

Silly

Answers That Matter.

Zyprexa Primary Care CTNR

spell out



Answers That Matter.

Zyprexa Primary Care Purpose of Today's presentation



briefly outline Zyprexa 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

Zyprexa Primary Care Overall Strategy



Vision

Expand Zyprexa'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 Zyprexa 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)

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Zyprexa Primary Care Patient Profiles



UPDATE

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 symptoms

Domains in single patient ("real world")

Zyprexa 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*

Mood Disturbance

Zyprexa Primary Care

Why David is the future of Primary Care

ZYPREXA
Olanzapine

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

How will you quantify

\$ 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



Zyprexa Primary Care Internal Resources?

Zyprexa 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

IBAH

January-"pitch" presentations
February-vendor selected

based on alignment of concept
completeness of proposal
functional capabilities (i.e. Synergy-infomatics)

Zyprexa Primary Care The Lewin Group/Covance



Brief overview of company *capabilities*

Zyprexa 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

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Zyprexa Primary Care



Use of post marketing trials outside Lilly

Zyprexa Primary Care Next Steps



Revamp proposals from Lewin group/Covance

Initiate ^{10/}protocol process

identify principal investigator