

ZY 7300 423

ZYPREXA
Olanzapine

Zyprexa Launch Meeting



Lilly

Answers That Matter.




ZYPREXA Primary Care PCIM Agenda

8:00	Affiliate Strategy
8:30	Zyprexa Primary Care Strategy & Vision
9:00	Frame message
9:45	<i>Break</i>
10:00	Launch Meeting overview
10:30	Resources / Incentives
11:00	Targeting
11:45	Expectations: Frequency, Recall
12:15	<i>Lunch</i>
1:00	DTP
1:20	Post-Launch strategy, implementation
1:40	Training CD
2:10	Message Practice
3:00	<i>Break</i>
3:15	Message Practice (con't)
3:45	Objections / FAQs
4:10	Implementation summary
4:30	Issues / AFTB

ZYPREXA Primary Care

Why are we entering this market?

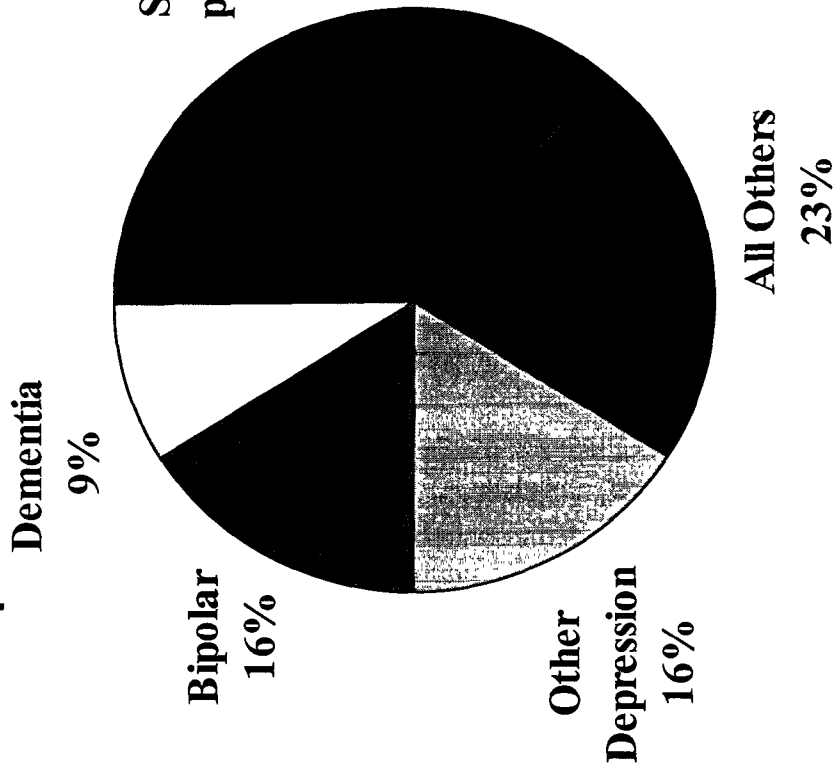
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- Decision made prior to and independent of  judgment
- Assumption of significant unmet medical need in segment
- PCPs account for ~18% of antipsychotic market; more than half is composed of older, vulnerable agents
- First mover advantage: Pfizer (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

