January 12, 2004

Weight Task Force

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?

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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