Zyprexa Launch Meeting

Viva Zyprexa

Lilly

Answers That Matter.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Affiliate Strategy</td>
</tr>
<tr>
<td>8:30</td>
<td>Zyprexa Primary Care</td>
</tr>
<tr>
<td>9:00</td>
<td>Strategy &amp; Vision</td>
</tr>
<tr>
<td>9:45</td>
<td>Frame message</td>
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<tr>
<td>10:00</td>
<td>Break</td>
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<td>10:30</td>
<td>Launch Meeting overview</td>
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<tr>
<td>11:00</td>
<td>Resources / Incentives</td>
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<td>11:45</td>
<td>Targeting</td>
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<td>Expectations: Frequency</td>
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<td>Recall</td>
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<td>1:00</td>
<td>Lunch</td>
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<td>1:20</td>
<td>DTP</td>
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<td>1:40</td>
<td>Post-Launch strategy</td>
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<tr>
<td>2:10</td>
<td>implementation</td>
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<td>2:30</td>
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<td>Message Practice</td>
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<td>Break</td>
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<tr>
<td>3:45</td>
<td>Message Practice (con't)</td>
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<td>4:10</td>
<td>Objections / FAQs</td>
</tr>
<tr>
<td>4:30</td>
<td>Implementation summary</td>
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<tr>
<td></td>
<td>Issues / AFTB</td>
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</table>
ZYPREXA Primary Care
Why are we entering this market?

- Decision made prior to and independent of judgment
- Assumption of significant unmet medical need in segment
- PCPs account for ~18% of antipsychotic market; more than half is composed of older, vulnerable agents
- First mover advantage: Pfizer (Zeldox), Janssen (Risperdal) expected to be fast followers
- Zyprexa's success is crucial to corporate performance; PCPs represent last major untapped segment
- Precedent: Neuroscience Division => Long Term Care
Zyproexa Utilization by Disease State

All Specialties
- Dementia: 9%
- Bipolar: 16%
- Depression: 16%
- Other: 16%
- All Others: 23%

Primary Care
- Schizophrenia: 36%
- Psychiatric: 19%
- PCP: 73%
- Other: 4%
- Schiz.: 30%
- Other: 20%
- Depr.: 13%
- Bipolar: 7%
- Dementia: 30%

\[\text{NDTI, 12MAT, July 2000}\]
Since Fourth of July, 2000... 98 days ago

Zyprexa Primary Care:

<table>
<thead>
<tr>
<th>Manager</th>
<th>Named</th>
<th>Marketing Strategy</th>
<th>Developed</th>
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<tr>
<td>Associates</td>
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<td>MD</td>
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<td>Forecast</td>
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<td>Ad agency</td>
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<td>Targeted customers</td>
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<tr>
<td>involvement</td>
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<td>materials</td>
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</table>

Direct to Physician matl's (slide kit, venues) - Near completion

Launch meeting begins in 16 days
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."

* Strong emphasis on direct-to-physician marketing; establish Zyprexa as 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)
ZYPREXA Primary Care
Strategic intent, Goals by phase

Strategic Intent: Zyprexa can and will become an everyday agent in primary care. Ours is a growth strategy, not a niche strategy

Phase I: Nov. 2000 - Feb. 2001
Goals:
- Establish Zyprexa's position before competition arrives
- Identify relevant patient types
- Enable each target customer to gain clinical experience
- Proactively frame WG, cost, lipids, QTc, EPS, effectiveness

Goals:
- Drive appropriate Rx volume to exceed plan
- Refine target customers
- Implement regional consultant mtg's; customer programs
ZYPREXA Primary Care
Business Plan

Impact of Zyprexa PCP promotion

$ Sales (MM)

$156.5

$203.8

$259.6

$96.2

$103.4

$111.0

2001

2002

2003

Year
ZYPREXA Primary Care Context for Message Development

- Focus on symptoms and behaviors found in mood, thought and behavioral disturbances

- Early identification of relevant patient types, role that family members play

- Emphasize safety

- Define "effectiveness" as: efficacy + ease of use + well tolerated = compliance

- Flexibility to handle both situational and sit down messages
ZYPREXA Primary Care Market Research

• Qualitative research to date:

  Completed Proof of Concept and Message Testing research
  - in-depth + small group interviews, focus groups, field time

  Objectives: Understand PCP treatment of patients w/ mental illness
              Identify unmet medical need
              Develop and refine message

• Quantitative research:

  Internet-based study underway (n= ~300)

  Objectives: Quantify prevalence of different patient types
              Gain input on patient profile, descriptors

  Several positive, consistent themes have emerged
Findings: Concept

Customers are genuinely interested in learning more about Zyprexa; single most frequently asked question: "Why haven't I been detailed on this earlier?"

