

• 5:30 good or bad
• 1 1/2 into this project

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.

- what does this mean: what unmet medical need?
- think of a 1^o care setting
-

- **October 27 Launch**

- we could go in a thousand directions
- we could afford that

Six Priorities for Launch

- **Message** - met w/ GSCW last Tuesday post types / sales aid
- **Targeting** -  Redacted
- **Medical** - interview a physician, this post
- **Training** - have manuals lined up / CD as well
- 1/2 day coaching clinic
- **Metrics** - 'showers'
- **DTP** - big spend here

Strategy 1

- Establish Zyprexa as a first line choice in the treatment of the ^{adult} ~~elderly~~ patient who ~~are~~ ^{is} experiencing behavioral or cognitive symptoms-but is functioning well enough to live independently.

- need to balance off (about / symptoms / behaviors)
- a lot of overlap w/ LTC
- key is they know they are starting to have problems

- Target 1 Anxious
- Target 2 Agitated

Strategy 2

- Identify and Develop additional patient profiles within office based PCP segment

- Target 1 Mild to Moderate Psychosis • Pat who refuse to go to a psych
- Target 2 Treatment Resistant Depression and/or Bipolar Disorder • 5 yr. period of mis diagnosis
- Additional target driven by market research

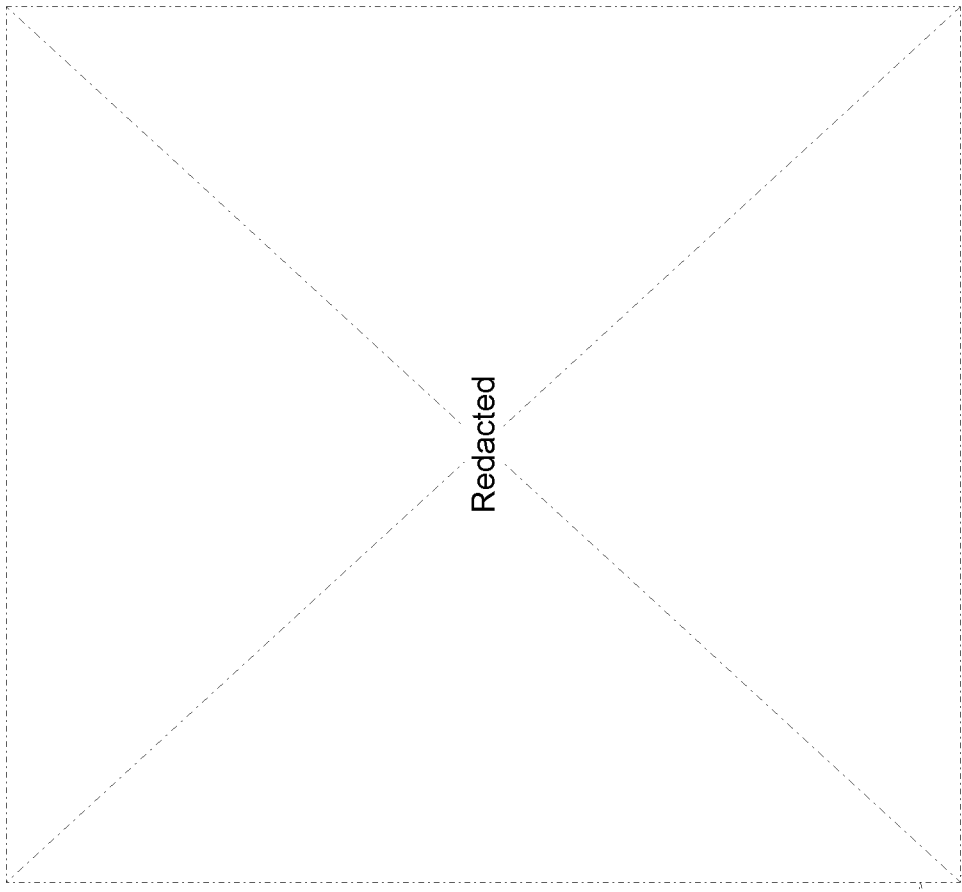
Handwritten notes:
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Tactics for Strategy 1 & 2

