

12/3/2003

CSF #1 Review

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Answers That Matter.

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What does success look like?

Agreement on a plan for CSF #1

Integration of brand efforts for CSF#1

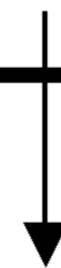
Raising the bar on what the “issues team” does for the brand

CSF 1

Patient erosion among schizophrenia and bipolar patients stops by addressing weight gain and other issues

Marketing Objective:

70% of targeted HCPs feel more in control and believe they can help their patients because Lilly is empathetic and constructive in addressing weight gain and other issues.



Great opportunity to be a leader and therapeutic alliance enabler to change some customer's perceptions of the brand which get in the way of seeing how truly special the Zyprexa is.

Guiding Principles

What is best for patients

Collaborative effort with segments

Connect to CSF#2

Supports overall brand message

Leadership Brand

Leadership Brand

A brand in the leadership position under constant competitive threat to maintain and grow share, revenue, and market direction.

Takes chances and seeks new opportunities

Defines the direction of the marketplace

Identifies a larger cause and champions it

Hosts the party

Is the source of authority

Leadership Brand + The Therapeutic Alliance

Delivers the medication and the means to enable physicians and patients to achieve treatment success.

ZYPREXA – dependable, honest, dedicated, liberating, collaborative

Passionately seeks out new treatment modalities and protocols – **liberating**

Surrenders short-term gain to ensure long-term value – **honest**

Sets the bar for advanced therapy and patient care – **dependable**

Opens its success and best practices to the marketplace – **collaborative**

Seen as voice of authority by physicians, patients, and advocates – **dependable**

Makes increased equity an outcome, not a goal - **dedicated**

Being a leader will be important....

“If it were not for weight gain, I would use it almost exclusively.”

“They are finally owning up to the fact that this drug causes weight gain.”

“They have denied that weight gain even occurred, then they tried to say it was manageable. It isn't.”

“Weight gain is an emotional issue for everyone. Please help us deal with it.”

What are we doing about this? We have already done many, many things – how do they fit together?

Sales Force “tone change”

Solutions for Wellness programs: treatment team and personalized program

Healthy Lifestyle Solutions video

Nutrition in the Fast Lane

Healthy Tips Tear Sheets

Healthy Lifestyles Tear Sheets

Zyprexa.com – downloadable resources

Diabetes Education Program

Complete Wellness program

NTTP

Team Solutions

Weight Gain Leave behind

Counseling RX Pad

SFW Patient Overview Card

Direct Mail

Web Conferences for Consultants

Speaker Training

Operation Restore Confidence

Peer to peer programs

Breier CD-Rom

Under Development or proposed:

Glazer Weight Management Tool

Complete Wellness Program

UMDNJ computer program proposal

Visualize Success program testimonials

CMHC group program

Patient program for NTTP

Planning for 2004

More tactics don't guarantee success

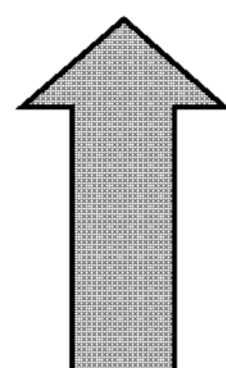
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Answers That Matter.

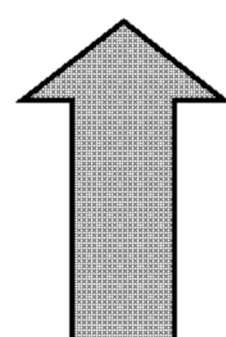
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The thigh bone is connected to the knee bone.....

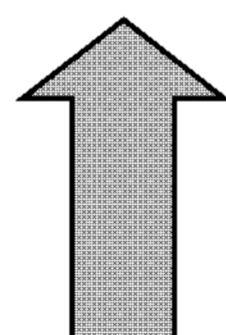
Marketing Objective/CSF Success



Increasing Customer Agreement with Belief Statements



Framework



Tactics/Programs

Fit means:

Do they address key elements of belief statements?