There is potential confusion / discomfort re: where and how to use Zyprexa within PCP practice ("I don't use antipsychotics / treat schizophrenia")

PCPs acknowledge that referral to psychiatrist not always immediate, or possibly even viable; many welcome opportunity to expand their repertoire

Majority of respondents could readily identify patients in their own practice who were potential Zyprexa candidates
Findings: Message

Zyprexa efficacy data is not self-explanatory; patient benefit must be communicated

Safety is the most important aspect of information presented

Patient profiles do resonate, as do family member comments; sales aid designed to keep patient and family visible throughout message

Simplicity, ease of use complement safety as reasons to switch from older agents to Zyprexa

"Broad spectrum of efficacy" viewed with skepticism, ie., "too good to be true."
Must establish versatility without overpromising
Psychiatric symptoms in Primary Care

- Behavioral disturbances
  - Restlessness
  - Agitation
  - Aggressiveness
  - Hostility
  - Apathy / social withdrawal

- Thought disturbances
  - Psychosis
  - Memory
  - Orientation
  - Attention

- Mood disturbances
  - Anxious
  - Depressed
  - Euphoric / manic
  - Irritable / angry / hostile

Zypraxa MDL 1596  Confidential-Subject to Protective Order
Zypraxa MDL Plaintiffs' Exhibit No.05846
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
ZYPREXA Primary Care

Customer encounters determine message depth

Situational
Front Cover, 1 patient profile, Back Cover

Data on Demand
Same as Situational, + answers to customer questions
If possible, go to "low risk" spread

Contract for Time
Zyprexa-focused visit, full message, specific follow-up plan

Every message contains ZY 3X3, AFTB
ZYPREXA Primary Care
Core folder: Front cover

Key takeaways:

Highlight unique aspects of PCP-patient relationship:
history, trust, role of family members

Show pictures of real-world patients; List some of their
real-world symptoms and the problems they pose

Introduce Zyprexa - the next incremental step in the PCP
repertoire (not unlike SSRI's, cholinesterase
inhibitors)

"You know your patients, you know their symptoms
Now know Zyprexa"
ZYPREXA Primary Care Core folder: Patient profiles

Key takeaways:

Each profile represents different aspect of Zyprexa's broad efficacy; can be used individually or as a group

Profiles convey sense of history, unresolved conditions; quotes from family members describe effect of patient's symptoms

Goals of therapy tie back to unmet need introduced at outset
ZYPREXA Primary Care Core folder: Back cover

Key takeaways:

Foundation of Zyprexa 3 x 3

Broad efficacy: Mood, Thought, Behavioral disturbances

Safety: Low risk for certain serious medical complications

Ease of use: 5mg starting dose, QD, no blood monitoring

Creates platform for creating action in specific patient type
Key Takeaways:

Each spread addresses distinct area:
- **Inside front** - Introduces Zyprexa; conversational
- **Behavior** - Data to support efficacy in agitation et al
- **Mood** - Data to support efficacy in depression, mania
- **Thought** - Data to support efficacy in cognition
- **Safety / Ease of Use** - Data on EPS; flexible dosing
- **Low risk** - Most important of inner spreads; reinforces safety, frames adverse events with discontinuation rate = placebo

Designed to support data on demand, or extended message
ZYPREXA Primary Care Launch Meeting Objectives

1. **Message Practice** - tight message delivery, confident objection handling, ability to create action: ready to succeed first thing Monday morning

2. **Inspiration and Motivation** - high energy, contagious enthusiasm, clear sense of purpose

3. **Implementation** - set clear expectations re: targeting, customer programs, utilization of resources
## Launch Meeting Agenda: Day One

