Where we are

• 100% of Psychs are concerned about weight gain with psychotropics
• Top 3 reasons Psychs are concerned about weight gain.
  – Cardiovascular disease (97%)
  – Hyperglycemia/Diabetes (92%)
  – Non-compliance (89%)
• Psychs feel 70% of their patients on Zyprexa gain weight
• We continue to be avoided in the overweight patient
• We are not used 36% of the time do to weight gain concerns and d/c
  29% of the time due to weight gain.
• Less than half of Psychs feel weight gain with Zyprexa is manageable.
  – Envision interviews indicate MD's want to know how to treat weight gain, not
    how to manage it.
• Drug of choice to help manage weight gain is Topamax
Where we are continued

- Well over 90% of Psychs associate the risk of hyperglycemia/diabetes with Zyprexa.
- Institutional and CMHC Psychs see a greater prevalence of patients with hyperglycemia/diabetes as compared to the private practice psych.
- 64% of psychs state having patients taking Zyprexa develop hyperglycemia/diabetes.
  - This represents 10% of their Zyprexa treated patients
- Psychs avoid Zyprexa 21% if the time due to concerns about hyper/diabetes and d/c almost 16% of the time due to hyper/diabetes.
- Correlation tables--
Current Implementation Tools

• Weight gain data on demand
• Weight gain algorithm
• Hyperglycemia sell sheet
• NTTP

• Zyprexa\_data (is it available to the field)
Next Steps

- Message recall results (aided recall)
  - May 22nd
- Linguistic research (yes/no)
  - What do we want as specific deliverables
- Envision data (2x2) chart, efficacy vs. weight gain
  - Currently being completed
- Air cover for hyperglycemia (got milk campaign)
  - How confident are we in our data?
  - Is there any new data?
  - When do we hear back from the FDA?
- Dr. Baker analysis (PCS, UK and Janssen data)
- Wave II of comparison study
  - Initiate between June 15th and July 1st.
- SCC focus groups
- APA one on one interviews
What's on their plate

How much education are we asking rep to perform
- Marty Message              Launched 1/01
- Weight gain algorithm      Launched 3/01
- Hyperglycemia Sell Sheet   Launched 3/01
- QTc Sell Sheet             Launch 4/01
- Executive Summary          Launched 3/01
- Patient Types              Launched with executive summary

What do they do daily
- Local speaker program
- Peer to peer
- Psy Link programs
- Administrative tasks

Rep feedback on what they do
- Sell what is new
- Sacrifice 2nd message (mention or shorten version)

Question we need address
- When do reps sell??
Linguistic Market Research Objectives

• Understand the perceptions of weight gain internally and externally
  – Lilly Marketing
  – Lilly Medical
  – Lilly Sales Force
  – Called on Physicians and health care professionals

• Understand weight gain from a medical versus emotional standpoint

• Understand how weight gain and weight gain related health concerns play on the emotions of both MDs and patients in relation to Zyprexa
  – Pt demands to be taken off of Zyprexa b/c they don't want to be fat
  – MD takes pt off Zyprexa due to pt appearance and potential health related issues

• Understand what language Lilly can implement to help communicate with health care professionals regarding the weight gain issue.
  – Communication with MDs, Treatment Teams and potentially patients.

• Understand the marketing mix implications to most effectively communicate our message.
  – What can we do outside of the sales force.