

SEPTEMBER 2003

ZYPREXA

Retail Resource Guide

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ZYPREXA
Olanzapine
HELPING MOVE LIVES FORWARD

Lilly

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STRATEGY OVERVIEW

Marketplace Update

Congratulations on the tremendous job you have done in launching ZYPREXA Zydis. You have helped generate 13,000 new prescriptions for ZYPREXA Zydis. Your efforts will continue to have phenomenal impact on the lives of patients and your overall ZYPREXA sales as you stay in launch mode over the next 90 days.

Now let's shift to the next evolution of the overall ZYPREXA message. So far in 2003, your enthusiasm and energy in passionately and consistently delivering on ZYPREXA's brand promise has had a major impact on our customers as we build the ZYPREXA brand. We want you to come away from your district meetings with three things. Number one, a clear understanding of how our overall brand strategy and message has evolved as shown in your new sales aids and, number two, not just proficiency but mastery in using the sales aids. The third thing would be to really understand and embrace how we will address weight gain with our customers and provide resources that can help them with some patients. You will see that this approach is dramatically different from what we have done in the past.

We are embarking on a very exciting time for ZYPREXA. Our brand will be expanding over the next several months to include new formulations and indications. While we cannot yet talk about these with our customers, each of these will play a role down the road in communicating to customers that they can depend on ZYPREXA to help them help their patients.

So far this year we have focused on connecting our customers emotionally to ZYPREXA by using emotional benefit statements, or "so-whats," in our dialogues and by talking to our customers about the benefits ZYPREXA offers THEM, the physician. We are going to continue doing that.

Three New Core Message Elements

Up to this point, you have had multiple sales aids, and therefore multiple core message elements to

help accomplish this. In fact, we have asked the Retail sales force to be extremely nimble in that you have a different set of message elements for Private Practice, another set for CMHC, with yet another set for treatment teams, not to mention community hospitals. Even if our sales force keeps it all straight, this type of inconsistency makes it very difficult for our customers to truly understand what we are communicating. As a result, we are very excited to have identified three core message elements that have demonstrated they can help us sell across the different settings.

You will now see the same message elements in each of the sales aids you use, regardless of the type of customer or where that customer works.

In addition to simplification, the longer-term advantage of these specific message elements is that they are well suited to house the forthcoming new indications, formulations, and data that we will be adding over the next several months. As a result, these message elements are strong now and will grow stronger and stronger over time.

So here are the new message elements, each of which supports the core message goal, that customers can depend on ZYPREXA to help them help their patients:

Flexible to help you meet a variety of patient needs.

Dependable and predictable to help you strengthen trust.

Foundational to help you reach shared treatment goals in schizophrenia and acute bipolar mania.

These are the three things that our customers told us are the most relevant to their prescribing choices across our target patients. The good news is that ZYPREXA is positioned to deliver on all three better than our competitors. Let's briefly take a closer look at each of the message elements now.

Strategy Overview

Flexible to help you meet a variety of patient needs

The flexibility or versatility of ZYPREXA is and will continue to be a differentiator, especially with other atypicals continuing to try to coattail ZYPREXA. Currently, ZYPREXA has four different indications across schizophrenia and bipolar mania, with more coming. What comes along with these FDA approvals is the confidence of customers in using ZYPREXA. Because symptoms of bipolar mania and schizophrenia can vary from one patient to the next, and from one episode to the next, the flexibility of ZYPREXA helps clinicians meet a variety of patient needs. When we can show our customers reasons to believe ZYPREXA is flexible to help them meet a variety of patient needs, they told us they are more likely to choose ZYPREXA for their patients.

Dependable and Predictable to help you strengthen trust

Dependability refers to customers saying that they know what to expect from ZYPREXA's efficacy. Predictability is different from dependability in that predictability means that there are few "surprises" when using ZYPREXA.

Customers have told us that the more they are convinced that ZYPREXA is dependable and predictable, the more likely they are to use it because it will help strengthen trust with their patients.

Foundational to help you reach shared treatment goals in schizophrenia and acute bipolar mania

Foundational means several things to customers. We are creating ownership of this concept as it relates to our current indications, and it will be further strengthened with additional indications

that are anticipated. It means that medication is the foundation of the treatment process giving the physician, the patient, the patient's family, and the treatment-team something to build upon. ZYPREXA is foundational because it has been used for 7 years in over 11 million patients, and is cited by APA/TMAP as a first-line choice for schizophrenia and acute bipolar mania, giving customers great confidence in the foundational role of ZYPREXA in patients with schizophrenia and acute bipolar mania. It is the treatment that they will start, and stay with, in schizophrenia.

TO BE CLEAR, WE WILL ONLY TALK ABOUT ZYPREXA IN THE MAINTENANCE PHASE AS IT PERTAINS TO SCHIZOPHRENIA, AND NOT IN REFERENCE TO BIPOLAR MANIA. OUR INDICATION IS FOR ACUTE BIPOLAR MANIA ONLY, AND WE WILL NOT PROMOTE OFF LABEL OR IN ANY WAY IMPLY THAT ZYPREXA SHOULD BE USED IN THE MAINTENANCE PHASE OF BIPOLAR DISORDER.

A foundational treatment is one that takes a leadership role in providing resources that clinicians can draw from to help patients manage their illness. The benefit of a medication being foundational is that it helps customers reach shared treatment goals.

Hopefully this overview of the three core message elements gives you understanding and confidence that they are relevant and influential to our customers. You should now have a clear understanding of the ZYPREXA brand strategy, and the new consistent core message elements that will differentiate ZYPREXA from the competition and help us to build a world-class brand with world-class sales.

Differences Between Private Practice and CMHC Messages

You might be wondering at this point why we even need multiple sales aids if the core message elements are going to be the same across settings. To be clear, there are still some very important differences as we think about our customers, because, after all, they do have different needs based on the patients they treat. For example, for CMHC, we will continue focusing on the target patient with breakthrough symptoms of schizophrenia and acute bipolar mania. For Private Practice, it's the patient with breakthrough symptoms of acute bipolar mania. Also, the data sets and other support for the core message elements are tailored to each setting. As you read the message flows for the new sales aids in the following section, be watching for what is the same for CMHC and PP and what is different.

New, Three-Part Weight Gain Message

Before moving forward, let's talk about what continues to be ZYPREXA's biggest issue from a selling standpoint—weight gain. When you think about weight gain, there are really two sources of frustration customers are faced with. One is the actual clinical weight gain that can occur and frustrate the treatment process. The other source of frustration is, frankly, the way our customers perceive we have talked to them about weight gain.

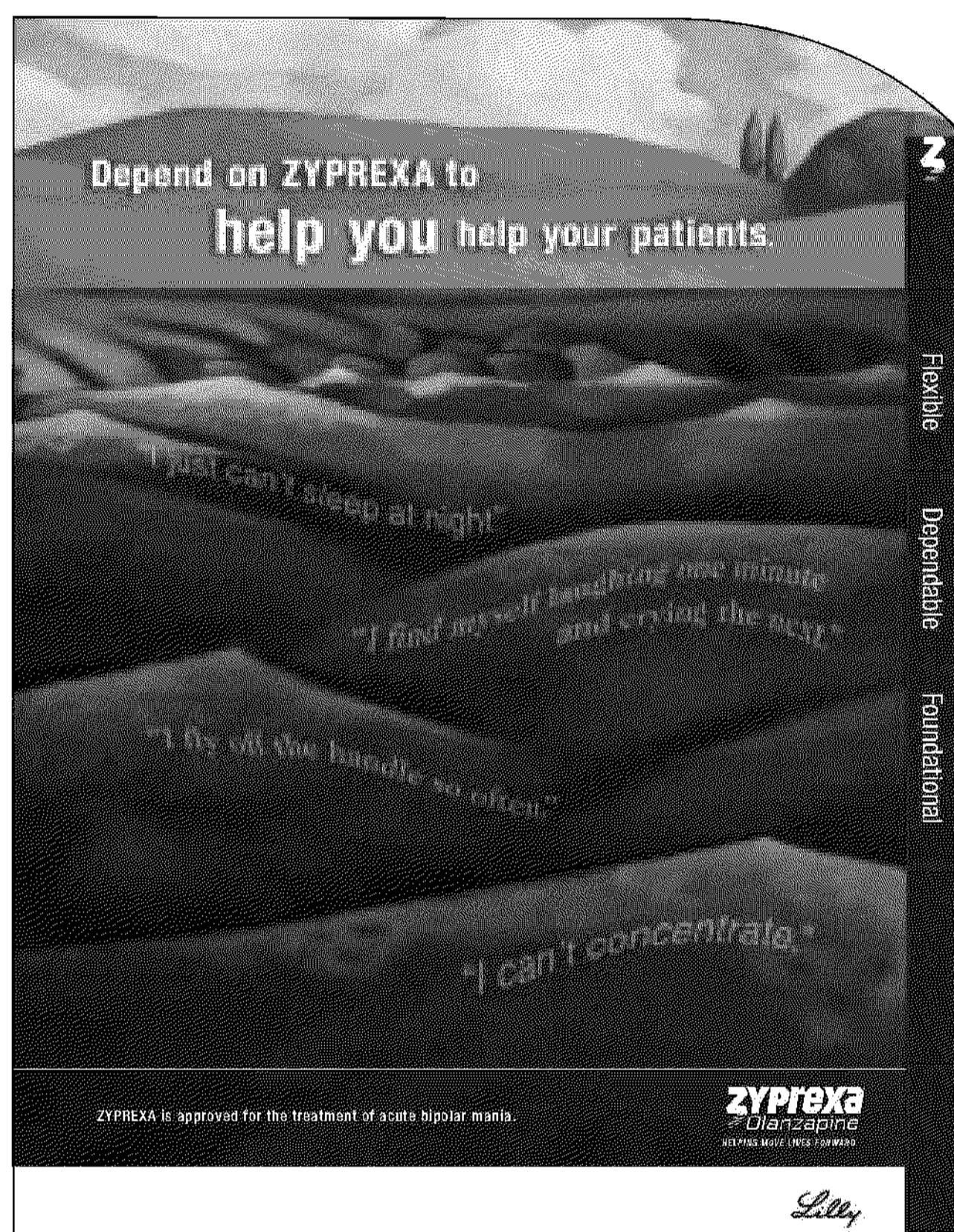
The fact is, we only have so much control over the actual weight gain, but we absolutely can control how we talk about the issue with customers, both in the actual words we choose and the tone we take during the discussion. Our customers are telling us that they feel like we, as an organization, simply do not understand the magnitude of frustration that they face when patients gain weight. They've made it clear that we absolutely must genuinely empathize with them in our discussions about weight gain and provide them with resources to help them help their patients.

