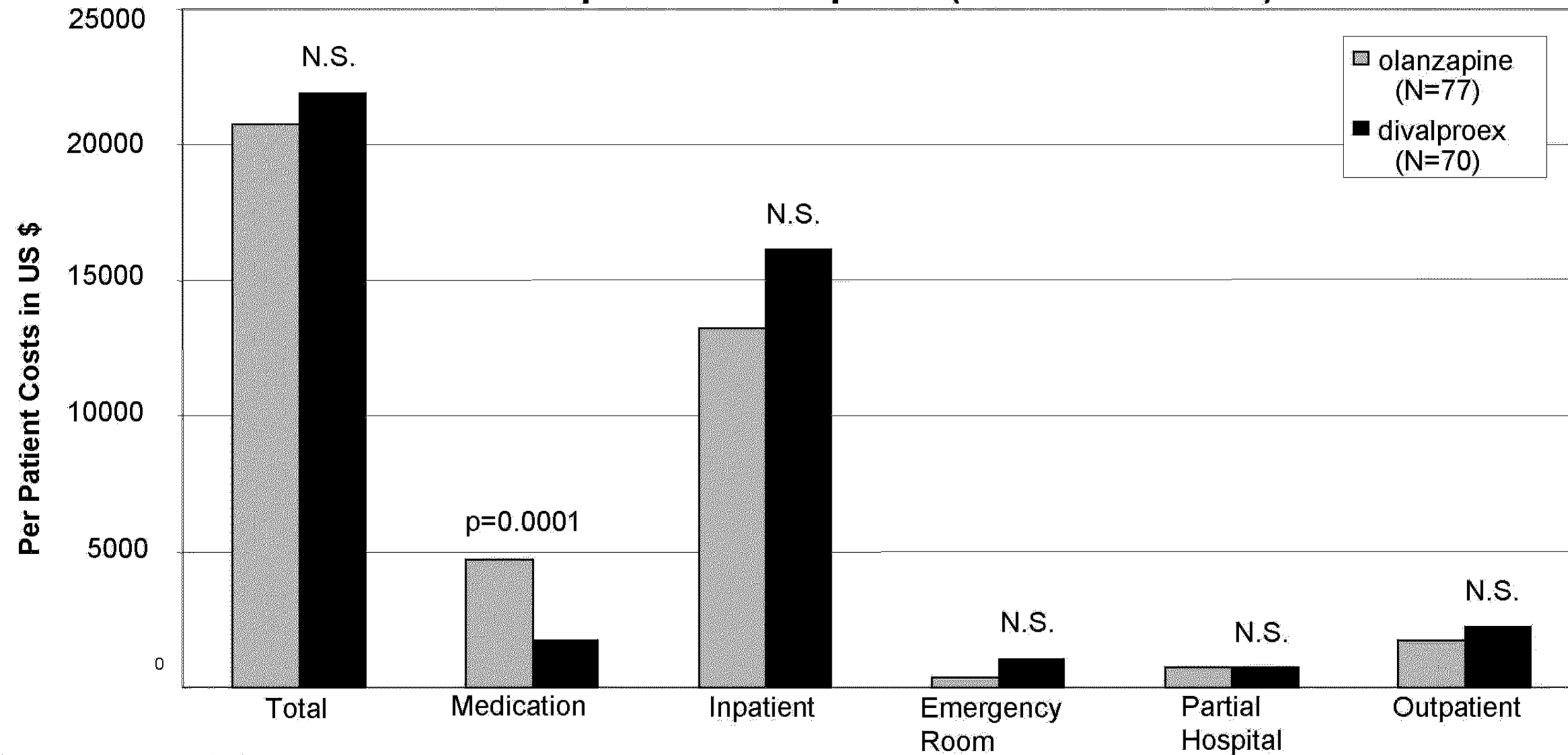
- PCP Detail Aid – Zyprexa versus Depakote
- APA and TMAP algorithms

