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Therapeutic Area: CNS	IO#: 9501445
Project Name: Diabetes Msg Evolution - Diagnose, Monitor, and Treat education piece	PO#: 4500016994
Methodology: Qualitative	Brand Group: Marketplace Management
Data Collection Methodology: Focus Groups	Player Setting: Psychiatrist
Project Completion Date: 3/7/02	Project Owner: Tom Reck

Marketing Objective:

- ❖ Determine how to evolve the Zyprexa Diabetes Message in the psychiatrist marketplace

Research Objectives:

- ❖ Determine attitudes & practices toward diagnosing, monitoring and treating diabetes
- ❖ Determine if the “Diagnose, Monitor, & Treat” (DMT) message would enhance or, possibly, conflict with the intent of the “Comparable Rates” message
- ❖ Evaluate the potential equity as well as possible “unintended consequences” of offering such a program
 - Should Lilly leverage its reputation as being the leader in diabetes?
 - Can Lilly address the diabetes concern without taking further ownership of it?
- ❖ Evaluate how well prepared psychiatrists are to treating diabetes
 - Determine if some physical tools, such as blood glucose monitoring kits, would be of value to psychiatrists & support the DMT message

Methodology:

- ❖ 5 2-hour Focus Groups w/ a total of 17 physicians
 - 2 High Flyer groups, and 1 each of Rule Bound, Selective Treaters, & Skeptical Experts

Key Findings:

- ❖ Treating diabetes would cross a defined line in the minds of psychiatrists regarding standard of care
 - None are interested in treating it; some are legally bound by insurers not to treat medical illnesses
 - All indicated that they would refer such patients out as soon as they suspected a problem
- ❖ By directly addressing diabetes, Lilly is owning up to the issue in MDs’ minds - this contradicts the intent of the Comparable Rates msg, despite the fact that MDs view DMT as an educational piece
- ❖ Providing objective education materials to physicians - like the DMT piece - is seen favorably
 - Sincere efforts by pharma co’s to treat patients are perceived to be rare, but would build equity
 - Some MDs expressed that this piece must represent a bigger problem w/ Zyprexa and diabetes
- ❖ MDs see Lilly as the brutish aggressor due to our QTc campaign, not the underdog we’d like to be
 - MDs resent the amount of money and time Lilly spent on the QTc campaign; some seemed to feel sorry for Pfizer



- Competitors' msgs about Zyprexa are being heard in marketplace, but are not recognized as attacks

Physician Segment Observations

- ❖ **High Flyers:** most important segment in terms of Zyprexa scripts written; have heard the most competitive messaging around diabetes; more likely to attribute diabetes as being caused by Zyprexa; most concerned about PT satisfaction and interested in services to help improve patient wellness
- ❖ **Rule Bound:** second most important segment in terms of scripts written; least likely to attribute diabetes as being caused by Zyprexa; only segment that wanted more data in DMT piece, but not likely to use it
- ❖ **Selective Treaters:** not a big segment for Zyprexa; least likely to treat medical illness not caused by meds
- ❖ **Skeptical Experts:** important segment and highly detailed – very aware of the Lilly Janssen battles; like other groups, SEs were confused about the audience of DMT – it was above patients and beneath MDs

Recommendations/Actions:

- ❖ If used, alter the language in the DMT piece
 - Best if focused on patient as the audience – would be a reminder for MD, but not insult them
 - Consider offering similar educational material pieces about other medical issues to build additional equity and not appear to be solely focused on one medical issue (substance abuse, CV, etc.)
- ❖ Utilize multiple marketing tools, such as competitive case reports, CDE, NTTP, and journal ads, in addition to the sales rep message, to more effectively communicate Zyprexa's diabetes msg
- ❖ Use DTP forums to communicate the Comparable Rates data and educate physicians on diabetes
- ❖ Build effective tools to address weight gain
 - Association to diabetes is mixed, but the association to weight gain is 100%
 - Zyprexa is seen as the most efficacious and having the best outcomes, except for the weight gain
 - Weight gain solutions would help alleviate concerns about diabetes and other medical issues

Remaining Questions:

- ❖ The Comparable Rates message was designed and tested before the existing physician segmentation was created; a more targeted and segmented approach may be more effective than the existing plan

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Cost: \$27,000	Vendor Status: Preferred	Vendor Evaluation: Good

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Subject: Institution Round 3 Executive Summary

Attachments: Inst Mess Dev 3 ExecSum.doc

Please let me know if you have additional questions or concerns. Thanks!



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