So, we have completely revisited what we need to say and how we need to say it. For starters, we must immediately stop trying to win the intellectual argument with customers that weight gain is, quote, manageable and predictable. To help all of us understand, it's important that we recognize that right along with dependable symptom control, weight gain is part of our brand. It really isn't just an area of concern or an issue—it's part of who we are and what ZYPREXA is. To that end, we need to proactively address weight gain in dialogues just as we would any other important part of our message. This may take some getting used to, and that's why ample time for practice has been set aside at your meetings. Specific direction for your three-step dialogues on weight gain appears in the following section.

PRIVATE PRACTICE MESSAGE

Private Practice Message

Now that you know the overall strategy as we head into our September meetings, let's take a closer look at the Private Practice sales aid and message itself. Let's start with something that will remain the same, which is that we will continue focusing on the patient experiencing breakthrough symptoms of acute bipolar mania, for whom 10 to 15 mg is an appropriate starting dose.



Cover

On the cover of the sales aid, you will still have the patient quotations in the water to ensure your customer knows exactly the type of patient you're talking about in the dialogue. Since it is not practical to read all these quotes with every customer, pick one or two to talk about in your call opener.

Doctor, let's focus our discussion today on a patient with breakthrough symptoms of acute bipolar mania. Let's say the patient has come in the office and tells you, "I find myself laughing one minute and crying the next." Upon evaluation, you determine that the patient is experiencing a mixed episode.

Let's talk about how you can depend on ZYPREXA to help this patient.

With this opener you left no doubt in the customer's mind who you would be talking about during the call, which gives you a framework to sell in and also keeps the doctor from straying off to non-target patients.

Private Practice Message



Flexible

Flexible to help you

meet a variety of patient needs.

Dependable and predictable to help you

strengthen trust.

Foundational to help you

reach shared treatment goals.

ZYPREXA is approved for the treatment of acute bipolar mania and for schizophrenia.

ZYPREXA
Olanzapine
MSD PHARMACEUTICALS

First Spread

Moving to the first spread, you will see the three message elements for ZYPREXA. Again, these will now be the same for all ZYPREXA sales aids. Each of these should be stated in every call at least once, even if greater emphasis is given to one or the other.

After stating the message elements, this would be an appropriate time for a focused, open-ended question (FOEQ) in the dialogue. Remember, FOEQs should help us understand needs that ZYPREXA meets. Try to ask questions that get the doctor to talk about needs that ZYPREXA meets.

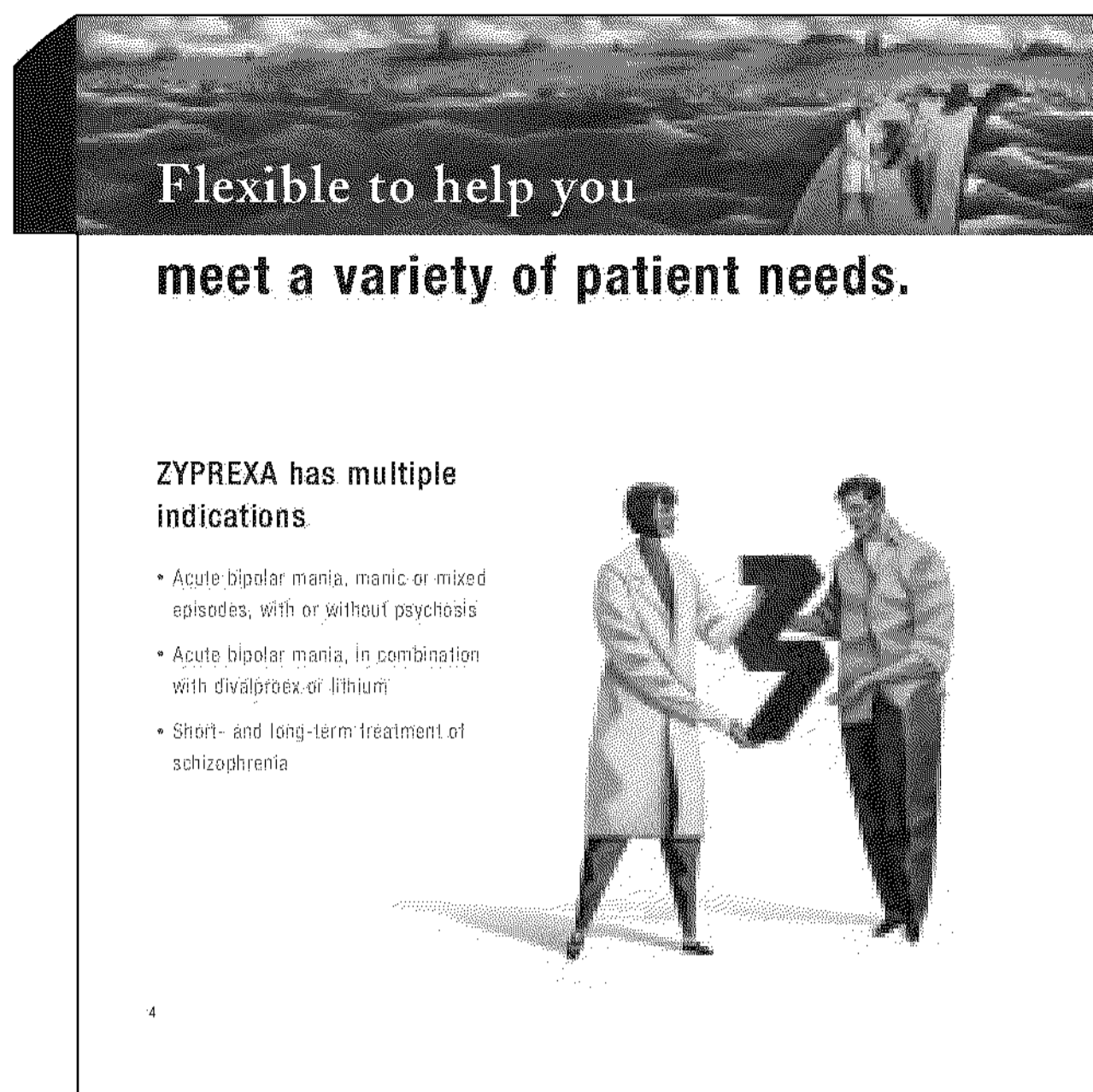
Doctor, when a patient presents this way, what are some of the things you want from a medication as you work with the patient?

At this point the customer will often give us more than enough to guide us through the rest of the call.

He or she might say that they want something that is going to cover a wide range of symptoms since the patient is having a mixed episode, and that they want something that is going to work quickly.

In a real call, you might move ahead to the specific section of the sales aid that meets the customer's needs.

For this discussion, however, we're going to work through the sales aid sequentially so that everyone has the appropriate background.

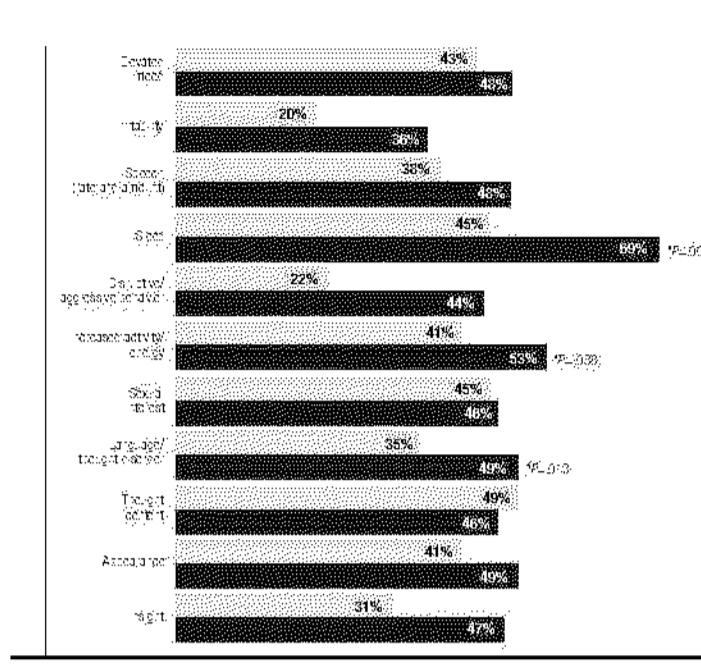


Flexible to help you meet a variety of patient needs.

ZYPREXA has multiple indications

- Acute bipolar mania, manic or mixed episodes, with or without psychosis
- Acute bipolar mania, in combination with divalproex or lithium
- Short- and long-term treatment of schizophrenia

Efficacy across a wide range of symptoms to help you treat with confidence^{1,2}



Symptom	ZYPREXA (n=25)	Depakote (n=25)
Depressed mood	43%	40%
Irritability	20%	30%
Sleep disturbance	30%	40%
Speech	45%	40%
Agitation	60%	40%
Delirium	22%	44%
Delusional thoughts	41%	53%
Thought disorder	45%	40%
Disorganized behavior	35%	40%
Y-MRS Total	40%	40%
Appearance	41%	40%
Weight	31%	47%

SYMPTOMS OF BIPOLAR MANIA MAY INCLUDE:
ELEVATED MOOD
IRRITABILITY
SLEEP DISTURBANCE
PRESSURED SPEECH

In this 3-week bipolar mania study, mean modal doses were 17 mg/day for ZYPREXA and 1400 mg/day for divalproex.

ZYPREXA is approved for the treatment of acute bipolar mania and schizophrenia.

ZYPREXA
Olanzapine
HELPING MORE LIVES FORWARD.

Tab 1: Flexible to help you meet a variety of patient needs

As you open the Flexible spread, on page 4 you see the message element “Flexible to help you meet a variety of patient needs.”

Doctor, you can depend on ZYPREXA because it is flexible to help you meet a variety of patient needs.

One way ZYPREXA is flexible is that it has multiple indications. You may also want to take this opportunity to properly frame the combo indication with your customer:

Doctor, when a patient already on lithium or Depakote presents with breakthrough symptoms of acute bipolar mania, it means the current medication is not adequately controlling symptoms and you may decide that a combination of medications is appropriate.

For that patient, you should choose ZYPREXA at 10 to 15 mg because only ZYPREXA is approved to treat acute symptoms of mania and mixed mania when used alone or in combination with lithium or Depakote.

This means you can feel even more confident in depending on ZYPREXA to help you help your patients.

ZYPREXA provides efficacy across a wide range of symptoms of schizophrenia and acute bipolar mania to help you treat with confidence.

