



Cassandra Mehlman

03/19/2002 02:17 PM

To: Thomas L Reck/AM/LLY@Lilly

cc:

Subject: Re: Executive Summary for Diabetes MR 

Great summary. I agree with all your conclusions except that in my view, for most segments, the DMT message DOES conflict with the comparable rates message. Although the DMT message did build equity, most physicians said that we would in fact "admit" "own up" etc. to diabetes. Kathy and I spoke today, and agree that the DMT message played out the best with High Flyers and High Flyers are the group most likely to hear this message in an SCC or RCM anyway. Our thoughts are to kill the message except for in DTP forums...where our High Flyers are attending. We feel the DMT message is probably too risky to our label and sends the message that we own diabetes otherwise. Please let me know your thoughts.

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Thomas L Reck



Thomas L Reck

03/13/2002 09:35 AM

To: Katherine A Armington/AM/LLY@Lilly, Anthony M Fiola/AM/LLY@Lilly,
Vicki Poole Hoffmann/AM/LLY@Lilly, Cassandra
Mehlman/AM/LLY@Lilly, Matthew R Pike/AM/LLY@Lilly

cc:

Subject: Executive Summary for Diabetes MR

All,

Attached please find my executive summary from last week's research. Please take a look and let me know if you disagree with any of my conclusions or feel as though I have missed something important before I forward it to a broader audience.

Thanks,
Tom



Exec Summ - Diabetes Mar02.doc

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