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>8:00am - 8:30am</td>
<td>Manager's Meeting</td>
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<td>9:00am - 10:00am</td>
<td>General Session</td>
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<td>Welcome: B. Robinson, G. Grant</td>
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<td>Zyprexa overview: J. Jordan, J. Hixon</td>
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<td>Marketing strategy-M. Bandick</td>
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<td>10:15am - 12:45pm</td>
<td>District Breakouts</td>
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<td>Product Knowledge / Message</td>
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<tr>
<td>1:30pm - 2:30pm</td>
<td>General Session</td>
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<td>Olanzapine medical: A. Breier, MD</td>
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<td></td>
<td>Zyprexa medical: Dr's Hay, Hurley</td>
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<tr>
<td>2:45pm - 6:00pm</td>
<td>District Breakouts</td>
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<td>Message / Practice</td>
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<td>7:00pm - 10:00pm</td>
<td>Evening at the Viva! Room</td>
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Launch Meeting Agenda:
Day Two

- 8:00am -8:45am  **General Session**
  Battle Plan framing: G. Grant
  Objections: Dr's Hay, Hurley

- 9:00am -11:00am  **District Breakouts**
  Implementation: Expectations
  Targeting / Programs
  Customer-ready message practice
  Multiple message integration

- 11:10am -11:30am  **General Session**
  Sendoff: G. Santini
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District Breakout Sessions

Goal is to optimize team time: practice, direction, set expectations

- **Thursday Morning**
  - Time: 10:15 AM - 12:45 PM

- **Thursday Afternoon**
  - Time: 2:45 PM - 6:00 PM

- **Friday Morning**
  - Time: 9:00 AM - 11:00 AM
Thursday 10:15 AM - 12:45 PM

Agenda Items:

• Symptom & Behavior, PI Overview
  - Review Slides

• Break

• Frame the Situational Message
  - Explain the "why" for each selling point

• Practice the Message
  - Create action via CAPS process
  - Begin practicing "situational" sales call

Time:

40 minutes
10 minutes
45 minutes
40 minutes
Thursday 2:45 - 6:00 PM

Agenda Items:

• Message Practice
  – Model one spread at a time and 'partner-up' reps for practice
  – Review each spread as a district (bull in the ring, koosh review)

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<thead>
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<th>Time to complete</th>
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<td>Pages 4 - 5</td>
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<td>Pages 6 - 7</td>
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<td>Pages 8 - 9</td>
<td>15 minutes</td>
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<tr>
<td>Pages 10 - 11</td>
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<td>Close / CAPS</td>
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<td>Time for Breaks</td>
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• Handout Objections for Homework
Friday 9:00 - 11:00 AM

Agenda Items:

• Post Meeting Expectations (60 minutes)
  – Discuss targeting, frequency, programs, DTP, metrics

• FAQ / Objection Workshop (20 minutes)
  – Discuss selected FAQ’s / objections as a team
  – Have reps practice message while handling objections with a partner

• Multiple Message Integration (40 minutes)
  – Review full Zyprexa message with bridge from... Redacted...
  – to... Redacted...
ZYPREXA Primary Care Samples

- Auto ship samples October 16 - arrive by Oct. 20 to be used starting Oct. 30
- 3 cases 2.5mg & 3 cases 5mg
- Dendrite updated Oct. 9: reps will be able to enter samples and call detail
- December samples to be ordered in November
- Territory limit is 3 cases of each strength per month
- October sample cards will reflect both strengths
**ZYPREXA Primary Care**
**Tentative Resource Autoship**

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<th>Item</th>
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<td>Post it Notes</td>
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<td>BPRS Pads</td>
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<td>Sample Bins</td>
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<tr>
<td>Swiss Army Knives</td>
<td>23</td>
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Scheduled for Oct. 20 Shipment
# ZYPREXA Primary Care Material Resource List

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ZYPREXA Primary Care Premium Giveaways

Zyprexa leather bags

• 13 / rep for top customers
• auto shipped Oct. 23
• not available for reorder at this time

Zyprexa Swiss Army Knife

• 23 / rep for top customers
• auto shipped Oct. 23
• not available for reorder at this time
ZYPREXA Primary Care Sample Bins

• 13 / rep
• auto shipped Oct. 23
• will hold 4-6 sample boxes; establishes "shelf space"
• also holds rep's business card, performance scripts
• not available for reorder at this time
ZYPREXA Primary Care
Patient Education Brochures

• 100 / rep (10 packs of 10) included in auto ship
• available for reorder
• needs to be positioned as a service to the customer
• will help MD reduce the amount of time required to explain why the patient is being put on a psychotropic
• includes patient profiles, diary, Q & A
• will be handed out along with a prescription
ZYPREXA Primary Care
BPRS Tear Pad

• Brief Psychiatric Rating Scale

• BPRS scale consists of 18 symptoms

• Each to be rated on a 7 point scale of severity ranging from "not preset" to "extremely severe"

• Nurse or MD fills out scale and puts into the patients chart.