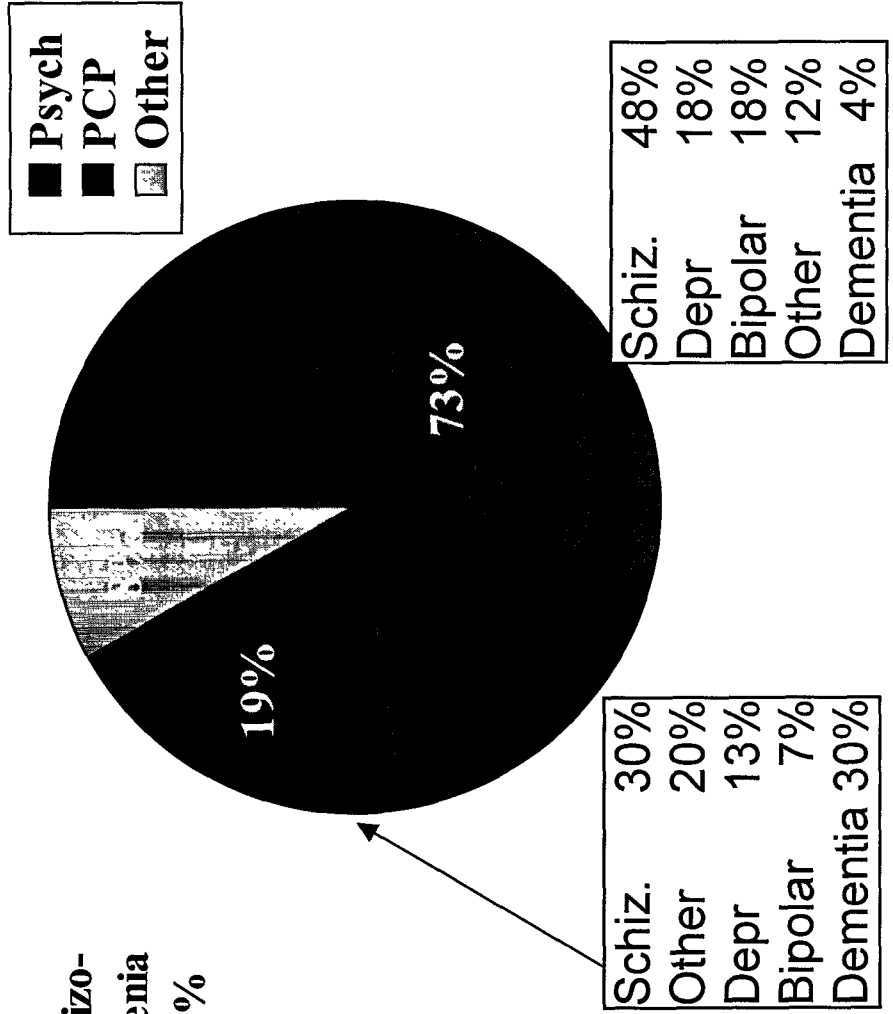


Zyprexa Utilization by Disease State

All Specialties



Primary Care



NDTI, 12MAT, July 2000

10/16/2000
File name/location

Company Confidential
Copyright © 2000 Eli Lilly and Company

Since Fourth of July, 2000 98 days ago



Zyprexa Primary Care:

Manager -	Named	Marketing Strategy -	Developed
