Cross-Brand Segmentation:
Selling Through Advanced Customer Knowledge

Answers That Matter.
# Neuroscience Segmentation:
What it is/What it is not

<table>
<thead>
<tr>
<th><strong>What it is not:</strong></th>
<th><strong>What it is:</strong></th>
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<tbody>
<tr>
<td>A separate strategy from STP</td>
<td>It is an integrated strategy enhancing the fundamentals of STP</td>
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<tr>
<td>A tool used only by the sales force</td>
<td>A tool used across all marketing interventions</td>
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<tr>
<td>A brand specific strategy</td>
<td>A cross-brand strategy that applies to the entire neuroscience portfolio</td>
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<tr>
<td>A short-term strategy</td>
<td>An enduring cross-brand strategy for in line and launch products</td>
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<tr>
<td>A substitute for Insights</td>
<td>An additional way to better understand your customers</td>
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Why conduct a Neuroscience Segmentation?

Previous Success With Segmentation

Redacted

Neuroscience Segmentation will...

Prioritize customers based on growth potential & Better understand customers so we can tailor our approach

...So we can be the Neuroscience Industry Leader, know our customers better, and Sell MORE!!!!
Why not brand specific segments?

Population of Neuroscience Physicians We Target

If every brand had conducted their own segmentation, there would be 3 segments per physician you call on...because they are all the same customers!!
Anticipated Market Events

Lilly Launches

- Zyprexa IM

Competitor Launches

- Risperdal Depot

Multiple Product Launches Will Requires Us To think Differently To Be Successful with Our In-Line and Launch Products

More Competition

Competing for physician time

Better understanding our customers will ensure they give us the most time

Lilly Has More Neuroscience Products

Need to make it a strength rather than a weakness

View the market as a portfolio because we can offer our customers more!
How Did We Segment Our Customers?

**Who:**
- Child Psychiatrists, Psychiatrists, and Primary Care Physicians

**What:**
- **Behavior:** So we can identify which customers are most valuable
- **Attitudes:** So we can tailor our approach to each segment
- **Marketing Preferences:** So we can customize our marketing tools

*State of the art analytics combines the two methodologies together to identify all MDs into a segment*
Neuroscience Segment Descriptions

Answers That Matter.
Segmentation Pilot

Sigma Pilot Program Confirmed:

• Segment profiles
• Specific Product Approach
• Laminate (Developed/Utilized by pilot representatives)
High Flyer General Profile

Who are they?
Earliest adopters of new medications & new uses of medications
Mainly general or family practice

How do they approach treating patients?
Highest comfort treating neuroscience diseases among PCPs
• Not bound by the label
• Willing to push the dose of medications they are comfortable with
• Willing to use adjunctive therapy
• Typically they are treating symptoms rather than a diagnosis

What do they like from a pharmaceutical company?
Keep them connected with the up to date information
• Prefer to learn from a psychiatrists about new information
• Interventions tailored to their interests
• Not adverse to frequent calls if new info is offered
High Flyer Quotes

**Disease State Views:**
- If you take the time to look you will see a depressed patient every day.
- I think a lot of Bipolar is under diagnoses
- I rarely refer a patient to a psych, I can treat most of them myself

**Treatment Views:**
- Best part of primary care is the rapport with patients
- Leave the heavy duty meds to the psychs like mellaril... but I feel pretty comfortable using A-typical anti-psychotics like Zyprexa.
- I heard a talk by a UCLA psych talking about these combinations and so I tried it. As long as they are not suicidal, I will try it.

**Representative Views:**
- I like to talk to psychs... I likes reps, they are very important. My first priority is treating patients, but I will try to talk to reps when I can.
- Reps need to help us stay out of trouble, tell us the good and the bad!
- I appreciate what they do... I want information quick, but don’t over do it if you need more time make an appointment
Rule Bound Profile

Who are they?
Moderate volume and adopters of our portfolio products
Most have a APS volume, but are not necessarily using Zyprexa

How do they approach treating patients?
Treats patients efficiently by following the rules
- Not willing to battle the system for marginal improvements in treatment
- Most are very knowledgeable, but do not necessarily act on it
- Tends to follows treatment rules & guidelines so as to be efficient

What do they like from a pharmaceutical company?
Provide the rules in an efficient way
- Comfortable receiving information from reps, but don’t think they have enough time
- Want to practice medicine efficiently
Rule Bound Quotes

**Disease State Views:**
- Commonness brings comfort, I see so few Bipolar I’m reluctant to diagnosis and treat

**Treatment Views:**
- I have 30 formularies to work with. You have to know the common veins, the ones you can prescribe and hit most of the formularies.
- I need to control symptoms with minimal side effects so a patient doesn’t need to come back

**Representative Views:**
- I use all of my resources to treat a patient and reps are a resource!
- The best reps know their product and respect my time
- Patient Education saves me time
Selective Majority Profile

**Who are they?**
*Slower adopters of new products and new uses of products*
As a drug & disease become mainstream, these customers become more important

**How do they approach treating patients?**
*Niche products to determine where to use them*
- Do not like products “that work for everything”
- Disease and treatment should be simple, otherwise they will refer
- Doesn’t necessarily follow rules, but prefers to use a product in a consistent way