For example, doctor, you stated that for a patient experiencing a mixed episode, symptoms of irritability, and sleep disturbance are often of concern. You can depend on ZYPREXA to help you treat a wide range of symptoms of acute acute bipolar mania, including sleep and irritability.

Then we should check for impact by asking a follow-up question such as:

FOEQ: How does efficacy across a range of symptoms associated with acute bipolar mania help you as you work with your patients?

On page 5 is the core symptom chart comparing ZYPREXA to Depakote, but be careful here not to make overstated claims of superiority over Depakote. Customers told us that the goal is to show that ZYPREXA can help them meet a variety of patient needs, not to prove Depakote is inferior.

Private Practice Message

Robust efficacy in mania with or without psychotic symptoms^{1,2}

Treatment	Improvement in Y-MRS Total Score
ZYPREXA	54%
divalproex	34%

For patients with psychotic symptoms, groups treated with ZYPREXA and divalproex showed comparable improvement in Y-MRS Total Score (ZYPREXA 42%, divalproex 43%; Z=NS).

ZYPREXA is approved for the treatment of acute bipolar mania and schizophrenia.

For additional safety profile and other important prescribing considerations, see pages 24-26 and the full Prescribing Information. For Methodology and Study Limitations, see page 28. For safety information on divalproex, see manufacturer's package insert.

SYMPTOMS OF BIPOLAR MANIA MAY INCLUDE:

- ELEVATED MOOD
- IRRITABILITY
- SLEEP DISTURBANCE
- PRESSURED SPEECH

In this 3-week bipolar mania study, mean modal doses were: 17 mg/day for ZYPREXA and 1400 mg/day for divalproex.

1. Tozzi M, et al. *Am J Psychiatry*. 2002;159(10):1077.
2. Tozzi M, et al. *J Clin Psychiatry*. 2002;63(12):1700-1706.

Dependable

On page 6 of the sales aid, you see another reason to believe that ZYPREXA is “Flexible to help you meet a variety of patient needs,” in this case because it provides robust efficacy in mania with or without psychotic symptoms.

Customers in market research continue to tell us these data are important, because so many of them still tend to niche ZYPREXA only for those patients with a psychotic presentation. Use it to show that ZYPREXA can help the customer meet a variety of patient needs:

Doctor, you would expect ZYPREXA to do a great job if a patient is psychotic, but it was actually in non-psychotic manic patients where ZYPREXA worked even better than Depakote.

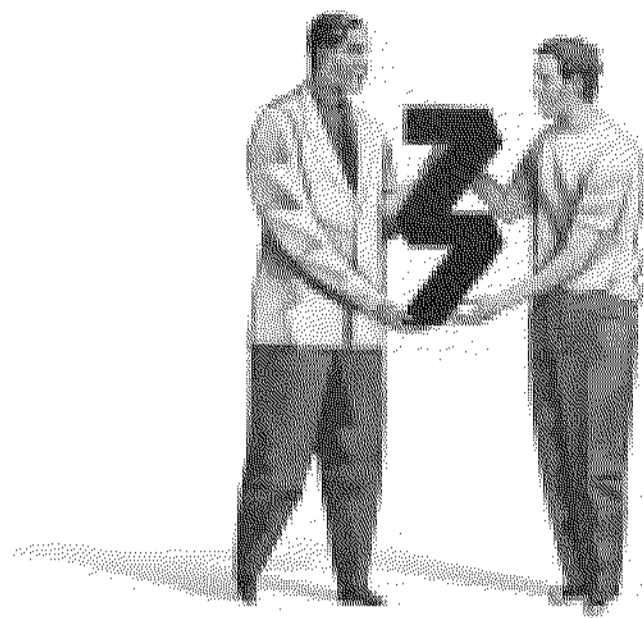
At this point, you might also check for impact by asking:

Doctor, are you confident in using ZYPREXA to treat acute bipolar mania even if the patient has no psychotic symptoms?

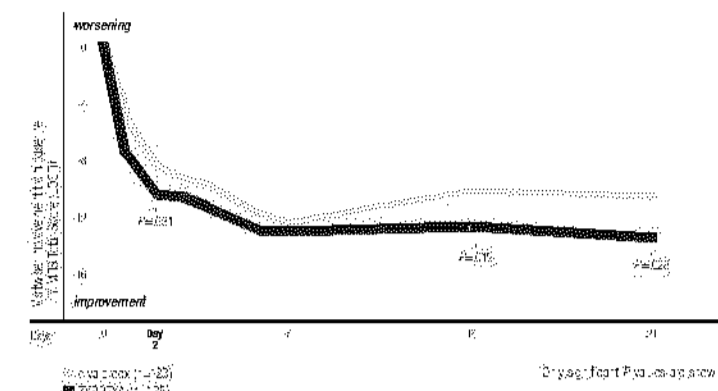
If the customer says yes, great, but many customers still aren't so sure and we need to know where we stand and plan future dialogues and programs accordingly.

In market research, some customers tended to associate the word flexible with dosing, which is fine—ZYPREXA offers that. But the kind of flexibility that allows them to meet a variety of patients needs goes way beyond dosing and is a competitive advantage for ZYPREXA. We should make sure our customers understand exactly what we mean by flexible and not leave it up to them to form their own definition.

Dependable and predictable to help you strengthen trust.



Rapid control of bipolar mania to help you connect in the first days of treatment^{1,2}



ZYPREXA was statistically significantly better in Y-MRS Total Score, compared with divalproex as early as day 2 ($P=0.031$).

Results were calculated on the basis of a visitwise LOCF analysis of mean improvement from baseline in Y-MRS Total Score. These data do not imply specific onset of action in individual patients.

ZYPREXA is approved for the treatment of acute bipolar mania and schizophrenia.

For additional safety profile and other important prescribing considerations, see pages 24-25 and the full Prescribing Information. For Methodology and Study Limitations, see page 26. For safety information on divalproex, see manufacturer's package insert.

In this 3-week bipolar mania study, mean modal doses were: 17 mg/day for ZYPREXA and 1400 mg/day for divalproex.

¹ Data from Study 3002 (NCT00000001).
² Data from Study 3003 (NCT00000002).

ZYPREXA
Diazepam
HELPING MORE LIVES FORWARD.

Tab 2: Dependable and predictable to help you strengthen trust

Now let's move on to the next main section of the Private Practice sales aid, which is "Dependable and predictable to help you strengthen trust." This is the section that now contains the, quote, rapid data. The difference is that now the data are not just shown to make the case that ZYPREXA works rapidly, but rather that this will allow doctors to connect with patients in the first days of treatment.

This is something our customers tell us is very important to them as they begin treatment with a patient. By all means, keep pointing out how ZYPREXA separated statistically from Depakote as early as the second day, and check for impact here perhaps by asking:

Doctor, what does it mean to you when you can connect with a patient in the first days of treatment?

Private Practice Message

Rapid improvement in depressive symptoms of mixed mania to help you offer hope^{1,2}

Week	Placebo (n=35)	ZYPREXA (n=35)
Baseline	21	21
Week 1	18	12
Week 2	17	11
Week 4	16	10

ZYPREXA is not approved for the treatment of bipolar depression.

Patients in this analysis had substantial depressive symptoms at baseline (HAM-D₂₁ ≥ 20). Results shown reflect a post-hoc, pooled analysis of 2 pivotal studies of ZYPREXA in patients with bipolar mania. Patients were not required to have mixed mania for study entry. Neither study alone showed a statistical difference between ZYPREXA and placebo for weeks 1-3. The 4-week study showed a superior baseline-to-endpoint change ($P=0.05$). Results were calculated on the basis of a visitwise analysis of improvement in HAM-D₂₁ Total Score. These data do not imply specific onset of action in individual patients.

ZYPREXA is approved for the treatment of acute bipolar mania and schizophrenia.

For additional safety profile and other important prescribing considerations, see pages 24-25 and the full Prescribing Information. For Methodology and Study Limitations, see page 26.

1. Dose: 10 mg, n=35
2. Dose: 15 mg, n=35
3. Dose: 20 mg, n=35
4. Dose: 30 mg, n=35

On page 10, you will see another reason to believe ZYPREXA is Dependable and Predictable. The reason to believe is that ZYPREXA provides rapid improvement in the depressive symptoms of mixed mania to help offer hope.



The graph showing ZYPREXA's efficacy in these depressive symptoms is the supporting proof that ZYPREXA can do what the headline is stating.

The patient having a mixed manic episode can be a particular challenge to our customers, and it is very important that our customers be able to

offer hope to a patient having so much trouble with the illness. Just as we have done with the sell sheet, you might say:

Doctor, when patients are experiencing an acute episode of mixed mania, they can often feel discouraged and hopeless. Because ZYPREXA provides rapid improvement for those depressive symptoms in mixed mania, you can quickly offer hope to your patients. How does this help you help your patients?

This is another great example of making sure we state an emotional benefit or "so-what," and it does a nice job checking for impact as well.

<p>Helping with common patient concerns to sustain trust</p>	
<p>Weight gain during treatment can be a significant challenge for you and your patients and may frustrate treatment goals</p> <p>Patients may have a better chance of success when counseled up front about weight gain.</p> <p>Lilly provides resources for ongoing support to help you help these patients with these challenges</p> <p>Solutions for Wellness programs Group and individual education materials on nutrition, exercise, and healthy lifestyle.</p> <p>Healthy Lifestyle Solutions video A proactive weight management program.</p> <p>Nutrition in the Fast Lane Nutritional information from popular fast-food chains.</p> <p>Healthy Tips tear sheets</p> <p>Healthy Lifestyle tear sheets</p> <p>Visit ZYPREXA.com for additional resources</p> 	<p>Potential for somnolence.</p> <p>Somnolence was the most common treatment-emergent adverse event associated with ZYPREXA in placebo-controlled clinical trials for acute mania.</p> <p>ZYPREXA can be taken in the early evening.</p> <p>ZYPREXA is approved for the treatment of acute bipolar mania and schizophrenia.</p> <p><small>For additional safety profile and other important prescribing considerations, see pages 24-25 and the full Prescribing Information. For Methodology and Study Limitations, see page 26.</small></p>
<p>12</p>	

Next we move on to an absolutely critical couple of pages. These are the pages where weight gain should be addressed proactively with customers. Before going on, let me simply state that as former sales representatives and now members of the brand team, we truly understand how challenging this issue has become, and what an obstacle it can be for sales representatives.

And if we're all frustrated, we have to think about our customers' level of frustration as well. First, they're frustrated by the actual clinical weight gain itself. Second, at the national level, they're frustrated by the way we have communicated to them about the issue. We have tried to provide them with data to help them understand the problem more clearly.