I sense a change in Lilly's tone and approach – they have demonstrated that they understand the weight gain challenges I face when I choose Zyprexa. They now acknowledge that weight gain is very difficult to manage and can have potentially serious consequences.

→ Tone and consistent approach

That said, Lilly is providing me with options that help me address weight gain in some of my patients and enable me to keep those patients on Zyprexa longer. This enables me to focus on treating the core psychiatric illness with the medication I deem most appropriate.

→ Simple, useful options

I believe that diabetes risk factors are pervasive in my patients with severe mental illness. I am increasingly convinced that it has little, if anything, to do with which medication I choose. However, I am confident that I can assess, counsel, and refer patients at risk for diabetes.

→ Credible information

I now feel more confident addressing the challenges to my patients face, and can depend on Zyprexa to help me help my patients.

→ Build customer confidence

How does the framework work for weight gain?

Tone and Consistent Approach

Sales Force Training
- thru Sales Training, Dist. Mtgs., TAS
Develop consistent algorithm
Training for anyone who works
with the customer (Brand team,
Medical team, etc.)
Best practices results of new tone
New info built into overall brand messaging

Credible Information (More specific to diabetes)

Simple, useful resources

Solutions for Wellness
Nutrition in the Fast Lane
Healthy Lifestyle videos
Telesessions

Build customer confidence

Visualize Success Testimonials
Weight Gain success direct mail
SFW Direct Mail/Journal Ads
New research
Best practices from MDs/nurses with
ongoing dialogues
Sr Mgt/Medical Visits
Live Satellite sessions

Although majority of spend will be on weight gain – we must also be prepared to address concerns about diabetes

Tone and Consistent approach

Sales Force Training
- thru Sales Training, Dist. Mtgs., TAS
Consistent approach
Training for anyone who works with the customer (Brand team, Medical team, etc.)
Best practices results of new tone
New info built into overall brand messaging

Credible Information

Keck Reprint
ADA consensus guidelines
Diabetes Direct Mail
Diabetes ad
Endo Speaker programs

Simple, useful resources

Solutions for Wellness
Diabetes Education Program

Build customer confidence

Solutions for Wellness
Diabetes Education Program

What does fit mean?

It must address at least one of identified components

It should be additive

It should feel/look like it belongs together

It should not confuse the customer (name, purpose, duplication, etc.)

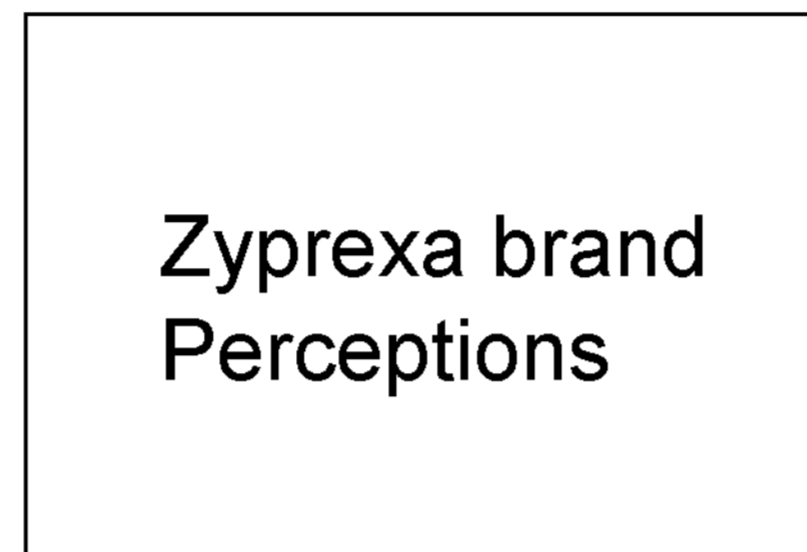
Insert creative concepts here

Lilly

Answers That Matter.

