Lilly

Answers That Matter.
Zyprexa Primary Care
CTNR

SPELL OUT

Lilly

Answers That Matter.
briefly outline Zypruxa primary care strategy and results

identify "patient" uptake

provide rationale for ctnr

high level overview of ctnr

establish potential benefits of ctnr

identify next steps
ZyPrexa Primary Care

Overall Strategy

Vision
Expand ZyPrexa's market by redefining how primary care physicians treat mood, thought, and behavioral disturbances.

Strategy
Establish position of "safe, proven solution for mood, thought, and behavioral disturbances."

- Strong emphasis on direct to physician marketing; establish ZyPrexa as the next incremental step in PCP's treatment and Rx orbit
- Broad targeting among office based PCPs
- Message based on patients' symptoms and behaviors (rather than diagnoses)
Zyprexa Primary Care
Patient Profiles

Martha - older agitated patient, focus is on behavior

David - younger patient, higher functioning, focus is on mood

Christine - early twenties, schizophrenia "lite", focus on thought.
Zyprexa primary care
Patient uptake

market research slides on patient identification

Martha is home run, Christine double, David strike out.

Martha resonates
Mood disturbance patients increasingly relevant
Thought disturbance least prevalent in primary care
Zyprexa Primary Care
Why David is the future of Primary Care

Market research on the potential of "David" vs Martha/Christine
$ potential, channeling into psychiatry

David: TRD, Bipolar, Depression with Psychosis

Market research data of the potential of TRD.....
Zyprexa Primary Care
Why a post marketing trial

Patient identification
Increase comfort level with Zyprexa
Blunting tool for Geodon, other competitors
data collection
publications
Lilly familiarity with process and content

Protocol written internally-maintain high science
Zy prexa Primary Care
Internal Resources?

Zy prexa primary care CTNR team

Group leader - Jim Delisle
Medical - Don Hay, MD
Amy Kuntz
Zyprexa Primary Care vendor selection

Parexel, The Lewin Group, and Covance

January-"pitch" presentations
February-vendor selected
based on alignment of concept completeness of proposal functional capabilities (i.e. Synergy-infomatics)
Zyprexa Primary Care
CTNR - Specifics

Protocol written internally
Local sales representative utilized for site selection only
CRO for data management
Principle Investigator external to Lilly?
Zyprexa Primary Care Site Selection Criteria

High antidepressant writer
good relations with sales rep.
Low Zyprexa uptake
Zypla Primary Care
timeline-pilot and national rollout

[Handwritten note: "Discuss here?"
Zyprexa Primary Care
potential concerns

MD/office staff reimbursement

Rep involvement

SAEs

Poor science
Zyphrexia Primary Care
Potential future use of data

Publications in major primary care journals

Lilly CME opportunities
Zyprexa Primary Care

Use of post marketing trials outside Lilly
Zyptexa Primary Care

Next Steps

Revamp proposals from Lewin group/Covance

Initiate protocol process

Identify principal investigator