

To: CN=Charles R Feehan/OU=AM/O=LLY@Lilly; CN=Christy J Hill/OU=AM/O=LLY@Lilly; CN=Anita Victorian Long/OU=AM/O=LLY@Lilly; CN=Allan L Mattson/OU=AP/O=LLY@Lilly; CN=Robert S Tobin/OU=AM/O=LLY@Lilly
CC: CN=Glyn Parkin/OU=AM/O=LLY@Lilly; CN=Michael A Miller/OU=AM/O=LLY@Lilly; CN=Eileen P Sidaros/OU=AM/O=LLY@Lilly; CN=Bradley S Hawkins/OU=AM/O=LLY@Lilly
Date: 07/28/2003 08:37:02 AM
From: CN=Daniel R Williams/OU=AM/O=LLY
Subject: re: Zyprexa Best Practices

Thanks Brad for sharing- Let it Rip!

----- Forwarded by Daniel R Williams/AM/LLY on 07/28/2003 08:34 AM -----

Eileen P Sidaros

07/28/2003 07:56 AM

To: Daniel R Williams/AM/LLY@Lilly
cc: Robert G Donnelly/AM/LLY@Lilly
Subject: re: Zyprexa Best Practices

Some great notes from Last weeks Best Practices Session.

Thanks Brad

To the Stage!!!

Eileen

----- Forwarded by Eileen P Sidaros/AM/LLY on 07/28/2003 06:55 AM -----

Bradley S Hawkins

07/27/2003 10:58 PM

To: Kamini Joshi/AM/LLY@Lilly, Jeffrey B Landau/AM/LLY@Lilly, Kristine A Larvey/AM/LLY@Lilly, Shelby R Lewis/AM/LLY@Lilly, Jay Margolis/AM/LLY@Lilly, Nelson Pang/AM/LLY@Lilly, Mark I Schimel/AM/LLY@Lilly, Eileen P Sidaros/AM/LLY@Lilly, Nicole R Weisberg/AM/LLY@Lilly, Carol A White/AM/LLY@Lilly
cc:
Subject: re: Zyprexa Best Practices

Producers!!!,

Below are the Highlights from the Best Practice Session that Kristine and I attended last friday. There are definetly some pearls

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Targeting

SHOT CLINICS (HALDOL DEC)

Each member of the DGA focus on one CMHC per quarter

Focus on Treatment Teams, Lunches and or programs designed for treatment team members.

MESSAGE

With the new indication, we should be mentioning that when a drug goes before the FDA for a new indication, they open up the entire label. If they wanted to change anything with Zyprexa's labeling they could at that time. The FDA left our label exactly the same. So if they had a concern w/ Diabetes or glycemic concerns they would have put it in there.

Zydis should be used as a create action tool not a different patient type. If they use it- GREAT- but as long as they use Zyprexa...We can sell the zydis as a great option for the patient w/ symptomatic problems.

DIABETES

Use all available resoureces i.e. Brier/Sell Sheet/Honest/Buse

Don't fight the war alone...if the issue is there, bring in a speaker to challenge the customer on the issue.

What is the mechanism for Zyprexa causing diabetes? (ask doctors/treatment teams to ak other reps why? when they say zyprexa causes diabetes)

Utilize the Diabetes Nurse Educators, only when the diabetes issue is resolved (thinking- the nurse will not sell zyprexa) they only deal w/ diabetes.

Solutions for Wellness- utilize treatment teams to really implement these, physicians are too overwhelmed to spend time to do it apparently

POSSIBLE SPEAKERS to bring to NYC

Terry Bellnier, RPh (head of the buffalo study on Diabetes)

Mark Fry, Director of Bipolar Research @ UCLA

Evan Zimmer, (MIAMI, miami district has used him to challenge doctors on diabetes, great sense of humor)

James Oberwetter, DENVER

GOOD SELLING!!!

Brad

SPP Action Plan

District: Nashville

Date: 7/23/03

Objective: Competitive Messaging

What

Pre-Workshop Activities

- Establish verbatims
- Which resources and order of resources (graph, medical letter, etc.)
- Appropriate use of sales tools

Review (KM) selected resources (med letter, etc.)

Half Day Coaching Workshop(s)

- Identify 3 key FOEQs to uncover why/where customers use Seroquel/Abilify/Risperdal/Stimulants
- Determine patient type that we should/should not target for Zyprexa (which battle we fight)
 - Zyprexa vs. Seroquel: milder patient, irritability
 - Zyprexa vs. Risperdal: positive symptoms, breakthrough pts
 - Zyprexa vs. Abilify: any pt type except "last resort"
 - Strattera vs. Stimulants: pt that needs continuous symptom relief at school, family time, and early morn.
- Message Practice Time
 - Get back to Efficacy
 - Throwing issue into mix (Weight Gain/Hyperglycemia/Diabetes)
 - Practice on Negotiations (CAPS) → Zeroing in on effective, tangible commitments

Post Workshop Follow Up

- VM-2 examples of success competitive selling, 1 example of where you need help
- Conference Calls
- Field Visit summaries

Who

Timeline

Measure/Status

DM/Area Trainer Brand Best Practices from other DMs/Area Trainers	July 2003	Completion
SR's	July 2003	Workshop quiz
DM/Area Trainer	August 2003 Nashville-8/21 Jackson/Memphis- 8/26	Completion
DM/SR's	Weekly Bi-weekly After each visit	TCRs-Zyprexa positive net to market within 3 months

SPP Workshop Attendees

Name	Title
Ralph Meloro	Neuroscience Sales Training Manager
Matt Dwyer	Marketing Associate
Christopher Valosky	Strattera Brand Marketing Associate
LaShonda Hunter	Neuroscience Operations