

**ZYPREXA**<sup>™</sup>  
Olanzapine

**XXXX,000 patients say, "Thank You"**



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Answers That Matter.

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Viva! Recognition



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# ZYPREXA Primary Care



## Blockbuster best performances

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Top 4 performers, each region

# The "Sweet 16"

West

Midwest

Southeast

East

# ZYPREXA Primary Care Vision and Strategy

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**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

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## 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

# ZYPREXA Primary Care Competitive Differentiation

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## **Revisit Tran**

Convince customers that Zyprexa is extraordinary

**Transcend antipsychotic class; expect better outcomes**

## **EPS / Weight Change Sell Sheets**

Head-to-head data vs. Haldol, Risperdal

Frame weight gain (not apologize)

## **Implementation Guide / Competitive Grid**

Ziprasidone

"Companion" classes



# ZYPREXA Primary Care Welcoming the competition

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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, AstraZeneca:  
"We couldn't have done it without you!"

# ZYPREXA Primary Care Ziprasidone



## Why we're confident; How we'll capitalize

### **Ziprexa'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"

# ZYPREXA Primary Care Zyprexa vs. ziprasidone



## Where we win:

### **Efficacy**

ZYP > Hcl, Risp; zip = Hcl, Pbo  
Proven in mood, thought and behavior (agitation)

### **Safety**

No bold warnings re: cardiac safety, QT c risk  
Placebo-like EPS vs. dose-dependent EPS

### **Ease of use**

QD, no titration vs. BID, must titrate, w/ food

### **Price**

zip's lowest dose BID = \$6.50 / day

**32%** higher than ZYP 5mg; **56%** higher than ZYP 2.5mg

### **Flexibility**

Tablets, Zyd's, IM vs. capsules and rejected IM

# ZYPREXA Primary Care Zyprexa vs. ziprasidone

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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)  
Tran 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

# ZYPREXA Primary Care Maximizing Tran

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## THE reprint for Zyprexa:

- Evidence that Zyprexa is speed
- 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

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2/20/01  
Bandick

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13

# ZYPREXA Primary Core



## EPS / Weight Change sell sheets

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### **EPS is a barrier to using Zyprexa; customers fear it**

Placebo data (sales did) + new sell sheets vs. Haddad 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

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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



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## **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, Zydys, IIT's



# ZYPREXA Primary Care

## Why we do what we do

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**Common thread: Satisfaction of helping others**

**Neuroscience: Improving Lives -- Restoring Hope**

**Real patients, real miracles, every day**

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Make it Happen



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BACK UP SLIDES

# ZYPREXA Primary Care Geo budget resources

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## 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

# ZYPREXA Primary Care Unmet Medical Need



Clinical choices in primary care  
for mood, thought and behavioral disturbances:

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

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

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