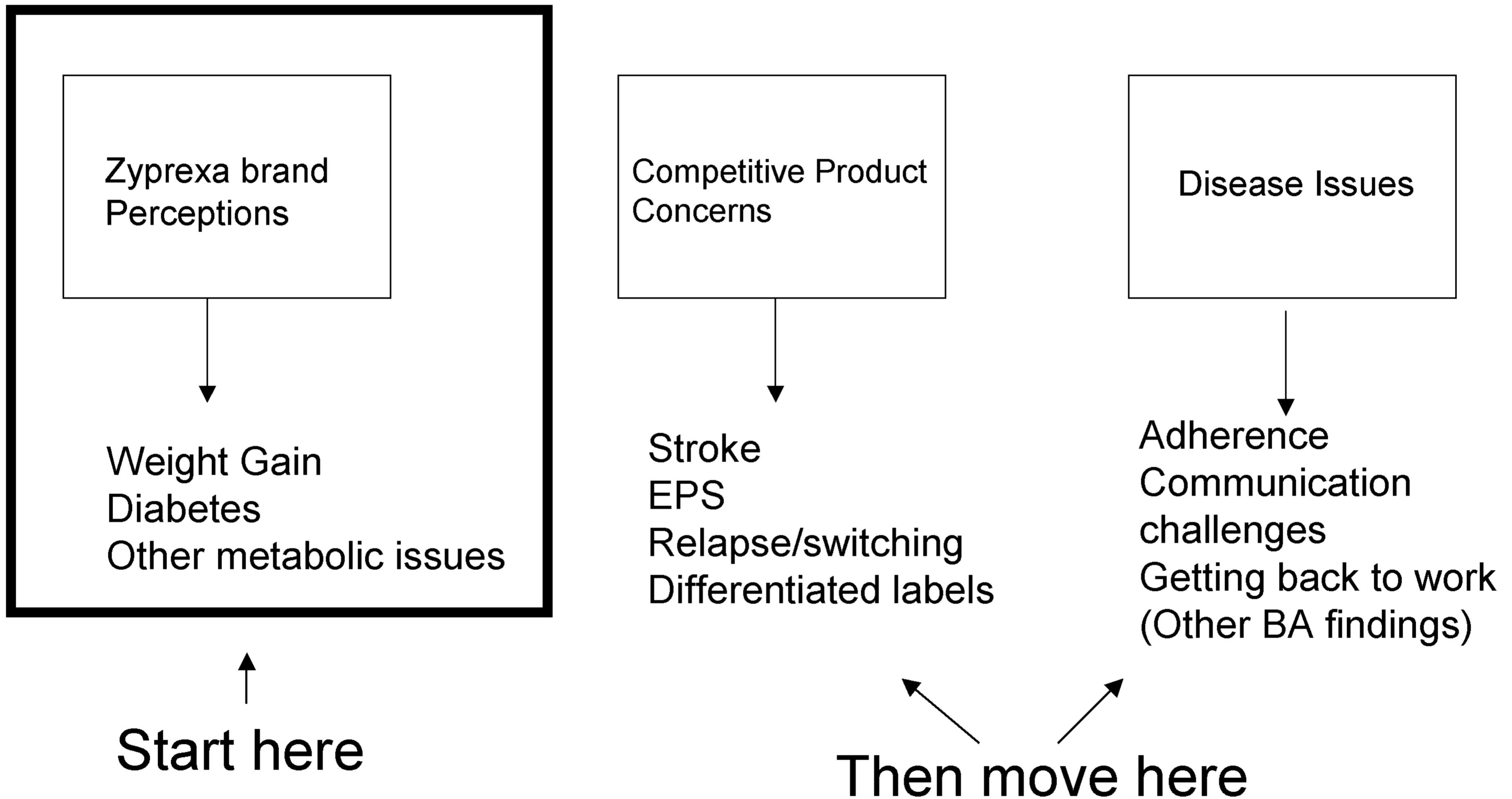
We will make great progress in achieving our objective – now what next?

Zyprexa brand
Perceptions



Weight Gain
Diabetes
Other issues?

What else should we be thinking about?



Whatever we do in the future...

Must fit the brand (tone, feel, look) and approach that
we will take

How will we get this done?

Follow guiding principles

Efforts integrated with strategy associates



How will we know if we are successful with this CSF?