• May aid in diagnosis; links to primary rating tool in the sales aid
ZYPREXA Primary Care
Service Items

- Pens-100 auto shipped to reps
- Post it Notes-100 auto shipped to reps
- Magnets- 50 auto shipped to reps
- All available for immediate reorder

December Service Items
stickers
sample bags
ZYPREXA Primary Care Knowledge Management

Downloaded into primary care October 9

Will have access into bipolar, schizophrenia, and long term care

Implementation guide, scripts, resource order information, objections, frequently asked questions

Will encourage one Zyprexa product champion per district for solicitation of best practices
ZYPREXA Primary Care
Geo budget resources

Honoraria and program expenses

Brand team has allocated $$ for 3 peer-to-peer interventions per rep in 2000 ($4500 each)

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 Metrics (Nov-Dec)

Objective: Simple, Meaningful, Appropriate
Structure: Based on Growth Tiers

Rationale:
Ability to maximize growth
Competitive focus v. internal
Collaborative v. competing
Rewards fast starts
Broad participation avoids demotivation
Top performers receive top dollars
ZYPREXA Primary Care
Q4 Incentives

Objective: To launch / grow Zyprexa in the Primary Care market

Duration: 2 months - December 2000 v. October 2000

Metrics: Zyprexa TRx change for Targeted list
- Zyprexa TRx growth 1-5, earn add'l $200
- Zyprexa TRx growth 6-10, earn add'l $500
- Zyprexa TRx growth 11-15, earn add'l $800
- Zyprexa TRx growth 16+, earn add'l $1,200

Kicker: Top 3 performers* / region receive 20 AwardPerQs

Incentives: Zyprexa incentives are additive to existing Q4 incentives

Note: * Nominated by Sales Directors based on performance, leadership + implementation
Objective: Develop target list of prescribers that identifies top prospects based on volume, adoption

Factors determining appropriate targeting:

PSS Antidepressant 4-10 who are "K"

NDC Adoption Rx data
- "relevant" prescribing history
- evidence of early adoption tendencies

"Critical mass" of targets: avg. ~45 / territory
- no more than 60, no fewer than 30
ZYPREXA Primary Care

Adoption analysis

- Early adopters can be identified based on past adoption tendencies
- While early adopters tend to be heavier writers, not all heavy writers are early adopters
- Adoption data can significantly improve the likelihood of reaching early writers
Identify the Early Adopters for a New Product - AdoptRx

Prescribing Volume in Category

Light

Better Target

Early

Potential Opportunity

Early-Heavy

Best Target

Typically Targeted

Adoption

Late-Light

Late-Heavy

Late

Lower Value (Early)
## Lilly PCPs Adoption Decile by Physician Decile

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### Legend
- **Early-Light**
- **Late-Light**
- **Early-Heavy**
- **Late-Heavy**

### Notes
- This table illustrates the adoption pattern of Lilly PCPs across different physician deciles.
- The total number of PCPs is 3650.
ZYPREXA Primary Care
Zyprexa Targets

• Knowledge Management loaded week of 10/9

• Zyprexa "Marketing Communications" drawer will have targets will be identified by territory

  A (Early-Heavy)  21%

  B (Early-Light)   17%

  C (Late-Heavy)   13%

  D (Medium)       49%
ZYPREXA Primary Care
Sales Frequency Expectations (Nov-Dec)

PC-neuro reps are responsible for all products:
Zyprexa Targets:
Non-Zyprexa Targets:

Among Zyprexa targets:

A: 2 calls (plus 1 P2P intervention)
B: 2 calls (plus 1 P2P intervention)
C: 1-2 calls (consider for P2P)
D: 1 call
ZYPREXA Primary Care Message Recall accountability

