ZYPREXA PCP OPPORTUNITY

• Strategic Intent:
Expand Zyprexa's market by providing the office based primary care physician with a compelling new solution in meeting unmet medical need spanning the spectrum across affective behavioral and cognitive disorders.

• October 27 Launch
we could go in a thousand directions...
we can't afford that
Six Priorities for Launch

- **Message**
  - Met w/ GSW last Tuesday post types/sales aid

- **Targeting**
  - Redacted

- **Medical**
  - Interview 2 physicians this past

- **Training**
  - Have manuals lined up / CD as well
  - ½ day coaching clinic

- **Metrics**
  - Showers

- **DTP**
  - Big spend here
Strategy 1

- Establish Zyvox as a first line choice in the treatment of the elderly patient who are experiencing behavioral or cognitive symptoms-but is functioning well enough to live independently.
  - Target 1 Anxious
  - Target 2 Agitated

- need to balance offcocktail/symptoms
  - a lot of overlap w/LTC
  - key is they know they are starting to have problems
Strategy 2

- Identify and Develop additional patient profiles within office based PCP segment
  - Target 1 Mild to Moderate Psychosis
  - Target 2 Treatment Resistant Depression and/or Bipolar Disorder
  - Additional target driven by market research
Tactics for Strategy 1 & 2

Budget Item
- Sales aids
- File cards
- Objection sheets
- Launch video
- Premium Service Item
- Routine Service Item
- Ed. mat. to Pharmacists
- Display panels
- Samples
- Customer Lunches
- Patient Education
- BPRS/PANSS sheets
- Diary
- Top Performer video
- Market research
- Premier council
- Conventions
- Launch Meeting
- Total

Launch Phase 2001

Redacted

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Tactics for Strategy 1 & 2
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Strategy 3

Energize primary care sales organization reps to envision and achieve success.

- Energize Lilly USA, neuroscience sales, and Zyprexa product teams. Build confidence and support for this important initiative.

Inform and involve psychiatry customers, create win-win of increased knowledge and referrals, and better clinical outcomes.
Strategy 4

• Develop a flexible sales and marketing paradigm that addresses a broad definition of competitive target and clinical opportunity.
Tactics for Strategy 3

Training

- Training modules
- Half day coaching clinic

CD total

Metrics

Incentive Program
Recognition Letter
Top Performer
total
# OPEX SUMMARY

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