Marketplace tracker

Measurements of all 4 components of belief statements

Brand equity (especially)

- Switch component
- Corporate Reputation

Sales growth

Specific measurement of decliners

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Summary/Next Steps

CSF #1 offers great leadership opportunity

Finalize communications plan

- More is not always better

Create single “approach” that can pull efforts together
and create whole > sum of parts

Prepare for next opportunities both brand specific but
TA focused as well

Back-ups

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It's not just about the ads . . .

. . . It's about the behavior.

Who best to handle the issue?

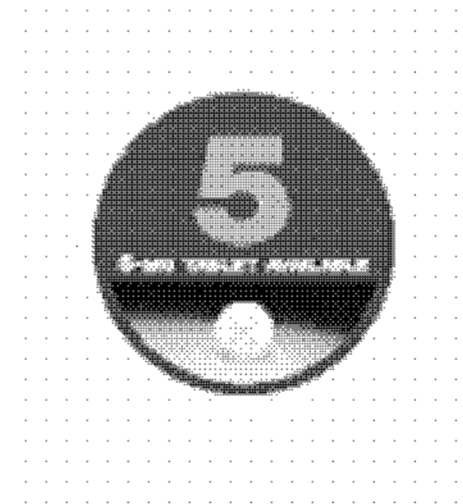
Grandparent

Lilly

Parent

ZYPREXA[®]
Olanzapine

Child



File name/location

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ZYPREXA the Brand

A Therapeutic Alliance

Proactive

Advancing Treatment

Trusting Relationship

Acting Responsibly

Managing the Disease

**This platform must also work for future
TA opportunities as well**

Lilly

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But we are already doing a lot on this issue.

Solutions for Wellness programs: treatment team and personalized program
Healthy Lifestyle Solutions video
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Direct Mail
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Speaker Training
Operation Restore Confidence
Peer to peer programs
Breier CD-Rom
And much more

Simple, useful options

Weight Management

Solutions for Wellness (?\$)

NTTP (?\$)

Direct Mail (\$400k)

Weight management Telesessions (\$330K)

Weight management Leave behind (\$50K)

Integrated weight gain DVDs (\$150K)

Diabetes

Diabetes Education program (\$1MM)

Diabetes Patient Expansion (\$300K)

Direct Mail (\$400K)

Diabetes Education Materials (\$100K)

What is the priority list?

Weight Gain (big splash)

Diabetes (reactive as needed)

Other metabolic issues (reactive as needed)

Adherence?

What else?

KRAs should also match up

Issues

Strategy associates

PDM

We must also look at what we are currently doing and ensure that they fit together for the customer – and that we are just not throwing more at them.

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**We will select tactics for each strategy
that offer us best chance of success
and execute the *%#&*! out of them**

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How do we ensure “one voice”?

It must span.....

Structure

- Medical, sales, brand, therapeutic alliance specialists

Behavior

- How do folks respond to/approach customers, what is their primary goal?

Process

- How do we approach addressing issues
 - Wonderful intentions, confusing customers (too many programs, not enough synergy)

Situational Analysis:

Where we were vs. Where we are going

From

- Weight gain is manageable
- Weight gain is predictable
- Weight gain is not the only predictor of diabetes
- Diabetes risk is a class effect with comparable rates across all products
- Diabetes is mainly a patient population issue
- Handling diabetes and weight gain as an objection

To

- Lilly understands the challenges physicians face in treating this population
- Lilly acknowledges weight gain challenges and potential consequences
- Lilly is providing me with options to address weight gain in some of my patients
- External entities provide me with the facts related to diabetes
- Lilly is providing help regarding how to assess, counsel, and refer patients at risk for diabetes

