

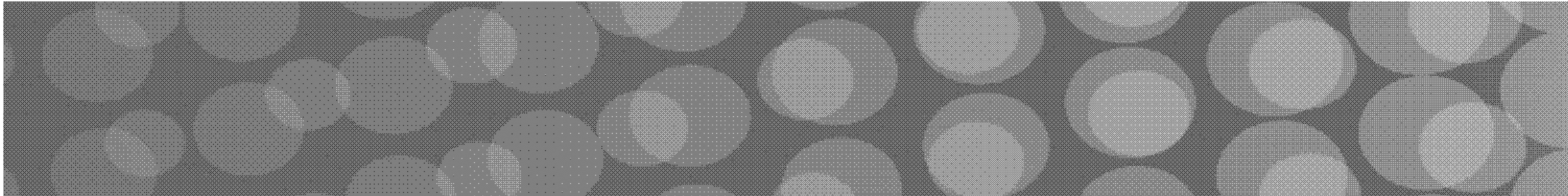


# Issues Management & Competitive Strategy

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# Issues Strategy

## Where we were

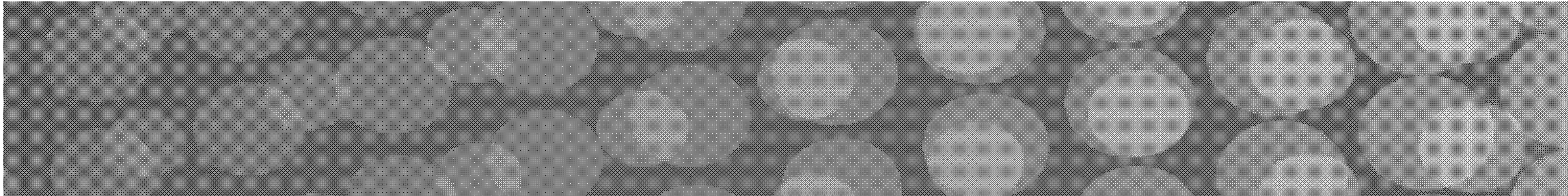
- Weight gain is manageable
- Weight gain is predictable
- Weight gain is not the only predictor of diabetes
- Diabetes risk is a class effect with comparable rates across all products
- Diabetes is mainly a patient population issue
- Handling diabetes and weight gain as an objection

## Where we are going

- 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
- I am armed with the facts regarding diabetes
- Lilly is providing help regarding how to assess, counsel, and refer patients at risk for diabetes

# Belief Statements

- 1. I sense a change in Lilly's tone and approach – they have demonstrated that they understand the challenges I face when I choose Zyprexa. They now acknowledge that weight gain is very difficult to manage and can have potentially serious consequences.**
- 2. 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 most appropriate medication.**
- 3. 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.**
- 4. I now feel more confident addressing the challenges my patients face, and can depend on Zyprexa to help me help my patients.**



# Competitive Strategy

## Overarching Competitive Strategy

- Address competitive threats in the context of the brand promise, executed with tone and content consistent with the brand character.
  - Ideally address those competitive threats with themes that affect multiple competitors at the same time

“Long Term Effectiveness”

## Overarching Competitive Strategy

- Compete on Zyprexa's superior long-term outcomes and lower risk of relapse
- Bucket the competitors
  - Capture (Risperdal, Depakote) – establish efficacy differentiation by making efficacy matter in maintenance.
  - Retain (Seroquel, Geodon/Zeldox, Abilify) – establish relapse as a side effect. More important to manage the potential weight gain than risk the chance of relapse.



## Ways of looking at Relapse

### Ways to Look at It

- Relapse
- Maintaining Response
- Hospitalization
- Discontinuation
- Tolerability
- Long-term effectiveness

### Ways to Quantify It

- Relative Risk
- Odds Ratio
- Number Needed to Treat

### What it means to Patients

- Less risk of Suicide
- Relationships w/family
- Reintegration to work
- Long term stability
- Better MD/Patient/Staff relationships
- Etc, etc...

“Drives Emotion”