

January 12, 2004

Weight Task Force

Lilly

Answers That Matter.

Problem Statement

As a result of concerns about weight gain and fear of diabetes, an increasing number of physicians are either avoiding Zyprexa in the acute phase or switching longer term. These actions are depriving patients of the benefits of Zyprexa.

Market Research Key Learnings

Physicians perceptions of weight gain and increased risk of diabetes are inextricably linked, which makes diabetes more of an issue for Zyprexa than other brands.

Physicians believe the real problem is weight gain and that it is Zyprexa's issue as its key liability.

Physicians perceive that if you can address weight gain you will reduce the risk of diabetes and other consequences. They are looking for tools to address weight gain that will enable them to continue to use Zyprexa due to its efficacy.

Scientific data surrounding weight gain / diabetes coming from Lilly or supported by Lilly will be discounted by our customers

The tone and approach of our current weight gain and diabetes messages are not connecting with our physicians

Implications

Physician perception of Zyprexa's link with weight gain and downstream consequences resulting in avoidance/switching behaviors dictates the need for a significant event to "shake the market".

A major change in tone and approach is required (empathetic with conviction) to restore confidence in our ability to realistically help our physicians handle these concerns

Weight gain will no longer be handled as an objection. Instead, weight gain will be discussed up front, integrated in to the brand promise.

Significant investment and senior management commitment to actions is required beginning Q3, 2003 through 2004.

Strategy: Belief Statements

I sense a change in Lilly's tone and approach – they have demonstrated that they understand the weight gain challenges I face when I choose Zyprexa. They now acknowledge that weight gain is very difficult to manage and can have potentially serious consequences.

That said, Lilly is providing me with options that help me address weight gain in some of my patients and enable me to keep those patients on Zyprexa longer. This enables me to focus on treating the core psychiatric illness with the medication I deem most appropriate.

I believe that diabetes is pervasive in my patients with severe mental illness. I am increasingly convinced that it has little, if anything, to do with which medication I choose. However, I am confident that I can assess, counsel, and refer patients at risk for diabetes.

I now feel more confident addressing the challenges my patients face, and can depend on Zyprexa to help me help my patients.

Situational Analysis:

Where we were vs. Where we are going

From:

- Weight gain is manageable
- Weight gain is predictable
- Weight gain is not the only predictor of diabetes
- There are comparable rates across all products
- Diabetes is mainly a patient population issue
- Handling diabetes and weight gain as an objection

To

- Lilly understands the challenges physicians face in treating this population
- Lilly acknowledges weight gain challenges and potential consequences.
- Lilly is providing me with options to address weight gain in some of my patients
- External entities provide me with the facts related to diabetes
- Lilly is providing help regarding how to assess, counsel, and refer patients at risk for diabetes

Result: A fundamental change in the way we interact with customers!

How do we identify what tactics fit?

I sense a change in Lilly's tone and approach – they have demonstrated that they understand the weight gain challenges I face when I choose Zyprexa. They now acknowledge that weight gain is very difficult to manage and can have potentially serious consequences.

→ Tone and consistent approach

That said, Lilly is providing me with options that help me address weight gain in some of my patients and enable me to keep those patients on Zyprexa longer. This enables me to focus on treating the core psychiatric illness with the medication I deem most appropriate.

→ Simple, useful options

I believe that diabetes risk factors are pervasive in my patients with severe mental illness. I am increasingly convinced that it has little, if anything, to do with which medication I choose. However, I am confident that I can assess, counsel, and refer patients at risk for diabetes.

→ Credible information

I now feel more confident addressing the challenges to my patients face, and can depend on Zyprexa to help me help my patients.

→ Build customer confidence

What are we doing about this? We have already done many, many things – how do they fit together?

Sales Force “tone change”

Solutions for Wellness programs: treatment team and personalized program

Healthy Lifestyle Solutions video

Nutrition in the Fast Lane

Healthy Tips Tear Sheets

Healthy Lifestyles Tear Sheets

Zyprexa.com – downloadable resources

Diabetes Education Program

Complete Wellness program

NTTP

Team Solutions

Weight Gain Leave behind

Counseling RX Pad

SFW Patient Overview Card

Direct Mail

Web Conferences for Consultants

Speaker Training

Operation Restore Confidence

Peer to peer programs

Breier CD-Rom

Under Development or proposed:

Glazer Weight Management Tool

Complete Wellness Program

UMDNJ computer program proposal

Visualize Success program testimonials

CMHC group program

Patient program for NTTP

4 Key Strategies for this CSF (proposed)

Strategy 1: Tone and empathy

Strategy 2: Consistent approach

Strategy 3: Simple, useful
resources

Strategy 4: Build confidence

Note: Individual tactics fit within each box

How does the framework work for weight gain? AN EXAMPLE

Tone and Consistent Approach

Sales Force Training
- thru Sales Training, Dist. Mtgs., TAS
Develop consistent algorithm
Training for anyone who works
with the customer (Brand team,
Medical team, etc.)
Best practices results of new tone
New info built into overall brand messaging

Credible Information (More specific to diabetes)

Simple, useful resources

Solutions for Wellness
Nutrition in the Fast Lane
Healthy Lifestyle videos
Telesessions

Build customer confidence

Visualize Success Testimonials
Weight Gain success direct mail
SFW Direct Mail/Journal Ads
New research
Best practices from MDs/nurses with
ongoing dialogues
Sr Mgt/Medical Visits
Live Satellite sessions

What is the priority list?

Weight Gain (Proactive, a part of the brand promise)

Diabetes (reactive as needed)

Other metabolic issues (reactive as needed)

What else?

Summary/Next Steps

CSF #1 offers great leadership opportunity

Finalize communications plan

- More is not always better

Create single “approach” that can pull efforts together
and create whole > sum of parts

Prepare for next opportunities both brand specific but
TA focused as well