What we have to realize though is that weight gain is really part of our brand. That doesn't mean that ZYPREXA isn't the best option for patients with acute bipolar mania. So what are the three things our customers want us to do differently?

First, they want us to simply acknowledge the frustration they face with this issue. That doesn't mean simply admitting that it can happen, everyone knows that. It means truly empathizing with the customer and expressing our acknowledgement of

the challenge that weight gain presents to the customer and the patient as they are struggling with mental illness. It's really a situation of arguing the customers' case for them so that they KNOW we understand the scope of the problem. If we can have that kind of tone with our customers, they have told us that will go a long way toward restoring our credibility. But each sales representative will have to use his or her own words and style, and this is going to require practice. Otherwise it will sound canned and credibility will be lost.

Second, let our customers know that counseling the patient up front is the best way to keep weight gain from hindering progress. Again, tone is critical. We can't make it sound easy. Many customers perceive that they already do a good job counseling patients about weight gain—and some do. The main thing here is that we don't say that simply by counseling patients, no matter how well, weight gain is not going to be a concern. No matter what our customers do, some patients will gain weight and, in some cases, let's be honest, an alternative medication is appropriate. After all, if a patient gains 35 pounds and the therapeutic response is just average, it might be time to explore alternatives. Facing this reality will go a long way toward using the right tone and maintaining credibility with our customers.

Private Practice Message

Some customers used to say: “oh yes, of course I counsel all my patients,” but what they really mean is that they merely warn the patient that weight gain may occur, which is entirely different from true counseling. In some cases, it might make sense to ask the customer specifically what they say to patients about weight gain to acquire a thorough understanding of what they are saying, not so we can challenge what they are currently doing, but so we can recommend how our resources should be used.

Which brings us to the third and final step as we proactively talk about weight gain: tell customers that Lilly provides resources to help them help their patients who struggle with weight gain. We are not going to position our resources as a cure for weight gain. More realistically, we have to let our customers know that for many patients, these resources, particularly SFW, can help with weight gain. Our customers need to use these resources in counseling patients at the time medication is started. In our sales dialogues, we should have the Solutions for Wellness materials out and on the customer’s desk to bring them to life. Otherwise all the resources are just words on a page.

Let’s make sure this is all clear. ZYPREXA is dependable and predictable when it comes to efficacy, and we have great data in the sales aid to support that. But another way that we demonstrate that ZYPREXA is dependable and predictable is how we help our customers with common patient concerns.

You might be wondering, what happened to the rapid/non-rapid weight gain data? Those data are actually no longer in any of the sales aids. Again, while that kind of information can be useful in making intellectual arguments, our customers have told us loud and clear that more data is not what they need from Lilly. To be clear, we are no longer using words like “predictable” and “manageable” in our discussion with customers about weight gain.

Here’s a sample of what the three-step weight gain dialogue should sound like:

Doctor, let’s talk for a moment about weight gain. Putting myself in your shoes, it must be a real challenge when you want to use a medication because you’re counting on it to work, but then the patient starts gaining weight and next thing you know, the weight gain is frustrating you, your patient, and your treatment goals.

What we do know is that it is very important to counsel patients up front about the potential for weight gain.

As a result, Lilly provides resources that can help you help your patients who struggle with weight gain such as [read list from sales aid]. Doctor, I truly understand the frustration you can face with this and simply want to work with you by providing any resources and support that I can. How can Lilly be of most help to you?

Now, this three-step approach is not going to make weight gain go away, that’s for sure. But it will ease some of the tension and frustration our customers feel toward Lilly and will encourage them to try using the resources we offer with more of their patients. The bottom line is we need to transition to playing a supportive role rather than a convincing role. This needs to be part of our dialogues just like any other important part of our brand message.

In Private Practice, somnolence can still come up as an area of concern.

When it does, it’s important to clarify with the customer that not every patient is going to experience somnolence as an unwanted side effect, but some will. For customers who want information, we should continue letting them know that ZYPREXA can be dosed early in the evening.

Reliable safety profile to help you maintain trust

No black-box or bolded warnings

Low risk of EPS

In only one analysis of a placebo-controlled schizophrenia study, only one specific form of extrapyramidal symptoms (EPS), akathisia, was reported significantly more often with ZYPREXA at any specific dose (10.0±2.5 or 15.0±2.5 mg/day) compared with placebo.

Low potential for harmful drug interactions

Coadministration of diazepam or ethanol with ZYPREXA may potentiate orthostatic hypotension. Lower doses of ZYPREXA should be considered in patients receiving concomitant therapy with fluvoxamine.

Pregnancy category C

No evidence of teratogenicity was observed in preclinical trials; there are no adequate and well-controlled trials with ZYPREXA in pregnant women.

ZYPREXA is approved for the treatment of acute bipolar mania and schizophrenia.

For additional safety profile and other important prescribing considerations, see pages 22-25 and the full Prescribing Information. For Methodology and Study Limitations, see page 26.

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ZYPREXA
Dianzapine
HELPING MOVE LIVES FORWARD

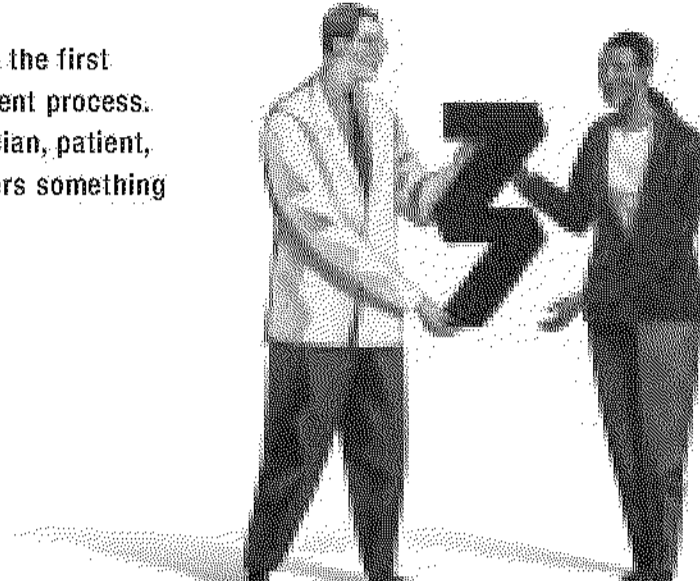
On page 14, you will see safety considerations. The idea here is to let our customer know that one of the ways ZYPREXA provides predictability is by having a reliable safety profile which can help them maintain trust with their patients.

Why is the safety information contained within the Dependable and Predictable spread? Even though ZYPREXA is certainly not without side effects, our customers need to know that right along with ZYPREXA's efficacy, they can depend on ZYPREXA to keep surprises to a minimum.

Private Practice Message

Foundational to help you reach shared treatment goals.

Medication is only the first step in the treatment process. It gives the physician, patient, and family members something to build upon.



ZYPREXA is cited as a first-line option for bipolar mania by both the American Psychiatric Association (APA) and the Texas Medication Algorithm Project (TMAP).^{1,2}

Easy-to-use therapy that's compatible with your patients' daily lives

Once-daily dosing

No routine blood monitoring required


Available in 2.5-, 5-, 7.5-, 10-, 15-, and 20-mg tablets

ZYPREXA can be used in combination with lithium or divalproex

7 years on the market, used by more than 11 million patients worldwide

ZYPREXA is approved for the treatment of acute bipolar mania and schizophrenia.

For additional safety profile and other important prescribing considerations, see pages 24-25 and the full Prescribing Information.






Tab 3: Foundational to help you reach shared treatment goals

Now let's take a look at the third section of the sales aid which tells customers ZYPREXA is "Foundational to help you reach shared treatment goals." It was really interesting in market research to see how customers responded to this section. Frankly, we were worried that without lots of charts and graphs, customers would not come away thinking about ZYPREXA as foundational for acute bipolar mania. Instead though, they really got it with the information we do have.

First, there's the short paragraph on page 16 that defines what foundational means in treatment. Then on page 17, you have three reasons to believe ZYPREXA is foundational in acute bipolar mania. First the APA/TMAP guidelines statement. This continues to test well in market research and helps keep competing

atypicals at arm's length, especially with Rule Bound customers. Next comes the "easy to use therapy" statement, which speaks to the simplicity of using ZYPREXA, something customers really want in a foundational agent. This also is where the new combination indication is cited.

Customers think of the foundational agent as the one they can use in combination with other medications should the patient's presentation dictate that combination therapy is the best course of action. The fact that ZYPREXA can be used alone or in combination with lithium or Depakote in acute bipolar mania is another way we can keep our competition at arm's length. Additionally, by reminding customers that ZYPREXA has been on the market for 7 years and has been used by more than 11 million patients offers them a sense of security in using ZYPREXA that they do not get with all the other options.

<p>Resources that can help you help your patients and their families</p>	
<p>Patient education materials Help patients learn about their illness and know what to expect from their medication.</p> <p>Healthy Lifestyle Solutions video A proactive weight management program.</p> <p>Solutions for Wellness programs Group and individual educational materials on nutrition, exercise, and healthy lifestyle.</p> <p>Moving Forward patient education video and brochure</p> <p>Visit ZYPREXA.com Additional resources for physicians as well as patients and their families.</p>  <p>ZYPREXA is approved for the treatment of acute bipolar mania and schizophrenia.</p> <p>18</p>	

Finally, our customers also feel that a foundational medication should come with a full complement of supporting resources, which is why the resources are listed here. To be clear:

OUR INDICATION IS FOR ACUTE BIPOLAR MANIA ONLY, AND WE WILL NOT PROMOTE OFF LABEL OR IN ANY WAY IMPLY THAT ZYPREXA SHOULD BE USED IN THE MAINTENANCE PHASE OF BIPOLAR DISORDER.

Here's an example of what you might say to a Private Practice customer in the Foundational section of the sales aid:

Doctor, when a medication is foundational, it gives you, the patient, and the patient's family something to build upon. ZYPREXA is foundational to help you reach shared treatment goals in acute bipolar mania because it has been cited as a first-line option for bipolar mania by the APA and TMAP. ZYPREXA is also an easy to use therapy. Finally, ZYPREXA has been on the market for 7 years and used by over 11 million patients. Doctor, as you think about ZYPREXA being foundational in acute bipolar mania, how can it help you reach shared treatment goals?

Private Practice Message

Depend on ZYPREXA to
help you help your patients.

Flexible to help you **meet a variety of patient needs.**
Dependable and predictable to help you **strengthen trust.**
Foundational to help you **reach shared treatment goals.**

10 (blue round tablet) **15** (blue round tablet)
Also available in 2.5-, 5-, 7.5-, and 20-mg tablets.

