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 patients???
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...

Heads up:
Narrow scope:
 → worthwhile to look at
 → must have bipolar indication to expand
 → pursue targeted market research option (Pilot)
 → define WLF options, size, satisfaction
Benchmark
  - Antidepressant market
    - Greater paradigm shift...
    - Expensive proposition...
  - Key?
    - Is there a patient flow?
  - Zyprexa is safe and effective
  - Create a market...
  - Concentrate with a market segment of PCP
  - Potential above critical threshold

  - Saturate a district of PCPs
    - 2-3 months

  - Elderly (ambulatory)
    - 50,000 PCP

  - Size/satisfaction
    - Segmentation → PCP

  - Targeting?
    - Antipsychotic
    - Clinical specialists