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# Managed Care Plan Health Outcomes Data – Stage III

**Figure 1**  
**Per Patient Total and Component Costs Over 47- Week Period**  
**Olanzapine vs. Divalproex (Untrimmed Data)**



ISPOR – 2002

B Zhu<sup>1</sup>, RW Baker<sup>1</sup>, CA Zarate<sup>2</sup>, M Lage<sup>3</sup>, S Tunis<sup>1</sup>, L Shi<sup>1</sup>, M Tohen<sup>1, 4</sup>

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<sup>3</sup>HealthMetrics Outcomes Research, Groton Long Point CT, <sup>4</sup>Harvard Medical School, Boston, MA

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# Questions?????

Is more training needed?

- New training modules/tests are available

What other information would be helpful?

Do you understand the message?

- You must be able to explain complicated mood to a formulary decision maker/influencer

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# New Zyprexa Interventions

## *Value of Zyprexa*

- Zyprexa Access Tool – electronic version OL22759
- Zyprexa Access Tool – hardcopy OL22236

## *Compliance Initiative*

- Formulations Card – OL21683
- Dosing Efficiency Cards – OL24430 and OL24431
- QD Dosing Letter – OL22373

## *Formulary Availability Announcements*

Availability Sticker Template – OL24368

Availability Template

## *Open Access Message*

- Seasonal Sell Sheet – OL24395



# Existing Zyprexa Interventions

- BPRS, MMSE
- Team Solutions
- Bipolar education videos

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# Management of Current Issues Opportunity Segmentation-Approaches

	<b>Stage 1</b> Probe & Listen	<b>Stage 2</b> Proactive	<b>Stage 3</b> Aggressive Offense
<b>Message</b>	Complexity of Disease states: Schizophrenia & Bipolar	ES/UA: Differences among agents/Zyprexa differentiation	Cost-neutral with better outcomes
<b>Contract</b>	Evaluate contract	Implement contract according to guidelines	Optimize value of contract
<b>Champions</b> -P&T Members -Thought Leaders -3 <sup>rd</sup> Party -BHO	Identify champions	Establish foundation by developing plan for utilization of champs	Full mobilization of champions
<b>Competitive Activity</b>	Determine competitive activity	ID key competitive issue & supporter for inclusion into action plan	Neutralize competitive issue and supporter
<b>Maximize Partners</b> -B2B-RMC, NMC, BHO -B to G-PHD, FGS, SGA -Field Sales -Other-OL, OR, ML, SM	Establish Action Team	Cross-functional plan w/operational contract -Roles and responsibilities -Ongoing communication -Accountability	Full-stage implementation & tight control of action team
<b>Other</b>	Understand Medicaid system process & impact on business	Obtain data for OL analysis	

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# Opportunity Segmentation-Resources

## Stage 1

## Stage 2

## Stage 3

<b>Zyprexa Access Tool</b>  <b>Sales Aids &amp; Key Interventions</b> (see intervention continuum)  <b>Maximize Partners</b> <b>INTERNAL</b> –CBS –Strategic Marketing –Peers –B2B/B to G –Field Sales –Other-OL, OR, ML <b>EXTERNAL</b> –BHO/INFLUENCERS	Burden of Mental Illness The Case for Open Access  National open access sell sheet  Seasonal Sell Sheet	Cost & Health Outcomes Indications & Optimal Use Issues Management State specific open access sell sheet Key approved reprints Team Solutions QD Dosing Letter Formulations Card Efficiencies Cards	Cost & Health Outcomes  Cost model (7%-8%)  Focus support actions
	Identify and assess support	Enlist support	

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# Procedure for Addressing Customer's Cost and Utilization Concerns

- Zyprexa Access Tool Health Outcomes must be presented
- Health Outcomes Apples and Oranges presentation complete to address differences in medication use
- Customer must believe that dose comparability is 2.5mg Zyprexa : 1.0mg Risperdal
- Complete customized Apples and Oranges data
- Atypical Cost Model

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