ZYPREXA[®] Zydis[®] (olanzapine)
orally disintegrating tablets.
Also available in 5- and 20-mg tablets.

©2011 Janssen-Cilag, Inc. All rights reserved. ZYPREXA and Zydis are trademarks of Janssen-Cilag, Inc. All other product names are the property of their respective owners.

ZYPREXA is approved for the treatment of acute bipolar mania and for schizophrenia.

Visit ZYPREXA.com
Please see accompanying full Prescribing Information.
10-03-2011 09:42:23 AM 400-828-6266 3030-0000-01 1-0-01 ZYPREXA 4x119-000-0001
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ZYPREXA
Olanzapine
KEEPING MIND'S BEST PROMISE

Back Cover

Now, let's move ahead to the back cover. It's very simple, with the core message goal at the top and the three core message elements below that. As a prompt for you, the sales representatives, and a visual reminder for the customer, the 10- and 15-mg doses are pictured for tablets and for ZYPREXA Zydis. This is a great place to review the message elements with the customer and create action using CAPS.

Additional Data

Robust efficacy in less severely manic patients¹

Patients with baseline Y-MRS Total Score below the median baseline of 27

Treatment	Mean Improvement in Y-MRS Total Score
ZYPREXA (n=125)	46%
divalproex (n=123)	29%

Mean modal doses were 17 mg/day for ZYPREXA and 1400 mg/day for divalproex.

In all study patients, mean improvement in Y-MRS Total Score was 49% with ZYPREXA (n=125) and 38% with divalproex (n=123, P=0.028).

ZYPREXA is approved for the treatment of acute bipolar mania and schizophrenia.

For additional safety profile and other important prescribing considerations, see pages 24-26 and the full Prescribing Information. For Methodology and Study Limitations, see page 26. For safety information on divalproex, see manufacturer's package insert.

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HELPING SOME LIVES FORWARD

Additional Data

Improvement in PANSS Cognitive score in a bipolar mania trial¹

Significant improvement relative to placebo

Treatment	Improvement in PANSS Cognitive Component Score
ZYPREXA (n=34)	30%
placebo (n=33)	13%

PANSS Cognitive Component score includes conceptual disorganization, difficulty in abstract thinking, stereotypic thinking, tension, mannerisms, poor attention, poor judgment and insight.

In a similar 3-week study, improvement in PANSS Cognitive Component score was comparable (P=NS) with ZYPREXA (n=34, 17%) and placebo (n=33, 14%).

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Additional Data

Let's briefly review the additional data in this sales aid.

The first data appear on page 21, "Robust efficacy in less severely manic patients." This could be used to address an area of concern that comes up occasionally, which is when doctors state that they do not see patients as severe as those represented in our clinical trials.

On page 22, you see the graph showing improvement in cognition. This can be used to address an area of concern that ZYPREXA could negatively affect cognition.

Private Practice Message

EPS rates comparable to placebo¹

Study	ZYPREXA (n=22)	Placebo (n=22)
Simpson-Angus Scale for Parkinsonism	-12%	31%
Barnes Akathisia Scale	20%	42%

No statistically significant difference between ZYPREXA and placebo in registration trials for acute bipolar mania.

In only one analysis of a placebo-controlled schizophrenia study, only one specific form of extrapyramidal symptoms (EPS), akathisia, was reported significantly more often with ZYPREXA at any specific dose (10.0±2.5 or 15.0±2.5 mg/day) compared with placebo.

ZYPREXA is approved for the treatment of acute bipolar mania and schizophrenia.

For additional safety profile and other important prescribing considerations for ZYPREXA, see pages 2-25; and the full Prescribing Information. For Methodology and Study Limitations, see page 26.

1. Data on file, Janssen Pharmaceutica

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The third page of additional data provides you with further support in case a customer has an area of concern about ZYPREXA and EPS. It doesn't come up very often, but since some of our competitors, mainly the anticonvulsants, talk about this, some customers need to see a little more evidence.

That's the Private Practice sales aid. Obviously a sales aid is just that, an aid. It takes a professional sales representative to actually bring a dialogue to life and sell in the Private Practice setting.

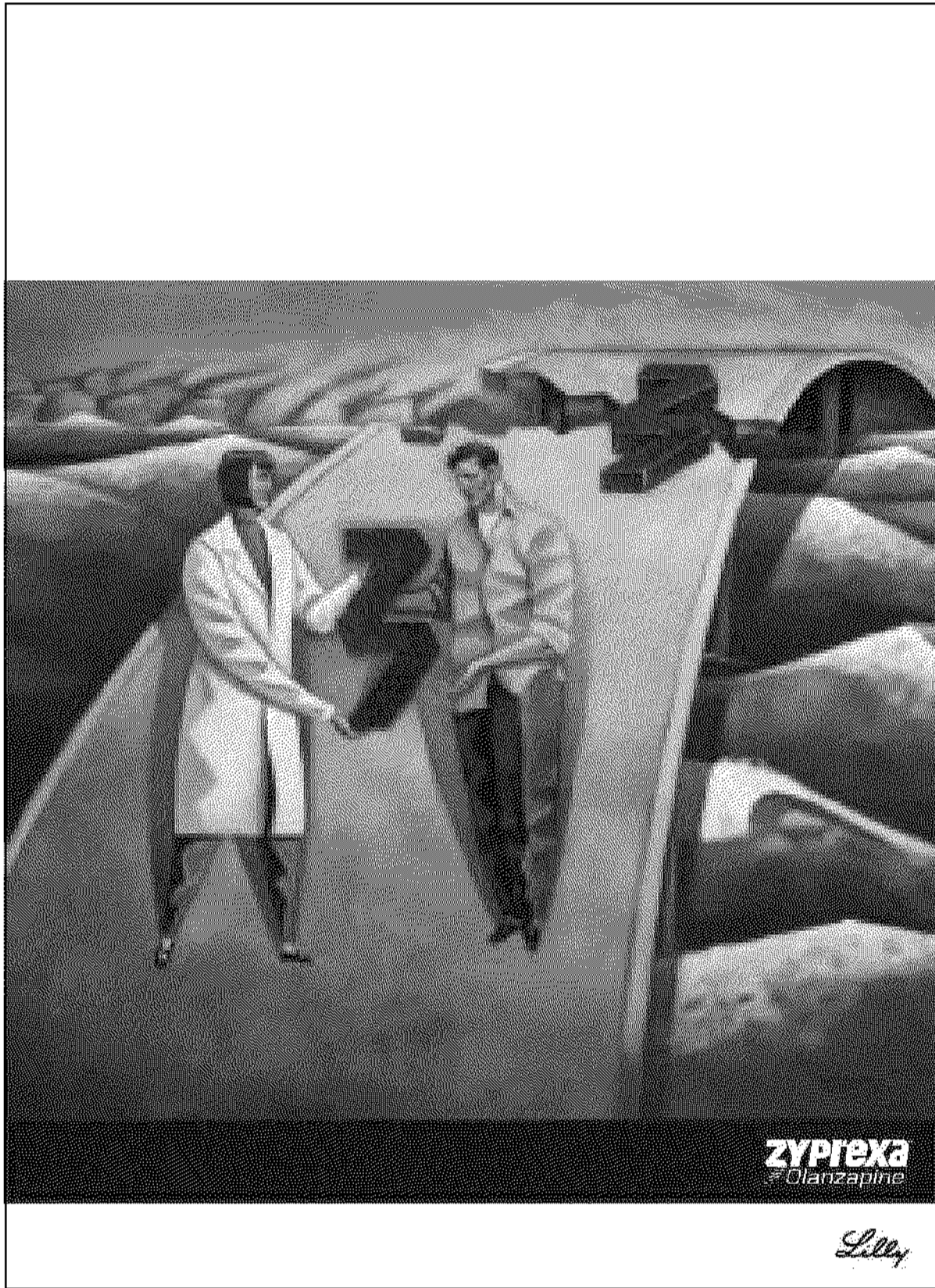
SEPTEMBER 2003

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23

CMHC MESSAGE

As was mentioned earlier, all segments have the same core message elements. But here is how they are delivered in the CMHC setting. (Remember, for the next 90 days we are still in launch mode for ZYPREXA Zydis.)