Field recall objectives

Target
January 2001
Unaided  Aided

Zypréxa 3 X 3 elements

Efficacy in mood disturbance  50 %  80 %
Efficacy in thought disturbance  50 %  80 %
Efficacy in behavioral disturbance  50 %  80 %
Safe (relative to therapeutic alternatives)  40 %  70 %
Ease of use (QD, dose, no blood monitoring)  40 %  70 %
ZYPREXA Primary Care
Message Recall: Brand priorities

Brand primary objectives:
1) In their words, do customers describe Zyprexa as:
"Safe, proven solution for mood, thought and behavioral disturbances"

2) Do customers recognize relevant patient types:
Martha, David, Christine

3) Do customers know how to dose Zyprexa:
"5mg QD at bedtime, with flexibility to start at 2.5mg"

4) Do customers acknowledge safety via "low risk of serious complications":
Low potential for: Drug-drug interactions
Cardiac toxicity (no baseline ECG)
Anticholinergic side effects
No black box warnings
Effect on prolactin comparable to placebo
ZYPREXA Primary Care

Medical support

"Primary Care for Mood, Thought and Behavioral Disturbances"
Available to speakers by Nov. 4
- No additional training required; extensive speaker notes

Medical letters - Available now
Extrapyramidal symptoms
Tardive dyskinesia (2)
Anticholinergic effects
Body weight changes

Medical letters - Available soon
Dizziness & Sedation
Positive symptom efficacy

Negative symptom efficacy
Critical strategic component of marketing mix

Intended to do the "heavy lifting" of educating primary care physicians; rep's role is to reinforce, provide resources

Tackles complexity of learning how / when to use Zyprexa without time pressures

Enables more wide-ranging discussion of symptoms / behaviors, comparative studies

Leverages Zyprexa's extensive body of data
### Direct to Physician - Strategy

#### I Promotional
- **CETs-Clinical Experience Telesession**
  - 1 moderator, ~15 Drs with Discussion guide. Can group by segments
- **STS-Speaker Teleconference Series**
  - Moderator, speaker, ~15 Drs.-can incorporate sales force to recruit Drs.
- **PVS-Personal Video Symposium**
  - DVD rep plays in computer has feel of symposia
- **Regional Audio Conference**

#### II Non-Promotional CME
- **Audio Conferences-1cme live & IVR 24hr/7day**
- **City Tours**
- **Local Dinner meetings-2. 5 cme's**
- **Saturday Seminars- 5 cme's**
  - Sales force receives invites for distribution

#### III Association Meetings
- **Primed**- 4 regional CME partner with Faculty & Managed Care Co.-Industry sponsored 5-7K attendance. Bfst/lunch/dinner 250 cap
  - (MD, ARNP,PA)
- **Primary Care Practitioner Updates**-
  - 2 day 500-600 practitioners, Lilly sole sponsor for Mental Health.
  - **Academy Meetings**
  - **Enduring Materials**

#### IV Speakers & Consultants
- **Advisory Board**
- **Strategy & Consultant Meetings**
- **Regional Consultant Meetings**
- **Speaker Programs**
- **Peer-to-Peer**
- **Round Table Discussions**
ZYPREXA Primary Care
DTP Through early 2001

October
-JCP CNS Capsules - Gerald A. Maguire, M.D. - Use of A/P in Geriatric Long-Term Care - 35,000
-Geriatrics Meeting Reporter- Maguire/Daiello, M.D. - Better Management of Psychosis in the Elderly. 35,000 subscribers

November
LTC Conference - 54 Psychiatrists trained 11/9-11 Tucson
Speaker Programs-November-December - Psychiatrist speaker to PCP audience

December
Train The Trainer (for RCMs) 1-2 locations - 50 psychiatrists (speaker: Lilly MD)
JCP CNS Capsules - Mauricio Tohen, M.D., Use of A/P Agents in Bipolar Disorder - 35,000
Speaker Programs- November-December - Psychiatrist speaker to PCP audience

January - June 2001
70 RCMs Selected Cities - 1 Psychiatrist speaker + 1 moderator + 20 PCPs at each RCM Jan-June
ZYPREXA Primary Care
Brand Team Battle Plan (Nov-Dec)

- Maintain launch meeting momentum with selected "Viva Zyprexa"
- Conference calls with SWAT teams
- Interactive voice response feedback from field
- Implementation of Direct to Physician programs
- Field days (2 per member per month)
ZYPREXA Primary Care
Market Research Battle Plan