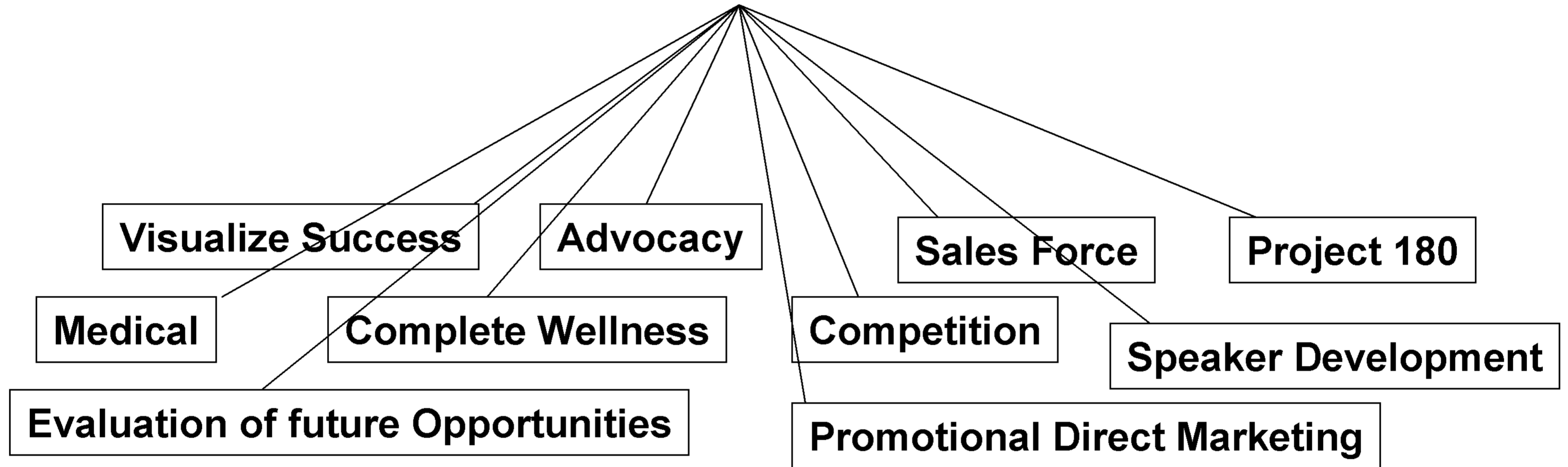
Result: A fundamental change in the way we interact with customers!

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Use a platform that brings together all that we can/should do for weight gain.....

Integration Platform



4 Key Strategies for this CSF (proposed)

Strategy 1: Tone and empathy

Strategy 2: Consistent approach

Strategy 3: Simple, useful
resources

Strategy 4: Build confidence

Note: Individual tactics fit within each box

Quiz

If an MD asks about weight gain to a rep, medical staff member, speaker, etc., what should the response be?

What do we suggest that they do?

How would they “do it”?