Launch Phase 2001

Budget Item

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



← *See as and* Redacted

← *1 yr. cases each strength for 1 yr.* Redacted

← Redacted

← *Gifts to Rep's* Redacted

← *Waiting Room education mat.*

Redacted

Tactics for Strategy 1&2 (continued)

DTP	Budget Item	Launch Phase	2001
★	honoraria	Redacted	Redacted
	CME Audioconferences		
	PCP announcement Letter		
	Journal Ads		
	Strategy and Consulting		
	Conference		
	Advisory Board		
	16 City Tour		
	RegionaI Advisory Board		
★	CME Video for nurses		
★	Primary Care Precept.		
	slide kit		
	Total		

Redacted

Strategy 3

- *Starts w/
mife w/
area director* Energize primary care sales organization-
inspire sales representatives and their
managers to envision and achieve success.
- Energize Lilly USA, neuroscience sales,
and Zyprexa product team-build confidence
and support for this important initiative.
- Inform and involve psychiatry customers;
create win-win of increased knowledge and
referrals, better clinical outcomes

Strategy 4

- Develop a flexible sales and marketing paradigm that addresses a broad definition of competitive target and clinical opportunity.

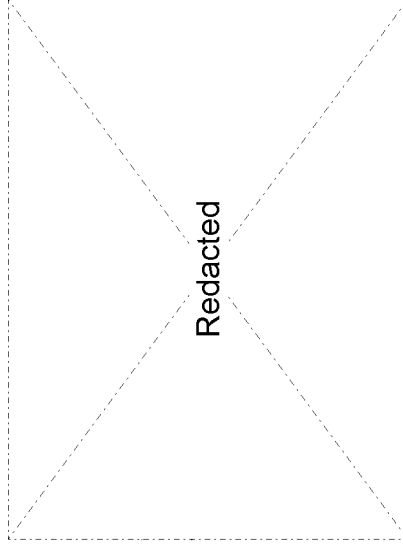
Tactics for Strategy 3

Training

Training modules
Half day coaching clinic
CD
total

Metrics

Incentive Program
Recognition Letter
Top Performer
total



OPEX SUMMARY

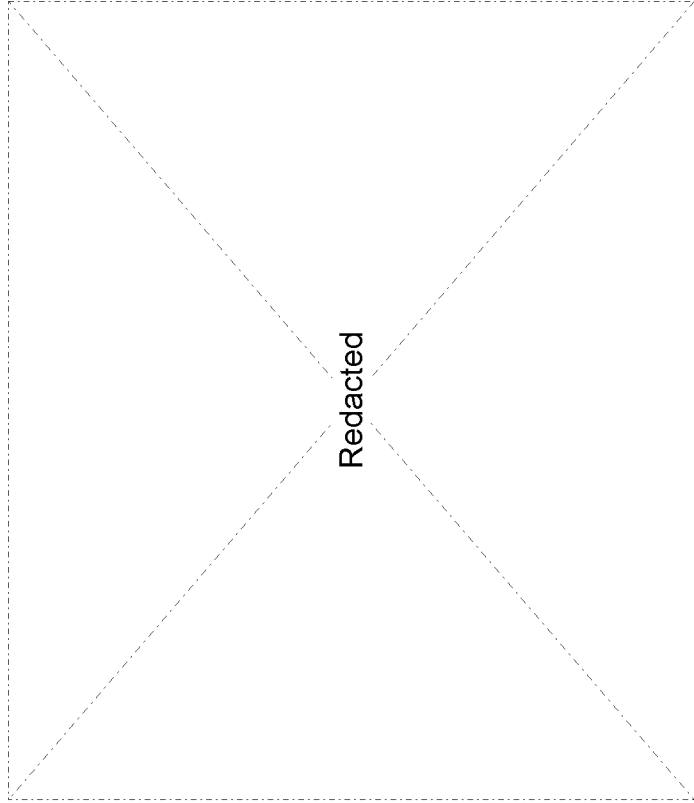
Budget Item Quantity Launch Phase 2001

Sales Force 510

Face to Face

DTP

Sales Training/Metrics



Timeline-The next 88 Days