• Post-Launch plans

  Establish baseline for post-launch tracking (Oct)
  Determine baseline attitudes, behaviors

  IVR sales representative recall, feedback (Nov-Dec)

  Performance tracking (on-going)

  Post-Launch customer feedback (beg. Dec)
    Perceptions of ZYPREXA position, strengths / weakness
    Does our message resonate; is action taken?
    Value / Impact of direct to physician efforts

  Cornerstone segmentation study (1Q 2001)

  Enhancements to message, tools for Spring 2001 cycle (1Q 2001)
ZYPREXA Primary Care Q1 2001 Marketing Plan

Highlights:

ZYP CP "Summit"

Customer Segmentation project

Message recall

Review customer targets; guide prospecting
- Closer coordination with Long Term Care Division

Initial test of customer attitudes, beliefs, perceptions
- Compare to baseline
Zypraxa Primary Care Summit: The First 90 Days

Objectives:

1) Evaluate performance
   Rx volume, call freq., DTP

2) Message recall
   Prescribers, reps

3) Targeting
   Guidelines for keeping/dropping, adding

4) Customer feedback
   External (message, resources)
   Internal (incentives, resources, support)

5) Speaker "stable"
   Roster of trained speakers; field assessment

6) Preliminary segmentation project results, implications

Participants: DM and rep SWAT teams, AD advisors, Market Research, National Sales Director, Brand Leader, ZYPCP brand team

Date: January 26, 2001
ZYPREXA Primary Care Alignment, Accountability

- AD confidence, clarity for upcoming Area meetings
- Deep understanding, confidence in ZYPCP strategy
- Play back clear verbatims: ZYPCP 3X3 message elements
- Clear accountability:
  Field - Message clarity (measured by recall)
  Frequency (incl. Programs)
  Adherence to initial target list through February
  Exceed 2001 plan

Brand - Sound, consistent strategy
  Solicit and act on feedback from customers, field
  Provide sufficient resources (materials, funding)
  DTP strategy, materials that make an impact
  Exceed 2001 plan
ZYPREXA Primary Care
Message Recall: add'l priorities

1) Which symptoms / behaviors are considered "appropriate"?
   (unprompted / prompted)
   Agitation    Hostility    Depression
   Anxiety      Confusion    Elevated Mood
   Mood Swings  Manic symptoms Suspiciousness
   Paranoia     Anger        Psychotic symptoms

2) Do customers describe Zyprexa as "easy to use"
   QD, w/o regard to meals, no blood monitoring, well tolerated

3) Do customers recall: "EPS and Discontinuation Rate comparable to placebo"

4) Do customers recall "4 years, 4 million patients"

5) Do customers have a "neutral" view on Zyprexa's weight gain
ZYPREXA Primary Care Samples

Sample configuration

Zyprexa 2.5mg   ND1011   36 NDs/case
Zyprexa 5.0mg   ND1022   36 NDs/case

Sample allocation justification

6 cases total x 36 NDs = 216 NDs

assume 50 targets - sample ~40 in one month

5.4NDs / MD
ZYPREXA Primary Care
Lunch and Learn Video

One video per representative

~20 minutes in length

2 sections - Zyprexa features / benefits and patient vignettes
Family Feud

Objective:
- Review technique that is fun, competitive, and energizing
- Tests individual knowledge and team work

• Supplies:
  - Flipchart and marker to keep score; two koosh balls

• How to Play:
  - Divide class into two teams (let teams choose their names)
  - Have a member from each team come to the front of the room
  - Place koosh ball in front of each rep and ask a question
  - Rep that grabs their koosh ball first gets first chance to answer (10 seconds)
  - If incorrect answer is given, the other rep gets a chance to answer (10 seconds)
  - If that answer is incorrect, the team for the rep that grabbed koosh ball first gets 30 seconds to answer
  - The team's answer must be relayed through the rep that was at the front of the room - this makes the team come to a consensus and cuts down on noise
  - If that answer is incorrect, the other team gets 30 seconds to answer
  - Repeat the process with a new rep from from each team
  - One point awarded for each correct answer (no deductions for incorrect)
Benefits of Adoption Data

• Ability to predict which physicians are likely to adopt a product at different stages in the product's life cycle.