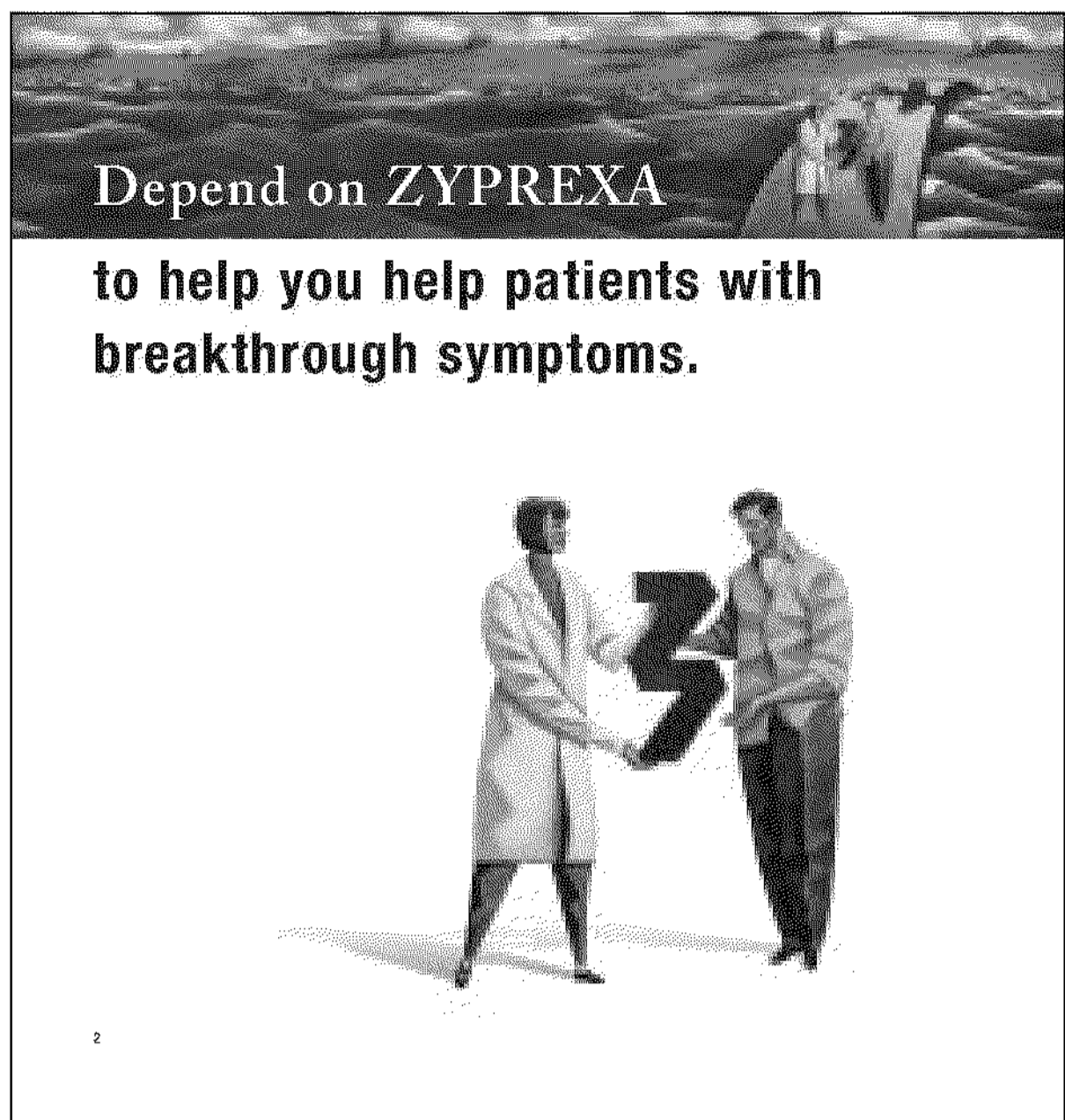
Cover

On the cover is the metaphor for how ZYPREXA can help physicians help their patients. This captures the therapeutic alliance and the brand promise. The target patient is still

the same: one coming in with breakthrough symptoms of schizophrenia and acute bipolar mania. Here's an example of setting up the patient in a call opener using the cover and first page:

Doctor, I'd like to talk to you about a patient that you may see today, suffering from breakthrough symptoms of schizophrenia or acute bipolar mania. He comes in slightly irritable, uncooperative, hostile, and he has recently started hallucinating. These symptoms make it difficult for him to connect with others and signal to you that something needs to be done.

When you see this patient, I want you to depend on ZYPREXA to help you help this patient with breakthrough symptoms.



Depend on ZYPREXA
to help you help patients with breakthrough symptoms.

Flexible to help you
meet a variety of patient needs.

Dependable and predictable to help you
strengthen trust.

Foundational to help you
reach shared treatment goals.

ZYPREXA is approved for the treatment of schizophrenia and for acute bipolar mania.

ZYPREXA
 Olanzapine
MOVING MORE THAN FORWARD.

First Spread

This clearly sets up the patient so you can build the dialogue and create action on that specific patient. At this point you have already shown the cover, then opened up the sales aid and verbalized the first page. Now take a look at the three core message elements for ZYPREXA. These, in their entirety, should be stated on every call. The sales force will be accountable for knowing all three of these, and will be periodically tested. Here's an example of how the call should proceed:

Doctor, ZYPREXA can help you with patients in three ways. It is:

Flexible to help you meet a variety of patient needs. Which means the flexibility to treat a broad range of symptoms of schizophrenia or acute bipolar mania so you can treat with confidence.

Dependable and Predictable to help you strengthen trust. Which means you consistently know what to expect.

And Foundational to help you reach shared treatment goals. Which means you have a medicine for treatment of schizophrenia or acute bipolar mania so you can reach shared treatment goals.

Which of these attributes is most important to you when you see this patient?

It sounds like dependable and predictable to help you strengthen trust is most important to you, so I would like to focus on this area.

Each message element has been stated and defined, then an FOEQ is asked. It's important to clarify the physician's response in order to understand needs. At this point the physician has given you the information you need to proceed with the rest of the call. In a real call you would now go to the appropriate section of the sales aid to meet the needs of your customer. This sales aid is designed for a deep dive on one message element per call instead of going cover to cover through the entire sales aid. But for our purposes here, we are going to sharpen the saw and give an example of dialogue around each message element.

**Flexible to help you
meet a variety of patient needs.**

Treats a wide range of symptoms


Schizophrenia	Bipolar Mania
delusions hallucinations suspiciousness/persecution emotional withdrawal lack of motivation	hostility uncooperativeness lack of insight poor sleep depressive symptoms
	disruptive/aggressive behavior irritability elevated mood pressured speech

ZYPREXA has multiple indications:

- Schizophrenia – short-term treatment
- Schizophrenia – maintenance of treatment response
- Acute bipolar mania – monotherapy
- Acute bipolar mania – combination therapy with lithium or divalproex

ZYPREXA is cited as a first-line option for both schizophrenia and bipolar mania by the American Psychiatric Association (APA) Practice Guideline and the Texas Medication Algorithm Project (TMAP)^{1,2,3,4}

1. APA Practice Guideline for the Treatment of Patients with Schizophrenia, 4th Edition, 2003, pp. 46-48.
2. APA Practice Guideline for the Treatment of Patients with Bipolar Mania, 1st Edition, 2002, pp. 46-50.
3. APA Practice Guideline for the Treatment of Patients with Schizophrenia, 4th Edition, 2003, pp. 46-48.
4. Texas Medication Algorithm Project (TMAP), 2002, pp. 287-290.



Dependable
and predictable

ZYPREXA is approved for the treatment of schizophrenia and for acute bipolar mania.
For additional safety profile and other important prescribing considerations for ZYPREXA, see pages 16-17 and the full Prescribing Information.
For safety information on lithium and divalproex, see manufacturers' package inserts.

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HELPING MORE LIVES FORWARD

Tab 1: Flexible to help you meet a variety of patient needs

If your physician answers that flexibility is the most important attribute for the patient you described, this is how to move on.

Doctor, you mentioned Flexibility is important when looking for a tool to help you help your patients with breakthrough symptoms of acute bipolar mania or schizophrenia. ZYPREXA is flexible to help you meet a variety of patient needs.

When that patient I mentioned comes in to see you, he may have several of these symptoms. Which are the most concerning breakthrough symptoms?

How helpful is it that ZYPREXA and ZYPREXA Zydys have the most indications, specifically indications for acute bipolar mania alone or in combination with lithium or Depakote? And how about in the treatment of schizophrenia and maintenance of treatment response in schizophrenia?

It is also the only agent cited as a first-line option for both schizophrenia and acute bipolar mania by the APA and TMAP.

So when that patient comes in irritable, hostile, and hallucinating, you can feel confident that you have a medication that will help you help the patient.

ZYPREXA offers you the flexibility to treat a broad range of symptoms in acute bipolar mania or schizophrenia so you can treat with confidence.

How does this flexibility help you help your patients?

What has been your experience with the flexibility of ZYPREXA and ZYPREXA Zydys to treat a wide range of symptoms?

The flexibility section is also an excellent opportunity to cash in chips regarding which breakthrough symptoms are most concerning to your customer.

Dependable and predictable to help you strengthen trust.

Rapid control of the acute symptoms of schizophrenia to help you restore stability¹

SYMPTOMS INCLUDE:
HOSTILITY
POOR IMPULSE CONTROL
EXCITEMENT

In this 3-week schizophrenia study, mean modal doses were 16.4 mg/day for ZYPREXA and 14.8 mg/day for haloperidol.

Patients in this 3-week study had baseline PANSS Agitation Score ≥20 and CGI-Severity scale score ≥4 at enrollment.

Results were calculated on the basis of a visitwise OC analysis of mean improvement from baseline in PANSS Agitation Score. These data do not imply specific onset of action in individual patients.

Robust efficacy across negative symptoms of schizophrenia to help you improve motivation^{1,2}

SYMPTOMS INCLUDE:
LACK OF EMOTION
WITHDRAWAL
LACK OF MOTIVATION
POOR ATTENTION

28-week study of patients with a DSM-IV diagnosis of schizophrenia, schizophreniform disorder, or schizoaffective disorder.

ZYPREXA was also statistically superior to risperidone in overall SANS summary score improvement (35% vs 25% for risperidone; $P=0.020$).

Mean modal doses were 17.2 mg/day for ZYPREXA and 7.2 mg/day for risperidone.

ZYPREXA is approved for the treatment of schizophrenia and for acute bipolar mania.

For additional safety profile and other important prescribing considerations, see pages 16-17 and the full Prescribing Information. For Methodology and Study Limitations, see pages 18-20. For safety information on haloperidol and risperidone, see manufacturers' package inserts.

Tab 2: Dependable and predictable to help you strengthen trust

Knowing what to expect in both of these respects is important to the trust between the doctor and patient. If a physician states that dependability and predictability are what they are looking for in an agent, then here is how a call might proceed.

Doctor, you agreed an agent needs to be dependable and predictable to help strengthen trust.

A patient relies on you to help them get better. The rapid control of symptoms of schizophrenia helps you restore stability. For patients needing rapid control, you can count on ZYPREXA. It offers you efficacy comparable to Haldol but without the inherent side effects. Here, these patients on ZYPREXA showed improvement with regards to acute symptoms of schizophrenia. In this study, at the end of 24 hours, ZYPREXA and Haldol had similar acute psychotic symptom reduction, which means you can control those symptoms that may lead to hospitalization.

For this patient, ZYPREXA Zydys can be a dependable way for you to intervene quickly for breakthrough symptoms like hostility and poor impulse control.

It starts dissolving immediately in the mouth so both you and the patient have control and convenience

without sacrificing the benefits you have come to expect from ZYPREXA tablets.

How does this compare to your clinical experience?

Another reason to believe ZYPREXA is dependable and predictable is that it has robust efficacy across negative symptoms of schizophrenia to help you improve motivation. Here is an example:


Doctor, Dependability is also reinforced through ZYPREXA's robust efficacy.

This same patient coming in with acute breakthrough symptoms of schizophrenia may also have other debilitating symptoms that need to be addressed once acute breakthrough symptoms like poor impulse control, hostility, or hallucinations are controlled.

In this study ZYPREXA was statistically superior to risperidone in overall SANS score improvement. This graph shows some specific measures. Here, patients taking a mean modal dose of 17.2 mg of ZYPREXA did statistically better than patients taking Risperdal for troubling symptoms like affective flattening, apathy, and asociality, which means the patient is more likely to engage in their therapy.

How does this compare to your clinical experience?

How does this improvement in negative symptoms help you help your patients?

