

To: CN=Matthew R Pike/OU=AM/O=LLY@Lilly
Date: 02/08/2002 01:29:24 AM
From: CN=Patrizia Cavazzoni/OU=AM/O=LLY
Subject: Re: Zyprexa Side Effects Linguistic Research Results

Matt

This is very interesting. Agree we need to capture emotional aspect. In my mind (and at the risk of sounding like a psychiatrist), components of GUILT, FEAR and DENIAL are central to emotional response of physicians to real or perceived safety issues. I have some additional thoughts on how to test and ultimately address this, we can discuss further if you wish

Patrizia

Matthew R Pike

02/07/2002 02:50 PM

To: Anthony M Fiola/AM/LLY@Lilly, Johan Lindborg/AM/LLY@Lilly
cc: Patrizia Cavazzoni/AM/LLY@Lilly
Subject: Zyprexa Side Effects Linguistic Research Results

Here is the linguistics work on discussing side effects. Interesting findings regarding Lilly's own perceptions/reactions. I must admit, I was one of the 7 marketing personnel involved in this survey.

We should consider these findings as we refine positioning and suggested verbatims -i.e.- are we capturing the emotional aspect?

Matt

651-3990

----- Forwarded by Matthew R Pike/AM/LLY on 02/07/2002 02:48 PM -----

Thomas L Reck

02/07/2002 12:05 PM

To: Katherine A Armington/AM/LLY@Lilly, Re Jana F Garon/AM/LLY@Lilly, Cassandra Mehlman/AM/LLY@Lilly, Diana T Caldwell/AM/LLY@Lilly, Joni Swopes NONLILLY/AM/LLY@Lilly, Olin Barnett/AM/LLY@Lilly, Orsa L Britton/AM/LLY@Lilly, Kelly Copes-Anderson/AM/LLY@Lilly, Zohar Porat/AM/LLY@Lilly, Elizabeth Lehr Ridenour/AM/LLY@Lilly, Mary K Orton/AM/LLY@Lilly, Jack E Jordan/AM/LLY@Lilly, Jill R Welch/AM/LLY@Lilly,

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cc:

Subject: Zyprexa Side Effects Linguistic Research Results

All,

Attached you will find the executive summary from our recent linguistic research study. Please let me know if you would like the final PowerPoint presentation.

Why this matters...

The data showed that everyone interviewed, which included not only psychiatrists, PCPs, and nurses, but also Lilly sales directors, DMs, sales reps and Marketing staff, exhibited language that was devoid of emotion around the side effects of Zyprexa. This represents an "emotional gap" that must be bridged before many MDs will feel more in control when treating patients on Zyprexa. Furthermore, if we can communicate to the MD on an emotional level and help them address the psychological impact of weight gain for the patient, we will most likely make significant strides towards resolving this issue in their minds.

Best regards,

Tom Reck
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[attachment "Exec Summ - CDC Project.doc" has been removed by Patrizia Cavazzoni/AM/LLY]

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