Associates -	Named	Message -	Developed
MD -	Hired	Forecast -	Submitted
Ad agency -	Assigned	Targeted customers -	Identified
Sales training -	Engaged	Promotional -	Developed
involvement		materials	
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

Phase II: Mar. 2001 - Oct. 2001

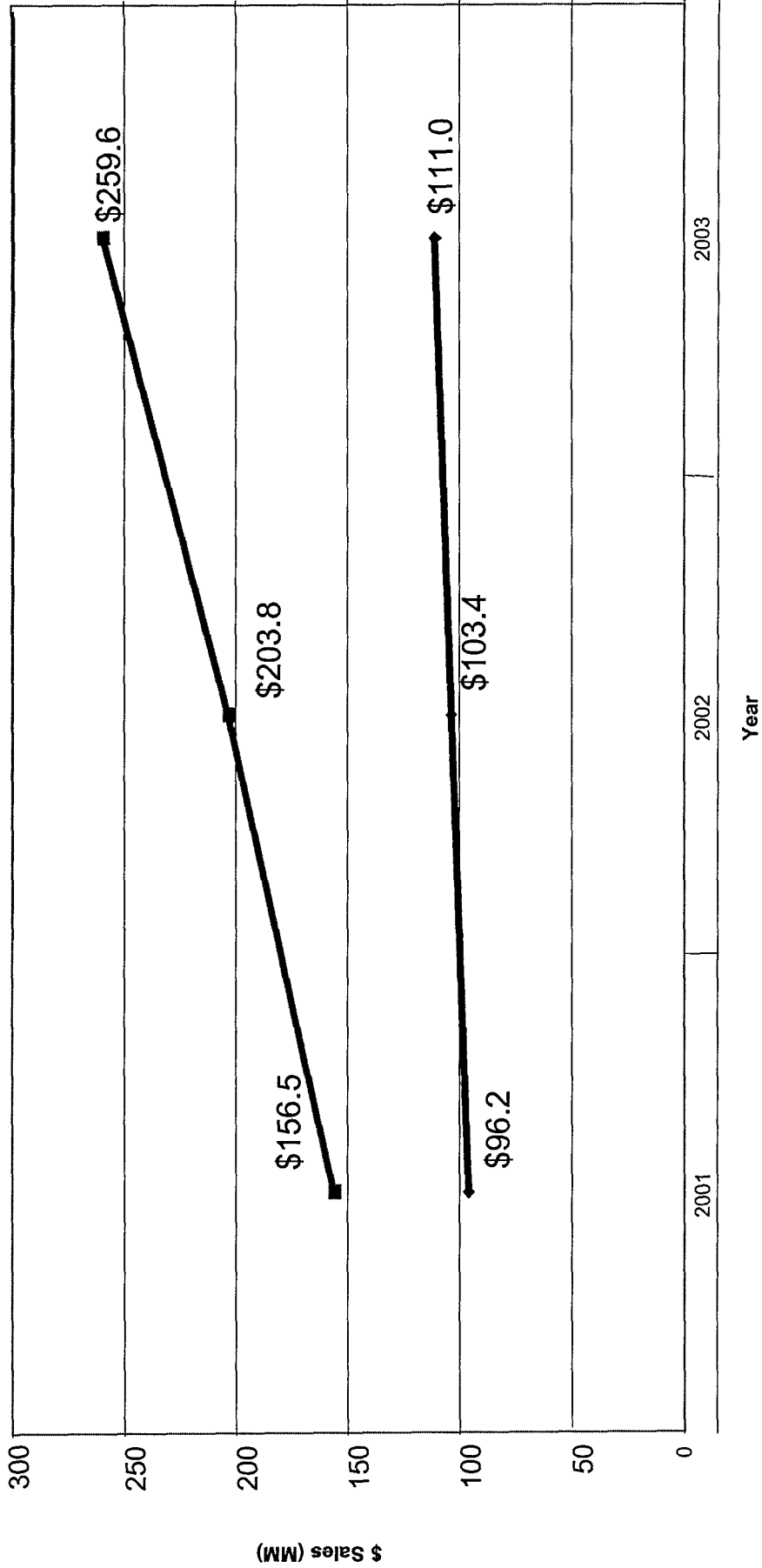
Goals:

- 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



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

ZYPREXA Primary Care Market Research



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

ZYPREXA Primary Care Market Research



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

Mood disturbances	Thought disturbances	Behavioral disturbances
-------------------	----------------------	-------------------------

- Anxious
- Depressed
- Euphoric / manic
- Irritable / angry / hostile
- Psychosis
- Memory
- Orientation
- Attention
- Restlessness / agitation
- Aggressiveness / hostility
- Apathy / social withdrawal



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

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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

ZYPREXA Primary Care

Core folder: Inner spreads

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



- 8:00am - 8:30am **Manager's Meeting**
- 9:00am -10:00am **General Session**
Welcome: B. Robinson, G. Grant
Zyprexa overview: J. Jordan, J. Hixon
Marketing strategy-M. Bandick
- 10:15am -12:45pm **District Breakouts**
Product Knowledge / Message
- 1:30pm - 2:30pm **General Session**
Olanzapine medical: A. Breier, MD
Zyprexa medical: Dr's Hay, Hurley
- 2:45pm - 6:00pm **District Breakouts**
Message / Practice
- 7:00pm - 10:00pm **Evening at the Viva! Room**



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



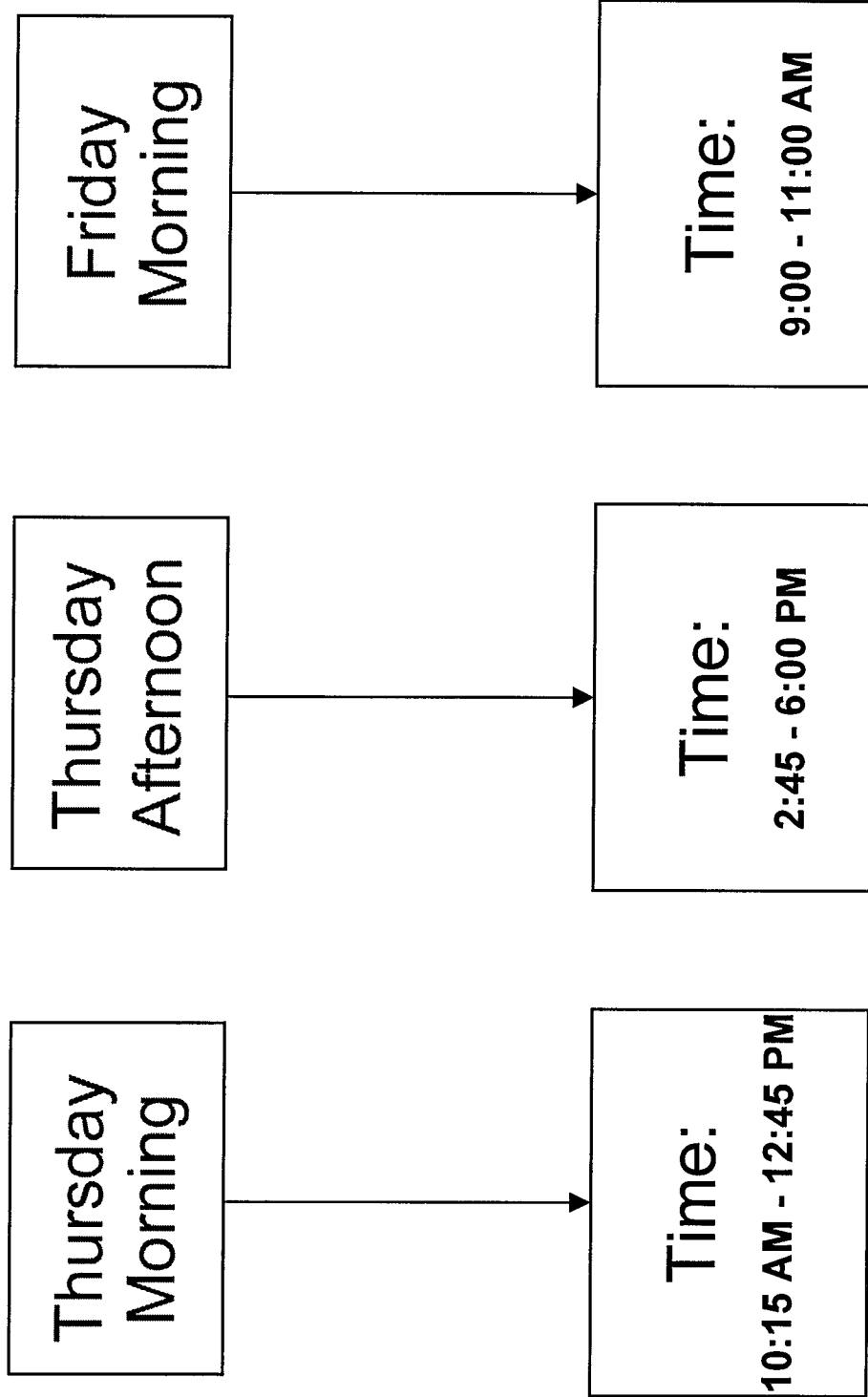
Pre-Meeting Assignments

<u>Assignment</u>	<u>Reps receive</u>	<u>Completed</u>
Training Module	09/22	10/16
Audiocassette #1	10/5	10/13
Training CD	10/12	10/16
Implementation Guide	KM wk of 10/9	On-going
Audiocassette #2	10/13	10/20
Dial-a-Quiz	10/16	10/22

Time to Complete=12+ hours



District Breakout Sessions



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



Thursday 10:15 AM - 12:45 PM

Agenda Items:

Time:

- Symptom & Behavior, PI Overview
 – Review Slides
 40 minutes
- Break
 10 minutes
- Frame the Situational Message
 – Explain the "why" for each selling point
 45 minutes
- Practice the Message
 – Create action via CAPS process
 – Begin practicing "situational" sales call
 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)

Spread/pages	Time to complete
Cover, pt. profile, back page	Review: 15 min
Inside cover, pages 1 - 3	30 minutes
Pages 4 - 5	15 minutes
Pages 6 - 7	15 minutes
Pages 8 - 9	15 minutes
Pages 10 - 11	15 minutes
Close / CAPS	20 minutes
Total Practice Time	150 minutes
Time for Breaks	30 minutes

• 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



•Sales Aid	5	Pens	100
•File cards	75	Post it Notes	100
•Magnets	50	BPRS Pads	20
•Leather Bags	13	Pat. Ed.	100
•Sample Bins	13		
•Swiss Army Knives	23		

Scheduled for Oct. 20 Shipment



ZYPREXA Primary Care Material Resource List

<u>Resource</u>	<u>OL#</u>	<u>Pack Size</u>	<u>Order Limit</u>
• Sales Aid	18677	5	2
• File Card	18567	25	4
• Lunch-N-Learn video	18566	1	1
• Sample bins	18564	0	0
• Pens	18639	50	4
• Post it notes	18640	25	4
• Patient Education	17908	10	10
• BPRS tear pads	18554	5	10
• Display panels	18568	0	0
• Magnets	18571	25	3
• Leather Bags	18624	0	0
• Swiss Army Knife	18634	0	0