**What do they like from a pharmaceutical company?**
*Remind me of your niche*
- Simple message from a rep
- Rep relationship is very important! They like it when a rep knows and acts on their personal likes and dislikes
Selective Majority Quotes

**Disease State Views:**
- Can’t enforce good health, only recommend it
- I have to know a little bit about a lot of things, therefore I need to keep it simple

**Treatment Views:**
- I see so many different types of patient that I usually don’t try to learn about small populations
- Redacted

**Representative Views:**
- Define symptoms better for the doctor
- I need a rep to say, Hi, don’t forget about my drug and here are some samples... easy”
- The best reps develop a personal relationship with you
Systematic Conservative Profile

Who are they?
Slowest adopters of new information
50% IM

How do they approach treating patients?
Systematic approach toward treatment
• Diagnosis important to determining treatment
• Uses products on label
• Concerned about the safety of products
• Less comfortable than other segments with not having a “lab test” to determine mental illness

What do they like from a pharmaceutical company?
Takes time to get comfortable and learn how to use meds
• Likes clinical data, from a 3rd party, published source
• Prefers vast amounts of data, “an inch deep and a mile wide”
Systematic Conservative Quotes

**Disease State Views:**

- I won’t write for Bipolar and Schizophrenia... I’m not an expert and it’s not my forte
- My patients have been pretty well studied

**Treatment Views:**

- I’m more comfortable with other diseases that have an objective measurement to them
- I’m not willing to treat all depression either, some patients deserve an expert

**Representative Views:**

- Reps are the only people I see all day without a complaint
- Reps are biased but they can bring you reprints and data
Frequently Asked Questions

Answers That Matter.
FAQ: How does segmentation work with Insights?

**Insights:**
Know your customers *Personally*
- Better understand how & why your customers react to your style
- Determine ways to build relationships

**Segmentation:**
Know your customers *Professionally*
- Better understand how your physicians approach neuroscience treatments
- Determine appropriate neuroscience programs

**Both help you...**
- Pre-call plan
- Better understand your customers
- SELL MORE!!!!!
FAQ: *How is segmentation being applied internally?*

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<tr>
<td><strong>DTP</strong></td>
<td>Customer segments have different information and program preferences, therefore our DTP activities will be planned accordingly</td>
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<tr>
<td><strong>P2P</strong></td>
<td>Just as it says above, we are planning P2P programs based on each segments preferences</td>
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<tr>
<td><strong>Pre-Marketing</strong></td>
<td>New brands are prioritizing segments based on those that are early adopters</td>
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<tr>
<td><strong>Marketing Plan</strong></td>
<td>All of the neuroscience brands are developing their marketing plans on the neuroscience segments</td>
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FAQ: *What if I disagree with the segment a customer is given?*

Based on market research and rep feedback the lists are 80-100% accurate

&

These physicians are being called on using the segmentation by other sales forces

*Therefore…*

Trust the identification given to the segments for 6 calls. If you still disagree add your thoughts in the ARF notes
FAQ: *What is segmentation?*

Division of customers into groups, called segments, that have common traits like: attitude, behavior, &/or preferences...

&

... as a result each segment require a different marketing strategy tailored to their common attitudes, behaviors, &/or preferences
FAQ: APS & ADP Volume by Segment

APS 12 Month Volume Distribution
- Rule Bound: 14%
- Selective Majority: 24%
- High Flyers: 23%
- Systematic Conservative: 39%

ADP 12 Month Volume Distribution
- Rule Bound: 12%
- Selective Majority: 16%
- High Flyers: 29%
- Systematic Conservative: 43%

Zyprexa 12 Month Volume Distribution
- Rule Bound: 22%
- Selective Majority: 21%
- High Flyers: 18%
- Systematic Conservative: 39%

High Flyers bring in almost double their fair share of Zyprexa sales.

Redacted
Segmentation Pilot

4/23 Kick off of pilot in Philadelphia office

4/24-5/10 Representatives pilot segmentation within territories

5/21-22 DM champ training in Pittsburgh and ride-a-long

Feedback and tools adapted throughout process (laminate)

NE Districts included Boston, New York, and Pittsburgh

Questions by segment:

What questions were effective in engaging these physicians into a dialogue?

What questions were not as effective?

What tools/resources were helpful in satisfying the customers’ needs?

What tools/resources were not helpful?

How did you successfully create action with these customers?

What information did you put in the ARF not that was specific for this segment?
## Implementation Timelines

<table>
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<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>May 29, 30</td>
<td>PCIM</td>
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<tr>
<td>June 3</td>
<td>Segmentation slides/Laminent to be posted on KM to utilize on conference calls</td>
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<td>June 7</td>
<td>Reps receive audio backgrounder/MD Segments on Reps laptop</td>
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<tr>
<td>Week of June 3 by</td>
<td>Conference Call with Sales Managers (Run Segmentation/STP champ)</td>
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<tr>
<td>Week of June 10</td>
<td>Area Meetings</td>
</tr>
<tr>
<td>Week of June 17</td>
<td>Conference Call with Sales Representatives (Run by District Sales Managers)</td>
</tr>
<tr>
<td>Week of June 24</td>
<td>District Meetings</td>
</tr>
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