Lilly

Answers That Matter.
Zyvox Primary Care
CTNR

SPELL OUT

Lilly

Answers That Matter.
Zydelig Primary Care
Purpose of Today's presentation

briefly outline Zydelig primary care strategy and results

identify "patient" uptake

provide rationale for ctnr

high level overview of ctnr

establish potential benefits of ctnr

identify next steps
Zypraxa Primary Care
Overall Strategy

Vision
Expand Zypraxa's market by redefining how primary care physicians treat mood, thought, and behavioral disturbances

Strategy
Establish position of "safe, proven solution for mood, thought, and behavioral disturbances"

- Strong emphasis on direct to physician marketing; establish Zypraxa as the next incremental step in PCP's treatment and Rx orbit
- Broad targeting among office based PCPs
- Message based on patients' symptoms and behaviors (rather than diagnoses)
Zyprexa Primary Care
Patient Profiles

Martha—older agitated patient, focus is on behavior

David—younger patient, higher functioning, focus is on mood

Christine—early twenties, schizophrenia "lite", focus on thought.

include concept of comorbidity; multiple symptom domains in single patient ("real world")
Zydeca primary care
Patient uptake

market research slides on patient identification

Martha is home run, Christine double, David strike out.

Martha resonates
Mood disturbance patients increasingly relevant
Thought disturbance least prevalent in primary care
Zyprexa Primary Care
Why David is the future of Primary Care

Market research on the potential of "David" vs Martha/Christine

$ potential, channeling into psychiatry

David: TRD, Bipolar, Depression with Psychosis

Market research data of the potential of TRD.....
Zyprexa Primary Care
Why a post marketing trial

Patient identification

Increase comfort level with Zyprexa

Blunting tool for Geodon, other competitors

data collection

publications
Zyprexa primary care
Why a CTNR (as opposed to...?)

Lilly familiarity with process and content

Protocol written internally-maintain high science
Zyplera Primary Care Internal Resources?

Zyplera primary care CTNR team

group leader - Jim Delisle
medical - Don Hay, MD
Amy Kuntz
Zyprexa Primary Care vendor selection

Parexel, The Lewin Group, and Covance

January-"pitch" presentations
February-vendor selected

based on alignment of concept completeness of proposal functional capabilities (i.e. Synergy-infomatics)
Zyvox Primary Care
The Lewin Group/Covance

Brief overview of company capabilities
Zy prexa Primary Care
CTNR - Specifics

Protocol written internally

Local sales representative utilized for site selection only

CRO for data management

Principle Investigator external to Lilly?
Zyprexa Primary Care Site Selection Criteria

High antidepressant writer

good relations with sales rep.

Low Zyprexa uptake
Zyprexa Primary Care timeline-pilot and national rollout

# discussed here?
Zyprexa Primary Care potential concerns

MD/office staff reimbursement

Rep involvement

SAEs

Poor science
Zyprexa Primary Care
potential future use of data

Publications in major primary care journals

Lilly CME opportunities
Zyprexa Primary Care
Use of post marketing trials outside Lilly
Zyprexa Primary Care
Next Steps

Revamp proposals from Lewin group/Covance

Initiate protocol process

identify principal investigator