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*



ZYPREXA Primary Care Targeting

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



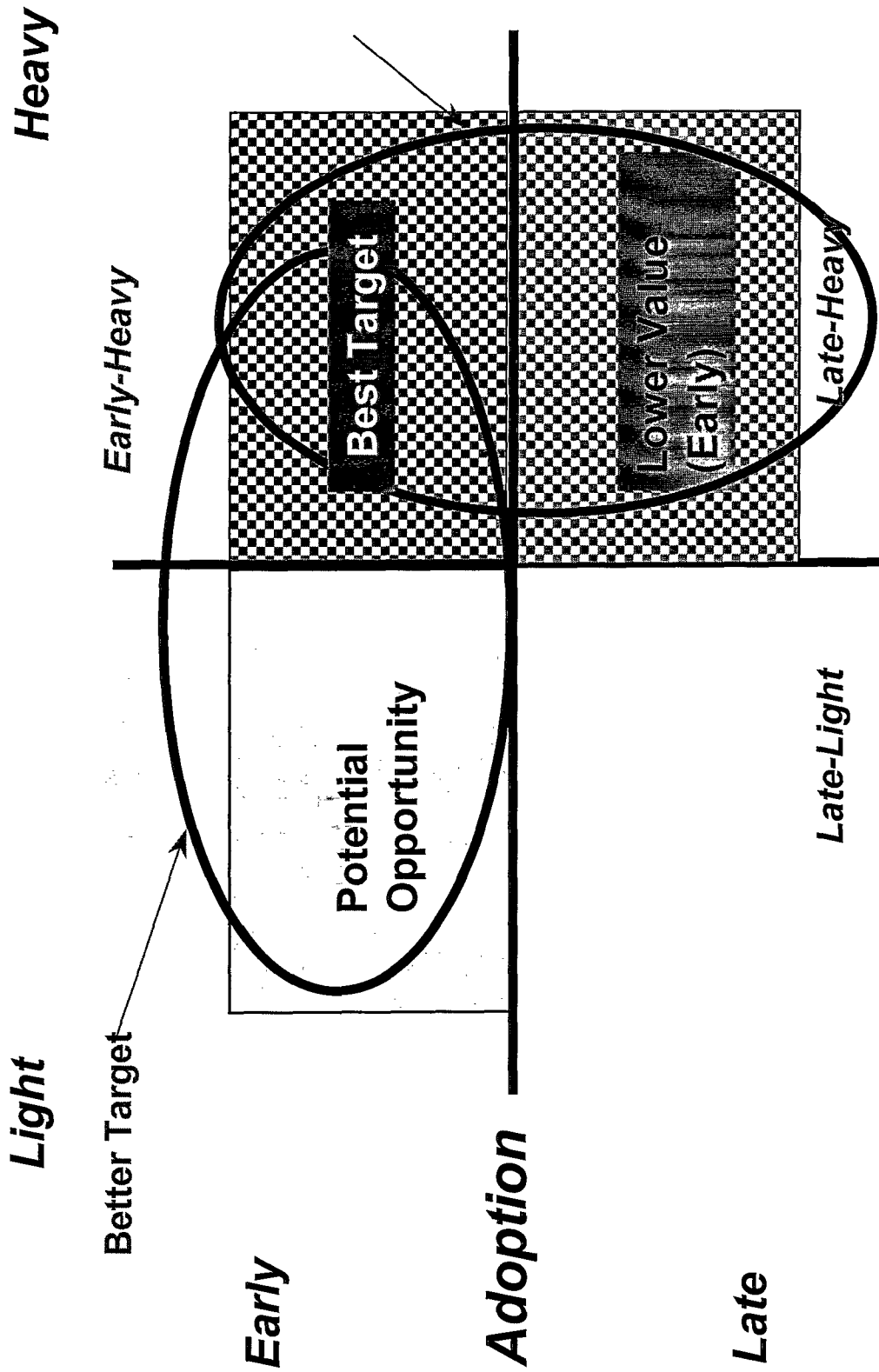
ZYPREXA Primary Care Adoption analysis

- 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



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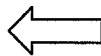