• Flag high writers that are considered to be innovators and early adopters.

• Augment the target list with additional physicians that are innovators and likely opinion leaders (2001)
### Targeting: Arrow Data TRxs by AP Decile

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10/16/2000: File name=location
Adoption: Target Products

• Atypical anti-psychotics (Risperdal, Seroquel, Zyprexa)

• Hypnotics (Ambien, Prosom)

• Cognition Drugs (Aricept, Cognex)

• Anti-depressants (Effexor, Effexor XR, Remeron)

• Mood stabilizers (Depakote, Neurontin, Topomax)

• + Alpha blockers, lipid lowering, anti-migraine, other anti-convulsants.
**Number of Targets per Territory**

**Physician & Adoption Decile 6+: 24,900 mean/terr = 49**

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**Territories with <=30 MD Count**

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AGENDA
ZYPREXA PCP LAUNCH MEETING
OCTOBER 25-27, 2000
ORLANDO, FLORIDA

WEDNESDAY, OCTOBER 25, 2000
12:00 PM – MIDNIGHT Attendee Registration  Convention Lobby – Swan Hotel
7:00 PM – 9:00 PM Welcome Reception – Optional  Northern Hemisphere B - Dolphin

THURSDAY, OCTOBER 26, 2000
8:00 AM – 8:30 AM Manager’s Meeting and Breakfast  Northern Hemisphere E4 – Dolphin
8:00 AM – 8:50 AM Breakfast  Northern Hemisphere B/C- Dolphin
9:00 AM – 10:00 AM General Session  Swan Ballroom 5-10 – Swan
   Welcome
   Bill Robinson – Vice President of US Sales/Marketing
   Grady Grant – National Sales Director, Primary Care Neuroscience Brand Overview
   Jack Jordan – ZYPREXA Brand Leader
   Redacted
   ZYPREXA Sales Strategy
   Mike Bandick – ZYPREXA Brand Manager
10:15 AM – 12:45 PM District Breakouts  *See District Breaks
12:45 PM – 1:30 PM Lunch  Northern Hemisphere B/C- Dolphin
1:30 PM – 3:00 PM General Session - Medical Framing  Swan Ballroom 5-10 – Swan
   Alan Breiter, MD - Olanzapine Product Team Leader
   Don Hay, MD and Dan Hurley, MD
3:15 PM – 6:00 PM Breakout Sessions  *See District Breakouts
7:00 PM – 11:30 PM Evening Activity  Atlantic Dance – Boardwalk

FRIDAY, OCTOBER 27, 2000
7:00 AM – 7:50M Breakfast  Northern Hemisphere B/C- Dolphin
8:00 AM – 8:45 AM General Session - ZYPREXA Battle Plan  Swan Ballroom 5-10 – Swan
   Grady Grant – National Sales Director, PC
   Don Hay, MD and Dan Hurley, MD
   Breakout Session
9:00 AM – 11:00 AM *See District Break
11:10 AM – 11:30 AM General Session - ZYPREXA Sendoff  Swan Ballroom 5-10 – Swan
   Gino Santini - President, US Operations
11:30 AM Box Lunches  Swan Ballroom 5-10- Swan Foyer
11:30 AM Departures
Whole new purpose gonna set my soul
Set my soul on fire
Got a brand named Zyprexa with a whole new chance
To get those stakes up higher
Thousands of patients waitin' out there
The way they're livin' just ain't fair
But now you bet they can get
Some help from Primary Care
Viva Zyprexa! Viva Zyprexa!

How I wish that there were more
Than twenty-four hours in the day
Cause even if there were forty more
I wouldn't waste a minute away
So much to do, doctors to see
Patients everywhere are depending on me
To be the best that I can be
And talk about Zyprexa faithfully
Viva Zyprexa! Viva Zyprexa!

Yeah we're helping patients
Viva Zyprexa!
Many wonderful indications
Viva Zyprexa!
Turning night into day
All the hope can remain
You'll never be the same again

Can't rest now I've got to run
I'm gonna tell everyone
Might tell a doctor fifty times
Remember it's about the patients' lives
I'm gonna give it everything I've got
No matter what it takes, I'll never stop
Give a perfect message on every shot
Keep Zyprexa at the top
Viva Zyprexa! Viva Zyprexa!