12/3/2003

CSF #1 Review

Lilly

Answers That Matter.

Draft:: For business Planning Purposes Only
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

Lilly

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.

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.

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.

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

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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?

Zypraxa brand Perceptions

Weight Gain
Diabetes
Other metabolic issues

Competitive Product Concerns

Stroke
EPS
Relapse/switching
Differentiated labels

Disease Issues

Adherence
Communication challenges
Getting back to work
(Other BA findings)

Start here

Then move here

File name/location

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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

Idea generation → Customer Implementation → Measurement

Lead: MM
Partners: SA, PDM, MR

Lead: PDM, SF Integration, MM
Partners: SA, PDM, MR, MM

Lead: MR
Partners: Issues, SA, PDM,
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
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

Lilly
Answers That Matter.

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It’s not just about the ads . . .

. . . It’s about the behavior.
Who best to handle the issue?

Grandparent

Parent

Child
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

Answers That Matter.

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But we are already doing a lot on this issue.

Solutions for Wellness programs: treatment team and personalized program
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Zyprexa.com – downloadable resources
Diabetes Education Program: not in detail aid. 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
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.
We will select tactics for each strategy that offer us best chance of success and execute the *%#!*! out of them.
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!
Use a platform that brings together all that we can/should do for weight gain....

Integration Platform

- Visualize Success
- Advocacy
- Sales Force
- Project 180
- Medical
- Complete Wellness
- Competition
- Speaker Development
- Evaluation of future Opportunities
- Promotional Direct Marketing
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 ember, 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
Proposal

1. Gain agreement on integration strategy

2. Identify tactics to employ, with owners, around each strategy by 1/15/03
Product Life Cycle

1996 → 2003 → 2011

Zyprexa
Launched

Defensive
Handling AOC’s

????

Are we going to be handling the same AOC’s Defensively for the next 8 years?
Timeline of Events

- Early 2003: Peak of collective SOV Hersch & Hersch (Feb); Wall Street Journal (Apr); APA (May)
- Summer ‘03: Issues Focus Team Belief Statements
- Q3 ‘03: Weight & Diab. are related Market Research
- Q4 ‘03: Corporate Response Doc
- Early 2004: Integration Platform Increased Synergy With Segments
- Beyond: Increased Alignment ADA Consensus Statement Competitor FDA diab. labels
- Change in Tone & Approach At the sales rep level Cunningham VA Study report FDA Class Label Change Dr. Breier DVD

Seamless integration
What issues do we think need to be addressed?

Therapeutic Alliance

- Defensive/Proactive
  - Weight Gain
  - Diabetes

- Disease Issues
  - Adherence
  - Communication challenges

- Competitive Issues
  - Stroke
  - EPS
  - Relapse/switching
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.