XXX,000 patients say, "Thank You"

Viva ZYPREXA

Lilly
Answers That Matter.
ZYPREXA Primary Care
Blockbuster best performances

Top 4 performers, each region

The "Sweet 16"

West

Midwest

Southeast

East
ZYPREXA Primary Care Vision and 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."

- Emphasis on Peer-to-Peer activity, DTP marketing
- Broad targeting among office-based PCPs
- Focus message patients' symptoms and behaviors (rather than diagnoses)

**2001 Goals:** Exceed Plan; achieve stretch goal of $100MM Surpass Risperdal NRx share
ZYPREXA Primary Care
Key message elements

Zyprexa Primary Care  "3 X 3"

Broad efficacy
Martha, David, Christine

Mood disturbances
Thought disturbances
Behavior disturbances

Safety
Proven: 4 yrs, 4MM patients
Low risk of certain serious medical complications

Ease of use
5mg to start, QD, at bedtime
No blood monitoring
Revisit Tran

Convince customers that Zyprexa is extraordinary

Transcend antipsychotic class; expect better outcomes

EPS /Weight Change Sell Sheets

Head-to-head data vs. Haloperidol, Risperidol
Frame weight gain (not apologize)

Implementation Guide / Competitive Grid

Ziprasidone

“Companion” classes
True or False: Competition is a good thing

True, when . . .

1) Seize the opportunity (rather than fear the threat)

2) Utilize competitors as Category Builders
   Increased noise level
   Greater acceptance among MDs, patients, RPh's

3) Capture lion's share of incremental growth
   Message to Pfizer, Janssen, Abbott, AstaZeneca:
   "We couldn't have done it without you!"
ZYPREXA Primary Care
Ziprasidone

Why we're confident; How we'll capitalize

Zyprexa's position  
Safe, proven solution

Ziprasidone profile  
Unsafe, unproven, inconsistent -- not a primary care drug

3 operational priorities:

1. Make customers passionate about Zyprexa and its unique, extraordinary qualities
2. Aggressively implement peer-to-peer programs
3. Proactively position ziprasidone:
   "Its combination of inconsistent efficacy and the unpredictable risk of sudden death make it a last-line choice -- clearly not a drug for primary care"
<table>
<thead>
<tr>
<th>Aspect</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Efficacy</strong></td>
<td>ZYP &gt; Hal, Risp; zip = Hal, Pbo</td>
</tr>
<tr>
<td></td>
<td>Proven in mood, thought and behavior (agitation)</td>
</tr>
<tr>
<td><strong>Safety</strong></td>
<td>No bold warnings re: cardiac safety, QT c risk</td>
</tr>
<tr>
<td></td>
<td>Placebo-like EPS vs. dose-dependent EPS</td>
</tr>
<tr>
<td><strong>Ease of use</strong></td>
<td>QD, no titration vs. BID, must titrate, w/ food</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>zip's lowest dose BID = $6.50 / day</td>
</tr>
<tr>
<td></td>
<td>32% higher than ZYP 5mg; 56% higher than ZYP 2.5mg</td>
</tr>
<tr>
<td><strong>Flexibility</strong></td>
<td>Tablets, Zydis, IM vs. capsules and rejected IM</td>
</tr>
</tbody>
</table>
ZYPREXA Primary Care
Zyprexa vs. ziprasidone

Where zip will try to win:

Weight Gain
Have pinned their entire franchise on this
Non-compliance, lipids, "healthy heart," triglycerides

You have:
New weight change sell sheet (facts, perspective)
Trans study (9 pounds in 28 weeks; risk/benefit ratio)

You must:
Stay confident -- knowledge is power, tone is crucial
Utilize speakers and local influencers to manage issues
Deserve to win -- Fight for patients, deliver better service
THE reprint for Zyprexa:

- Evidence that Zyprexa is special
- 4 key wins vs. Risperdal
  - Broader efficacy
  - More robust efficacy
  - Significantly less relapse
  - Significantly fewer adverse events

- Make the content relevant to patients in primary care

- Implementation window open until July 1
ZYPREXA Primary Care
EPS / Weight Change sell sheets

EPS is a barrier to using Zyprexa; customers fear it

Placebo data (sales aid) + new sell sheets vs. Halodol and Risperdal will break down that barrier and differentiate Zyprexa

Weight gain is THE objection to handle with skill

Sell sheet tells story with facts; sales rep must tell story with perspective
ZYPREXA Primary Care Implementation Guide

As seen on KM...

The Heart of positive differentiation

- Sharpen message delivery
- Always supply the patient benefit ("So What?")
- Know the competitive grid cold
  - Understand "Negative Position" vs. verbatim
  - Know how Zyprexa fits with "companion classes"
  - Grow your business by knowing Zyprexa's advantages
ZYPREXA Primary Care
What the future holds

Peer to Peer Activity
Speaker Training underway
Advisory Board forming; Regional Consultant Meetings

Direct to Physician air cover
Publications; Meetings / Symposia

Innovative Marketing
Web-based interventions

Patient types expand
Beyond Martha, David and Christine

Molecule expands
Agitation (incl. Dementia), Intramuscular, Zydis, IIT’s
ZYPREXA Primary Care
Why we do what we do

Common thread: Satisfaction of helping others

Neuroscience: Improving Lives -- Restoring Hope

Real patients, real miracles, every day
Make it Happen

Viva

ZYprexa

Lilly

Answers That Matter.
Honoraria and program expenses

Brand team has allocated $$ for 3 peer-to-peer interventions per rep in 2000

Neuroscience reps to provide speakers, available dates to PC counterparts; PC reps will arrange venue, drive attendance

Additional resources funded by brand:

$1800 per territory for additional lunch & learns
Samples, promotional literature
Direct to Physician program support
Rewards for top performers in each region
Clinical choices in primary care for mood, thought and behavioral disturbances:

1950's - 1980s  Outdated agents with limited effectiveness, poor safety profile (e.g., Halol, Lithium, Valium)

Early 1990's  Incremental improvement (e.g., Risperdal, Depakote, Aricept)

October 2000  Paradigm shift - Zyprexa used as a safe, versatile psychotropic