4 Key Strategies for this CSF (proposed)

Strategy 1: Tone and empathy

Insert Tactics

Strategy 2: Consistent approach

Insert Tactics

Strategy 3: Simple, useful
resources

Insert Tactics

Strategy 4: Build confidence

Insert Tactics

Note: Individual tactics fit within each box

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Proposal

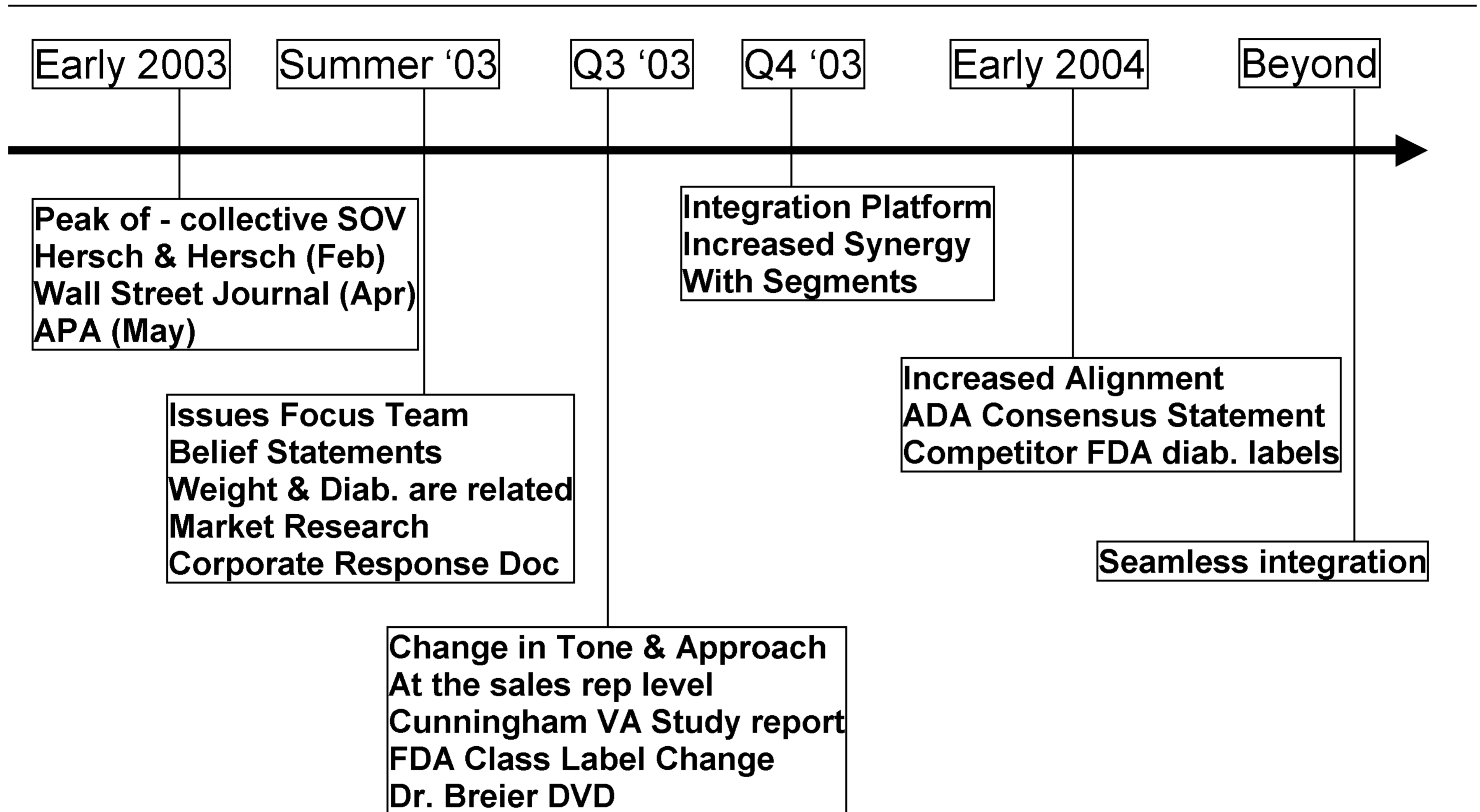
1. Gain agreement on integration strategy
2. Identify tactics to employ, with owners, around each strategy by 1/15/03