Lilly PCPs Adoption Decile by Physician Decile

Adoption Decile	Physician Decile										Total	
	0	1	2	3	4	5	6	7	8	9		10
1	576	396	559	448	356	373	357	316	234	150	52	3817
2	516	314	472	390	318	340	354	265	233	149	51	3402
3	417	315	422	363	288	334	388	290	265	180	63	3325
4	367	270	432	326	301	304	345	321	270	203	85	3224
5	306	238	370	325	305	289	326	316	278	231	78	3062
6	262	169	346	291	260	301	349	315	353	276	90	3012
7	183	175	287	298	290	345	369	406	453	399	238	3443
8	177	105	261	266	273	344	441	530	590	553	428	4068
9	105	89	183	211	216	272	408	524	699	885	922	4515
10	31	41	86	110	104	149	226	310	508	972	283	4820
Total	2940	2112	3418	3028	2711	3051	3563	3593	3883	4098	4291	36688

↑ Late-Light

↓ Late-Heavy



Early-Light



Early-Heavy



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%



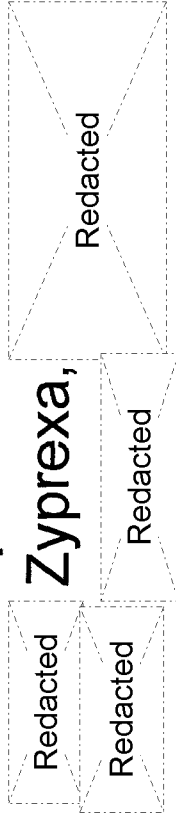
ZYPREXA Primary Care

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

Zyprexa 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

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Medical slide kit

"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	Blood glucose changes
Body weight changes	

Medical letters - Available soon

Dizziness & Sedation	Positive symptom efficacy
Negative symptom efficacy	



ZYPREXA Primary Care Direct to Physician

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

<p>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</p>	<p>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</p>
<p>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</p>	<p>IV Speakers & Consultants Advisory Board Strategy & Consultant Meetings Regional Consultant Meetings Speaker Programs Peer-to-Peer Round Table Discussions</p>



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:

ZYPCP "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

Zyprexa 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

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Additional back up slides

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

10/16/2000

File name/location

Company Confidential
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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

Average TRxs per MD per Quarter Apr'00-Jun'00		
A/P Decile	A/P Market	No. of MDs
10	950	13
9	589	17
8	397	20
7	290	41
6	205	79
5	145	186
4	89	607
3	45	2989
2	18	15592
1	4	60806



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

MD Count	# Territories
<=30	68
31-40	89
41-50	113
51-60	102
61-70	78
71+	57

Territories with <=30 MD Count

MD Count	# Territories
0-10	9
11-20	25
21-30	34
Total <=30	68

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 Break

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 Breier, 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

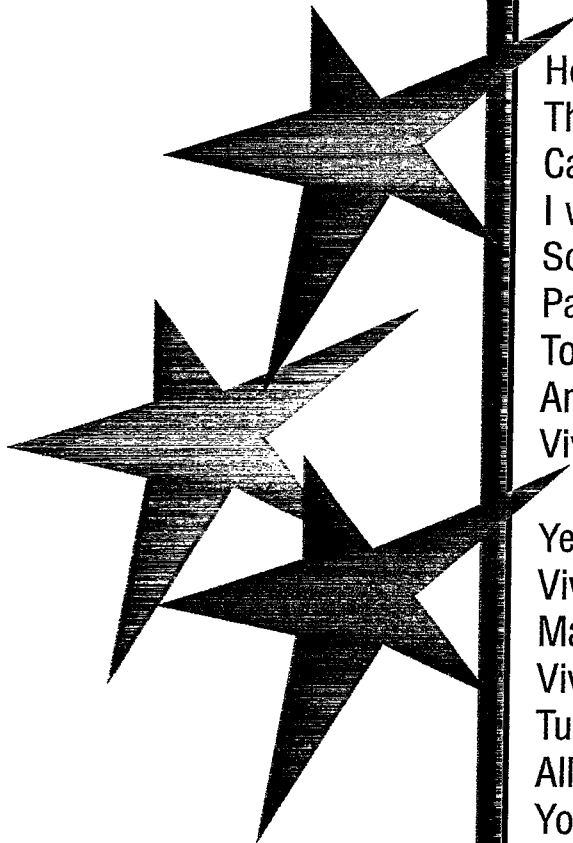
9:00 AM – 11:00 AM Breakout Session *See District Break

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

ZY 7300 566



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!

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