

PCP Opportunity/Decision

May 7, 1999

Setting the Stage:

- Antipsychotics and mood stabilizers are focusing on the psychiatrist market.
- Limited number of psychiatrists and patients that see psychiatrists.
- WLF opportunity (if upheld) changes the "rules of the game."
- Zyprexa is a very special molecule.
- Zyprexa's patent expires in 2011.

Zyprexa's Clinical Profile (PCP Opportunities?):

- Thought: Schizophrenia, Elderly, "Thought Continuum"
- Mood: Bipolar, Refractory Depression
- Behavior: Elderly, Impulse Control, Gambling, Drugs
- Medical: Stuttering, Nausea, etc...

Competitive Situation and PCP Thoughts:

Janssen – Need for revenue growth...Geriatric strategy

Enter PCP market for geriatric patient???

Pfizer – Launching into crowded psychiatry market...difficult to switch patients

Break rules and launch into PCP market???

Zeneca - ???

Abbott – Depakote most important drug through 2008...starting PCP education...Hytrin off patent Feb 2000

Fill PCP capacity with Depakote???

Key Questions:

- Will atypical antipsychotics/mood stabilizers become PCP drugs?
- If yes, is the PCP market a significant opportunity for these drugs?
- If yes, are we willing to be 2nd or 3rd to this market?
- If no, how do we become 1st to market?

Next Steps:

- Alert US Ops Team of this potential investment item for 3 year plan – DONE
- Assign summer intern to project – DONE
- Solicit commitment from small, committed, entrepreneurial Swat team..
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Heads up:
Narrow scope:

→ worthwhile to look at
→ Must have bipolar indication to explode
→ Pursue targeted market research option (Pilot)
→ Define WLF options, size, satisfaction

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Benchmark →

→ Antidepressant market

- Greater paradigm shift...
- Expensive proposition...

→ Key?

• Is there a patient flow?

→ Zyprexa is safe and effective ←

→ Create a market...

→ Concentration w/in a market segment of PCP

→ Potential above critical threshold

→ Saturate a district of PCPs

• 2-3 months

→ Elderly (ambulatory)

50,000 PCP

• Targeting?
• -Antipsychotic

→ Size/satisfaction

• Clinical specialists

Segmentation → PCP

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