2002 ZYPREXA EOPs
ISSUES MANAGEMENT
OVERVIEW

Lilly

Answers That Matter.
ISSUE MANAGEMENT

GOALS

"PROACTIVELY MINIMISE THE IMPACT OF ANY SPECIFIC ISSUE TO THE OVERALL ZYPREXA SALES PERFORMANCE"

1. CREATE EFFECTIVE STRATEGIES & TOOLS

2. SHARE BEST PRACTICES

3. ESTABLISH ISSUE MANAGEMENT TEAMS / LINK (Global / Regional / Affiliate)

4. IMPLEMENT STRONG/PROACTIVE ISSUES MANAGEMENT PROCESSES:
   * Impactful, standardized, nimble
   * Monitoring system w/key event triggers
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KEY PRIORITIES

1. METABOLIC ISSUES (lipids/hyperglycaemia/diabetes)  Competitive +

Regulatory

2. WEIGHT CHANGE (medicalisation/stigmatisation)

3. COST / ACCESS
POSITIONING STATEMENTS

WEIGHT CHANGE
Weight gain can occur with Zytrexa as with other antipsychotics & mood stabilizers. For most patients, this can be managed, allowing them to receive the overwhelming benefits Zytrexa offers.

DIABETES
Diabetes may occur in patients taking antipsychotics and/or mood stabilizers including Zytrexa, at comparable rates, with the possible exception of Clozapine

LIPIDS = being developed

COST / ACCESS
Zytrexa provides patients with schizophrenia, superior clinical effectiveness and improved outcomes at lower total treatment costs, compared to other antipsychotics. Zytrexa therefore represents a cost effective treatment alternative in schizophrenia.
DIABETES / HYPERGLYCAEMIA STRATEGY

1. Stop Diabetes / Hyperglycaemia from becoming a Top 10 Attribute, influencing prescribing.

2. Increase customer awareness of Diabetes / Hyperglycaemia as an antipsychotic class effect

3. Provide science & solutions to customers for effective management of diabetes
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WEIGHT CHANGE STRATEGY

1. Move & maintain weight gain caused by antipsychotics out of the top 10 Attributes influencing prescribing.

2. Maximise sales representatives’ time to establish Zyprexa as the best antipsychotic which provides dependable control, therapeutic alliance & helping move lives forward.
RESOURCES AVAILABLE # 1

ZYPREXA INFONET
(http://mcntelvisappl1.d51.lilly.com/marketplace/Zyprexa/Segments/issues_management.htm)

WEIGHT CHANGE / DIABETES/LIPIIDS / FAQs:

1. Whats New
2. Positioning Statements
3. Strategy
4. Tactics
5. Best Practices
RESOURCES AVAILABLE # 2
EOPs ISSUES MANAGEMENT TEAM

1. Medical = Padraig Wright
2. Regulatory = John Saunders
3. Corporate Affairs = Frances Beves
4. Health Outcomes = Mickael Lothgren
5. Marketing = Lars Hagen Jensen / Ernie Anand
6. Cohn & Wolfe = Angie Wiles / Penny Read
RESOURCES AVAILABLE # 3
KEY STANDBY STATEMENTS
( electronic copies also available from Ernie Anand )

1. METABOLIC ISSUES =
   ( Hyperglycaemia/Diabetes ) = STB ID : 01-168
   ( European SPC Changes ) = STB ID : 01-207
   ( Lipids ) = STB ID : 01-169

2. WEIGHT CHANGE (medicalisation/stigmatisation ) = STB ID : 00-132

3. COST / ACCESS : STB ID : being developed
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TACTICAL RESOURCES AVAILABLE ( VIA ZYPREXA INFONET )
DIABETES/HYPERGLYCAEMIA ; WEIGHT CHANGE ; LIPIDS

1. GRD ( Medical Letter )
2. STB ( Standby statements )
3. Sales Force Verbatims
4. Sales Force Training Materials
5. Publications / Studies
6. Slide Sets /Posters
7. Market Research
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RECOMMENDATIONS FOR AFFILIATES

1. Establish X Functional Team’s (model on EOPs)

2. Liaise closely with EOPs Team (key contact = Ernie Anand)

3. **PROACTIVELY** Develop TL programmes
   a. Identify & then = Speaker and Media Train
   b. Run special workshops/roundtables/local Advisory Boards with LillyCRPs / onboard TL
   c. Publications / Placed Article Programme (PR/CA)
   d. Link to IITs / Research Grant Applications
   e. Present posters @ International Congresses


5. Ensure **ALL** Sales Management & Representative Teams are fully trained on Issues Strategy & Tactics
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APPENDIX 1: KEY SUPPORTING DATA - DIABETES & HYPERGLYCAEMIA


3. Diabetes mellitus & antipsychotic treatment in the UK (UK GPR database cut) Cavazzoni et al (2002); Poster Presentation, 11th Biennial Winter Workshop on Schizophrenia, Davos, Switzerland, Feb/March 2002

4. Use of atypical antipsychotics & the incidence of diabetes: evidence from a claims database (IMS Lifelink database cuts) Lage et al (2002); Poster Presentation, 11th Biennial Winter Workshop on Schizophrenia, Davos, Switzerland, Feb/March 2002


8. US Affiliate Diabetes “SELL SHEETS” - powerpoint presentation available from Ernie Anand