<p>Reliable safety profile to help you maintain trust</p>	<p>Helping with common patient concerns to sustain trust</p>
<p>No black-box or bolded warnings</p> <p>No routine liver and kidney function tests required</p> <p>Pregnancy category C No evidence of teratogenicity was observed in preclinical trials; there are no adequate and well-controlled trials with ZYPREXA in pregnant women.</p> <p>Low incidence of prolactin elevation In 6-week acute-phase trials involving schizophrenia patients, modest elevations of prolactin were seen, although mean changes from baseline to endpoint were not statistically significantly different between ZYPREXA and placebo.</p> <p>Low risk of EPS In only one analysis of a placebo-controlled schizophrenia study, only one specific form of extrapyramidal symptoms (EPS), akathisia, was reported significantly more often with ZYPREXA at any specific dose (10.0±2.5 or 15.0±2.5 mg/day) compared with placebo.</p> <p>Low incidence of TD¹ In a double-blind, acute-phase bipolar mania study (N=251) vs. divalproex, zero cases of tardive dyskinesia (TD) were reported in either treatment group (length of exposure was up to 47 weeks; ZYPREXA 5-20 mg/day; mean modal dose 16 mg/day). Prescribing should be consistent with the need to minimize the risk of TD. If its signs and symptoms appear, discontinuation should be considered.</p> <p><small>1. Data on file, Lilly USA, LLC</small></p>	<p>Weight gain during treatment can be a significant challenge for you and your patients and may frustrate treatment goals</p> <p>Patients may have a better chance of success when counseled up front about weight gain.</p> <p>Lilly provides resources for ongoing support to help you help these patients with these challenges</p> <p>Solutions for Wellness programs Group and individual education materials on nutrition, exercise, and healthy lifestyle.</p> <p>Healthy Lifestyle Solutions video A proactive weight management program.</p> <p>Nutrition in the Fast Lane Nutritional information from popular fast-food chains.</p> <p>Healthy Tips tear sheets</p> <p>Healthy Lifestyle tear sheets</p> <p>Visit ZYPREXA.com for additional resources</p>  <p><small>ZYPREXA is approved for the treatment of schizophrenia and for acute bipolar mania. For additional safety profile and other important prescribing considerations, see pages 16-17 and the full Prescribing Information. For Methodology and Study Limitations, see pages 18-20.</small></p> <p>ZYPREXA Olanzapine <small>HELPING MORE LIVES FORWARD</small></p>

Foundational

Now let's move on to the predictability aspect of this section. Again, since weight gain is part of our brand it should now be proactively addressed with your customers. Always be empathetic with conviction and acknowledge the issue. Always increase awareness of the resources that may be beneficial to them, especially Solutions for Wellness. Do not say that weight gain is "predictable" or "manageable." Recognize that it is ultimately about what is best for the patient, and while ZYPREXA may be the drug of choice for a majority of these patients, sometimes a patient does need to be switched if benefits do not exceed the risks. So just to recap:

1. Be proactive using the new three-part message.
2. Be empathetic with conviction while acknowledging.
3. Eliminate "predictable" and "manageable" from your dialogues.
4. Increase implementation of resources, especially Solutions for Wellness.

Here's an example using the predictability spread.

Doctor, you mentioned that an agent that is dependable and predictable is meaningful to you to strengthen trust

with your patients. As you have seen in your clinical experience, no drug therapy works unless a patient continues to take it. Unpredictable and intolerable adverse events can undermine all of your accomplishments. It is critical that you are able to strengthen a patient's trust by making them aware of what they can expect. Overall, ZYPREXA has a reliable safety profile. No surprises; no trust breakers.

How does this reinforce your decision to depend on ZYPREXA for those patients suffering from breakthrough symptoms of schizophrenia or acute bipolar mania?

At this point, you should have the same three-step dialogue with the CMHC customer as you practiced earlier with the Private Practice customer around weight gain. Here are some additional questions to help implement resources (step three of your discussion):

How can I partner with you and your staff to help those patients cope with this adverse event?

Can I meet with you and support staff to discuss these materials—especially Solutions for Wellness—in more depth?

Overall, how does ZYPREXA's dependable and predictable efficacy and safety profile help you help your patients?

Foundational to help you reach shared treatment goals.

Significant maintenance of treatment response in schizophrenia to help you relieve symptoms longer^{1,†}

In this 28-week schizophrenia study, mean modal doses were 17.2 mg/day for ZYPREXA and 7.2 mg/day for risperidone.

Among patients who reached more robust levels of improvement (≥40%) in this schizophrenia study, significantly fewer patients taking ZYPREXA experienced relapses at 28 weeks, compared to patients taking risperidone.²

Among patients who had ≥20% improvement in PANSS Total Score at 8 weeks, significantly more patients taking ZYPREXA maintained their clinical response through week 28 (ZYPREXA 87.9%, n=105; risperidone 67.7%, n=94; P=.001).

Patients should be periodically reassessed to determine the need for maintenance treatment with appropriate dose.

Fewer hospitalizations for schizophrenia patients to help you focus on long-term treatment goals¹

Patients treated with ZYPREXA had significantly fewer hospitalizations as compared with risperidone-treated patients (P<.05). Differences between ZYPREXA and haloperidol were not statistically significant.

There was no statistically significant difference between ZYPREXA and risperidone on the primary outcome measure of the study, neurocognition. However, ZYPREXA was significantly superior to haloperidol (P<.05) on this measure.

Mean modal doses were 13.1 mg/day for ZYPREXA, 5.4 mg/day for risperidone, and 8.2 mg/day for haloperidol.

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Tab 3: Foundational to help you reach shared treatment goals

This section focuses on maintenance of treatment response in schizophrenia and the devastating consequences of relapse. Today’s marketplace is much more complex with more competitors than even one year ago. New indications and formulations from competitors are expected soon and the ability to impact and proactively position the competition becomes very difficult with varying individual competitor strategies. Not only do we have many competitors, but each of these competitors is viewed differently in the marketplace. To compound these issues, the marketplace is beginning to make decisions on non-traditional factors such as adverse events as the first determinant. A marketplace that consists of many competitors communicating about adverse events through a diverse marketing mix is not a marketplace where ZYPREXA will excel. Therefore, we must stay on the high road and play to the strengths of ZYPREXA.

Our overarching competitive strategy is to address competitive threats in the context of the brand promise, executed with tone and content consistent with the brand character while differentiating ZYPREXA’s strengths. When doing this we can address competitive threats with themes that affect multiple competitors at the same time. When we look for points of differentiation and points of

parity, one clear differentiating point stands out against virtually every competitor in schizophrenia. This one point is maintenance of treatment response.

The strategy will be supported by the relapse curves and hospitalization data. This story is competitively focused, while still incorporating the brand promise. So here is what you need to do:

1. Discuss how ZYPREXA offers significant maintenance of treatment response in schizophrenia.
2. Ask your customer to describe what it looks like when their patients with schizophrenia fail to maintain treatment response.
3. Ask your doctor what this means to them and their patients.
4. Continue the discussion of how ZYPREXA helps them help their patients move lives forward.

TO BE VERY CLEAR: WE WILL ONLY TALK ABOUT ZYPREXA IN THIS MANNER AS IT PERTAINS TO SCHIZOPHRENIA, AND NOT IN REFERENCE TO BIPOLAR MANIA. AS A REMINDER, OUR INDICATION IS FOR ACUTE BIPOLAR MANIA ONLY, AND WE WILL NOT PROMOTE OFF LABEL OR IN ANY WAY

IMPLY THAT ZYPREXA SHOULD BE USED IN THE MAINTENANCE PHASE OF BIPOLAR DISORDER.

Again, we have excellent data so really focus on bringing the points of difference between ZYPREXA and our competitors to life. Since the sales aids rolled out in August, we have been using the Tran data of maintenance of response in schizophrenia in those patients having a greater than 20% improvement. Now we have the data looking at those patients achieving a greater than 40% response. On the facing page are data from a different study comparing hospitalization rates. This is an excellent opportunity to talk about patients maintaining response as well as staying out of the hospital and in the community. Here is an example of how this call may happen.

Doctor, you mentioned that a foundational agent to help you reach shared treatment goals in schizophrenia is important. Let's revisit that patient we talked about initially. He came in uncooperative, hostile, irritable, hallucinating. After you get those breakthrough symptoms of schizophrenia under control, you certainly want to maintain the progress that you've achieved. ZYPREXA is a foundational agent you can build upon to effectively control symptoms of schizophrenia and help you reach shared treatment goals. In treating schizophrenia, a foundational agent is the building block, like the foundation of a house. This data supports ZYPREXA's maintenance of treatment response in schizophrenia.

Of patients with robust improvement, approximately 93% had maintained a clinical response at eight months.

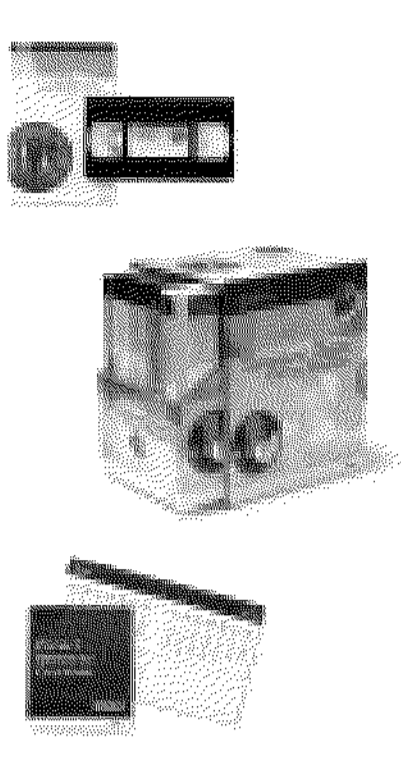
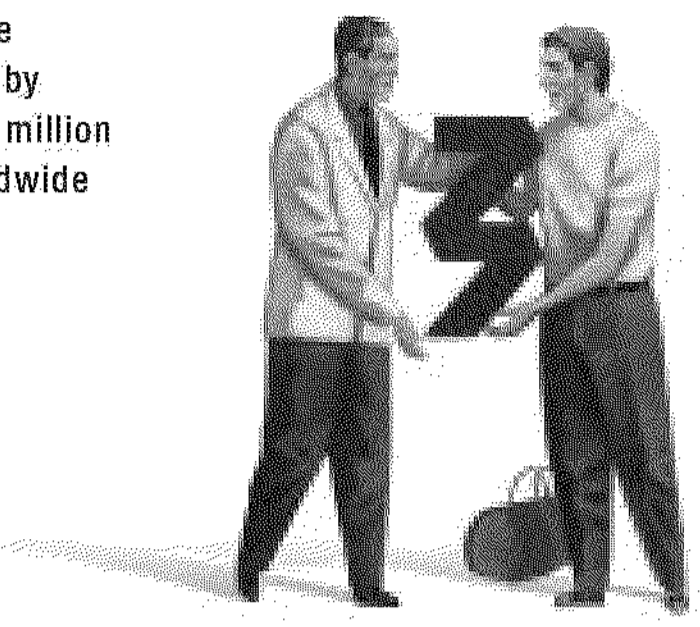
Imagine the gratification in seeing that patient who is suffering today, starting him on ZYPREXA Zydys, and then seeing him in December and he has maintained his improvement and has moved his life forward, then around February he is still holding the line and perhaps even progressing further. That ability to maintain response so you can help develop other skills is a compelling reason to start him on ZYPREXA.