Product Life Cycle

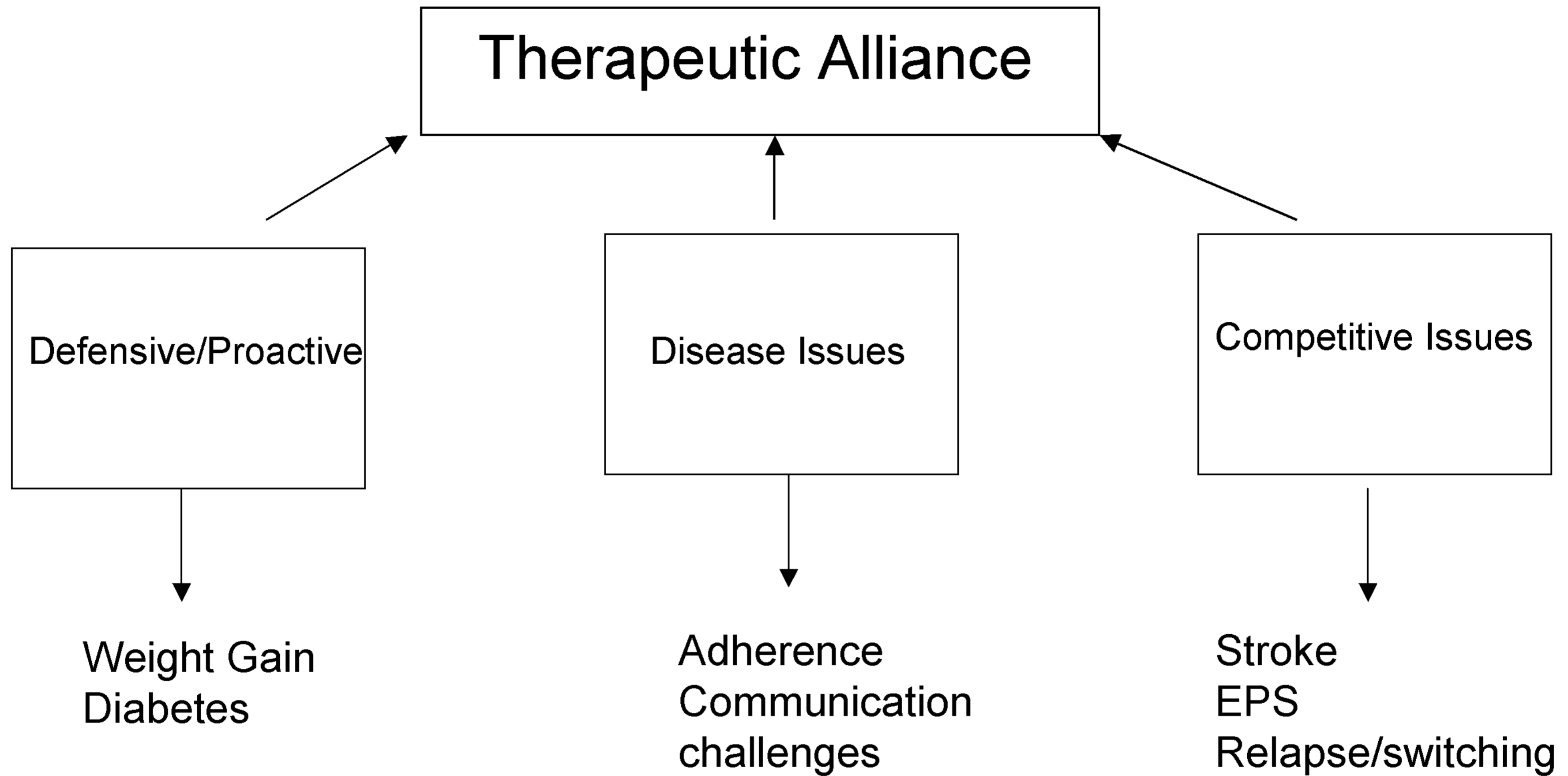


Are we going to be handling the same AOC's
Defensively for the next 8 years?

Timeline of Events



What issues do we think need to be addressed?



Marketing Objectives

1) 70% of targeted HCP's feel more in control and believe they can help their patients because Lilly is empathetic and constructive in addressing weight gain and **other issues**.

2) 70% of Psychs and 100% of PCPs believe that the standard of care for mentally ill patients should include *both* mental **and medical aspects**

What's wrong with doing all of these things?

Nothing – as long as they fit the plan and fit together

And when fit together

the whole should be $>$ sum of the parts

What is the MM team “charge”?

- Drive the brand to address issues which get in the way of a customer (MD, nurse, TT, etc) seeing how the brand can really help them help their patients.

Address issues that are current for our customers (CSF #1)

Identify and preempt issues that could be coming for Zyprexa with our customers

Identify customer “issues” with achieving therapeutic alliance – and find ways to lead efforts

Identify competitor issues and help customers address them

Big opportunity for the brand: Weight gain

Weight Gain

Perceived as very prevalent

Sometimes significant

Results

Patients denied Zyprexa

Unhappy customers (Declining Doctors)

Loss of \$

Root of Problem

Issue cannot be “fixed”, **must** be managed
Relationship issue with the brand.