

**To:** CN=Katherine A Armington/OU=AM/O=LLY@Lilly; CN=Re Jana F Garon/OU=AM/O=LLY@Lilly; CN=Cassandra Mehlman/OU=AM/O=LLY@Lilly; CN=Diana T Caldwell/OU=AM/O=LLY@Lilly; CN=Joni Swopes NONLILLY/OU=AM/O=LLY@Lilly; CN=Olin Barnett/OU=AM/O=LLY@Lilly; CN=Orsa L Britton/OU=AM/O=LLY@Lilly; CN=Kelly Copes-Anderson/OU=AM/O=LLY@Lilly; CN=Zohar Porat/OU=AM/O=LLY@Lilly; CN=Elizabeth Lehr Ridenour/OU=AM/O=LLY@Lilly; CN=Mary K Orton/OU=AM/O=LLY@Lilly; CN=Jack E Jordan/OU=AM/O=LLY@Lilly; CN=Jill R Welch/OU=AM/O=LLY@Lilly; CN=Vincent P Truax III/OU=AM/O=LLY@Lilly; CN=Katherine A Armington/OU=AM/O=LLY@Lilly; CN=Eric H Schultz/OU=AM/O=LLY@Lilly; CN=Michael D Yost/OU=AM/O=LLY@Lilly; CN=James S Singell/OU=AM/O=LLY@Lilly; CN=David E Biloon/OU=AM/O=LLY@Lilly; CN=John R Richards/OU=AM/O=LLY@Lilly; CN=Eric L Prouty/OU=AM/O=LLY@Lilly; CN=Ralph Robinson/OU=AM/O=LLY@Lilly; CN=Lorrie Mamlin/OU=AM/O=LLY@Lilly; CN=Francine K Maas/OU=AM/O=LLY@Lilly; CN=Johan Lindborg/OU=AM/O=LLY@Lilly; CN=Matthew R Pike/OU=AM/O=LLY@Lilly; CN=Anthony M Fiola/OU=AM/O=LLY@Lilly

**Date:** 03/20/2002 12:07:52 PM

**From:** CN=Thomas L Reck/OU=AM/O=LLY

**Subject:** Executive Summary of Mar 02 Diabetes MR

**Attachments:** Exec Summ - Diabetes Mar02.doc

All,

Attached please find my executive summary from market research on the evolution of the diabetes message and testing of materials relating to the "Diagnosing, Monitoring and Treatment" of diabetes.

In a nutshell:

Although MDs like objective, educational materials, having our reps provide some with diabetes would further build its association to Zyprexa  
Weight gain is still the big issue that MDs want addressed

Please let me know if you have any questions.



Exec Summ - Diabetes Mar02.doc

Regards,

Page: 1 of 2

---

Tom Reck  
Market Research Associate  
Zyprexa - U.S.  
w) 317.655.8983  
treck@lilly.com