Tell me about some of your patients with schizophrenia who have demonstrated continued improvement on ZYPREXA. Could you describe what it looks like when patients fail to maintain treatment response? Would you agree that ZYPREXA looks like a foundational agent from which to build your treatment plan?

Another implication of maintenance of response in schizophrenia is the prevention of relapse and hospitalization. In this next study, patients with schizophrenia treated with ZYPREXA experienced significantly fewer hospitalizations than patients taking risperidone. This could mean your patient can get a job, have a better chance of keeping already fragile interpersonal relationships, having some hope.

Fewer hospitalizations help you both focus on long-term treatment goals.

How is this hospitalization data meaningful to you? How does this data of ZYPREXA's ability to maintain efficacy compare to your experience in treating patients with schizophrenia? What might staying out of the hospital mean to your patients? What does this mean to you?

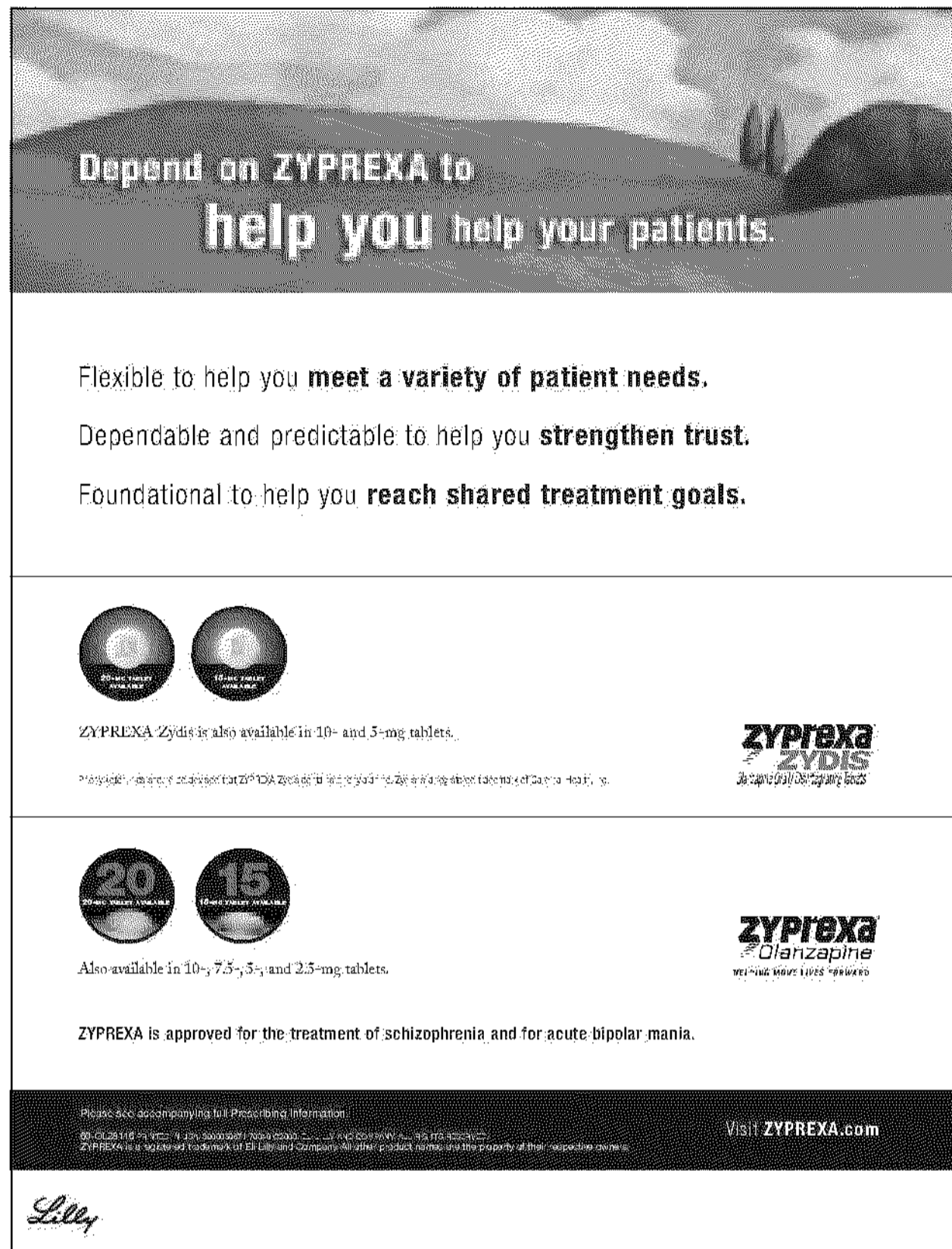
<p>Resources that can help you help your patients and their families</p> <p>Moving Forward patient education video and brochure Help patients learn about their illness and know what to expect from their medication.</p> <p>Neuro Treatment Team Partner Program (NTTP) Materials to help treatment teams educate patients about their illness and medication.</p> <p>Medical information wallet card</p> <p>Patient pocket calendar</p> <p>Patient starter kit</p> <p>Helping You Get Better A multilingual treatment team counseling guide with tear sheets.</p> <p>Healthy Lifestyle Solutions video A proactive weight management program.</p> <p>Solutions for Wellness programs Group and individual educational materials on nutrition, exercise, and healthy lifestyle.</p> <p>Visit ZYPREXA.com Additional resources for physicians as well as patients and their families.</p>  <p>12</p>	<p>7 years on the market, used by more than 11 million patients worldwide</p>  <p>ZYPREXA is approved for the treatment of schizophrenia and for acute bipolar mania. For additional safety profile and other important prescribing considerations, see pages 16-17 and the full Prescribing Information.</p> <p>ZYPREXA Olanzapine HELPING MORE LIVES FORWARD</p>
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Here is one last thing I'd like to share with you. Here are some of the resources Lilly provides to help you help your patients. Some of these materials coach the importance of taking medicine. There are tracking charts, which involve the patient and reinforce medication compliance, some education about mental illness, helpful tips on healthy living, and materials for the treatment team. Ultimately, it is about getting a patient better and keeping him well, and ZYPREXA offers a complete package of useful tools to accomplish this goal.

ZYPREXA can be your foundational agent in schizophrenia and acute bipolar mania and has been used by more than 11 million patients worldwide. This is testimony to how ZYPREXA continues to help physicians like you help their patients.

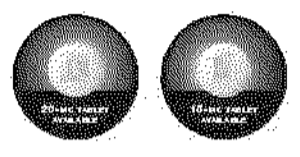
Which resources will help you continue to use ZYPREXA as a foundational agent to help you reach shared treatment goals in schizophrenia and acute bipolar mania?


Again, cash in CHIPS and bring this data to life. During an actual sales call, after you have covered one message element, go to the back cover and create action.



Depend on ZYPREXA to help you help your patients.

Flexible to help you **meet a variety of patient needs.**
Dependable and predictable to help you **strengthen trust.**
Foundational to help you **reach shared treatment goals.**


ZYPREXA Zydys is also available in 10- and 5-mg tablets.


Also available in 10-, 7.5-, 5-, and 2.5-mg tablets.

ZYPREXA is approved for the treatment of schizophrenia and for acute bipolar mania.

Please see accompanying full Prescribing Information.
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Back Cover

The back page is ZYPREXA's core message goal for the brand promise. The three core message elements:

Flexible to help you meet a variety of patient needs.

Dependable and predictable to help you strengthen trust.

Foundational to help you reach shared treatment goals.

And a visual reminder of ZYPREXA tablets and ZYPREXA Zydys, for which we'll continue to be in launch mode for the next 90 days.

Additional Data

Rapidly dissolving ZYPREXA® Zydis® (Olanzapine) Orally Disintegrating Tablets: pharmacokinetic profile¹

Concentrations measured in 23 healthy volunteers during the absorption phase (0-4 hours). Pharmacokinetic studies have shown that ZYPREXA tablets and ZYPREXA Zydis dosage forms are bioequivalent.

Phenylethanolamine should be advised that ZYPREXA Zydis contains phenylethanolamine. Zydis is a registered trademark of Cardinal Health, Inc.

1. ZYPREXA® (Olanzapine) Tablets, 5 mg and 10 mg. © 2003, Cardinal Health, Inc.

Robust efficacy in depressive symptoms of schizophrenia compared with risperidone¹

SYMPTOMS INCLUDE:
SADNESS
HOPELESSNESS

In this 28-week schizophrenia study, ZYPREXA was significantly more effective than risperidone in improving depressive symptoms.

Mean modal doses were 17.2 mg/day for ZYPREXA and 7.2 mg/day for risperidone.

ZYPREXA is approved for the treatment of schizophrenia and for acute bipolar mania.

1. Tran et al., J Clin Psychiatry 2002; 63(10):1482-1490.

Additional Data

There is additional data you may find useful. The first is the pharmacokinetic curve for ZYPREXA Zydis, which is the same as in the leave behind rolled out this summer for launch. Use this as appropriate to help your customers better understand ZYPREXA Zydis. The second is efficacy of ZYPREXA as compared to risperidone for depressive symptoms of schizophrenia. This is from the Tran study where patients on ZYPREXA had a statistically better improvement in depressive symptoms of schizophrenia.

Hopefully you now have the appropriate direction in using the new sales aids to help you reach your goals for the remainder of 2003. What we have provided with these sales aids are tools for you to use in each call that supply written prompting for dialogue and meaningful visual images for customers, all the while maintaining an undertone of emotional benefits to the customer. As you have now seen, the sales aids are very consistent, but there are still a few differences, namely the target patient, starting dose, and data and verbiage geared toward the CMHC customer. We know we have the best sales force in the industry and hope that you find the new sales aids to be useful tools as you sell ZYPREXA in your territories.

SEPTEMBER 2003

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SEPTEMBER 2003

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ZYPREXA[®]
Olanzapine
HELPING MOVE LIVES FORWARD

Lilly