Managed Care - June 2002
Information about Zyprexa ® (olanzapine)
Expand our market by redefining how primary care physicians identify, diagnose and treat complicated mood disorders (i.e. Bipolar Disorder)
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
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
1. We are filling an unmet medical need
2. We’ve only scratched the surface of a market with tremendous upside
3. Zyprexa is a psychotropic – it can treat both behavior (psychosis) and mood (bipolar mania) symptoms; the competition can’t
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
Mnemonic for Bipolar Symptoms - “DIGFAST”

- **Distractibility** – Poorly focused, short attention span
- **Insomnia** – Decreased need for sleep
- **Grandiosity** – Inflated sense of self
- **Flight of Ideas** – Racing thoughts
- **Activities** – Increased goal-directed activities
- **Speech** – Pressured or excessive talking
- **Thoughtlessness** – “Risk-taking” behaviors
  - sexual, financial, travel, driving

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!!!*
# Managed Care Customer Stage Diagram

<table>
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<tr>
<th>Stage 1</th>
<th>Stage 2</th>
<th>Stage 3</th>
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<tbody>
<tr>
<td><strong>Size &amp; Control</strong></td>
<td><strong>Utilization</strong></td>
<td><strong>Current Behavior</strong></td>
</tr>
<tr>
<td>Low Medicaid enrollment</td>
<td>Mid-high Medicaid enrollment</td>
<td>High Medicaid enrollment</td>
</tr>
<tr>
<td>Small enrollment</td>
<td>Mid-high enrollment</td>
<td>Mid-high enrollment</td>
</tr>
<tr>
<td>Low control</td>
<td>Low Zyprexa spend</td>
<td>High control</td>
</tr>
<tr>
<td>Low Zyprexa spend PMPY &lt;$3</td>
<td>Mid-high Zyprexa spend PMPY &lt;$5</td>
<td>High Zyprexa spend PMPY &gt;$5</td>
</tr>
<tr>
<td><strong>Current Behavior</strong></td>
<td>Explicit needs determination</td>
<td>Determine explicit needs and payoff answers</td>
</tr>
<tr>
<td>No plan to review or action on Zyprexa</td>
<td>Explicit actions to restrict</td>
<td>Review in process</td>
</tr>
<tr>
<td>Low-risk situation questions</td>
<td>Zyprexa concern expressed by account</td>
<td></td>
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1. Educate on indications and value of Zyplera (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 Zyplera 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
Product Efficacy and Indications

- **Zyvox 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
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
ISPOR – 2002

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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
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
# Management of Current Issues

## Opportunity Segmentation-Approaches

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<tr>
<th>Stage 1</th>
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<th>Stage 3</th>
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</thead>
<tbody>
<tr>
<td>Probe &amp; Listen</td>
<td>Proactive</td>
<td>Aggressive Offense</td>
</tr>
<tr>
<td><strong>Message</strong></td>
<td>Complexity of Disease states: Schizophrenia &amp; Bipolar</td>
<td>ES/UA: Differences among agents/Zyprexa differentiation</td>
</tr>
<tr>
<td><strong>Contract</strong></td>
<td>Evaluate contract</td>
<td>Implement contract according to guidelines</td>
</tr>
<tr>
<td><strong>Champions</strong></td>
<td>Identify champions</td>
<td>Establish foundation by developing plan for utilization of champs</td>
</tr>
<tr>
<td>- P&amp;T Members</td>
<td>Determine competitive activity</td>
<td>ID key competitive issue &amp; supporter for inclusion into action plan</td>
</tr>
<tr>
<td>- Thought Leaders</td>
<td>Establish Action Team</td>
<td>Cross-functional plan w/operational contract</td>
</tr>
<tr>
<td>- 3rd Party</td>
<td>Understand Medicaid system process &amp; impact on business</td>
<td>- Roles and responsibilities</td>
</tr>
<tr>
<td>- BHO</td>
<td></td>
<td>- Ongoing communication</td>
</tr>
<tr>
<td><strong>Competitive Activity</strong></td>
<td></td>
<td>- Accountability</td>
</tr>
<tr>
<td><strong>Maximize Partners</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- B2B-RMC, NMC, BHO</td>
<td></td>
<td></td>
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<tr>
<td>- B to G-PHD, FGS, SGA</td>
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<tr>
<td>- Field Sales</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Other-OL, OR, ML, SM</td>
<td></td>
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</tr>
<tr>
<td><strong>Other</strong></td>
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# Opportunity Segmentation-Resources

## Stage 1

**Zyprexa Access Tool**
- Burden of Mental Illness
- The Case for Open Access
- National open access sell sheet
- Seasonal Sell Sheet

**Maximize Partners**
- INTERNAL
  - CBS
  - Strategic Marketing
  - Peers
  - B2B/B to G
  - Field Sales
  - Other-OL, OR, ML
- EXTERNAL
  - BHO/INFLUENCERS

**Sales Aids & Key Interventions (see intervention continuum)**

## Stage 2

**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

## Stage 3

**Cost & Health Outcomes**
- Cost model (7%-8%)

**Focus support actions**

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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