

# ZYPREXA Complicated Mood Project

## Similarities to the Past (De ja Vu)

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- Zyprexa PCP is in similar position to [Redacted] PCP at launch
  - PCPs uncomfortable/not well trained on recognizing, diagnosing and tx depression
  - PCPs typically referred to a psychiatrist vs. treating with older meds
  - Undertreatment/misdiagnosis was well documented (Wells/Rand study)
  - Managed care organizations were opposed to the newer, more expensive SSRIs being used (not considered the standard of care at the time) and budget "busters"
- Zyprexa molecule plan indicates stretch target ([Redacted] incremental, [Redacted] in PC)
- Competition looming with relaunch of Geodon and increased Seroquel/Risperdal PCP focus
- Zyprexa PCP offers best growth opportunity to accomplish/exceed stretch target

# ZYPREXA Complicated Mood Project

## Market Research on Use of Zyprexa in Complicated Mood Disorders\*

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(awaiting Zohar Porat)

- Better opportunity/chance of ownership with complicated mood versus elderly patient

\*Defined as bipolar, treatment resistant depression ("burned out depression")

# ZYPREXA Complicated Mood Project

## Proposal for Zyprexa Complicated Mood Project

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- Theory that Zyprexa PCP has untapped growth potential in complicated mood patient
- Due to undetermined impact/theory on Zyprexa Sales Performance, proposal is to ~~pilot test~~ a campaign on Recognition/Diagnosis/Treatment of Complicated Mood Patient in the PCP office

*Obj* *Methodology: Pilot test via Medical Education Campaign run thru hospitals*

- Pilot would include the following:
  - Selection of three districts for implementation (Nashville, Tulsa, Birmingham)
  - Timing would be Q1 of 2002
  - Involvement of Brand group with advisors to develop campaign to educate PCP on RDT Complicated Mood Disorders
  - Venue would be Territory/District programs (road show format)
  - Case study format could increase draw

*add Market Research venue*

# ZYPREXA Complicated Mood Project

## Tentative Timeline

*Objective:*

- |             |   |
|-------------|---|
| 12/12       | - Taylor approval   |
| 12/13       | - Jordan approval?  |
| 12/14       | - Follow up conference call with Lilly participants<br>(Steering Committee including Medical) |
| 12/14       | - Selection/contact advisory panel members<br>? (Kabinoff, Rupe, Manning, Bales...)           |
| 1/3         | - Steering Committee meeting (Atlanta/Indianapolis)   |
| 1/9         | - Advisory planning meeting (Indianapolis)  |
| 1/10 - 2/15 | - Development of slides/monographs (if time/budget allows)                                    |
| 3/1         | - Rollout of Complicated Mood RDT Campaign<br>(road show approach if advisors/speakers allow) |
| 4/8         | - Reconvene Steering Committee for evaluation and next<br>step decisions                      |

*MDMDA*

# ZYPREXA Complicated Mood Project

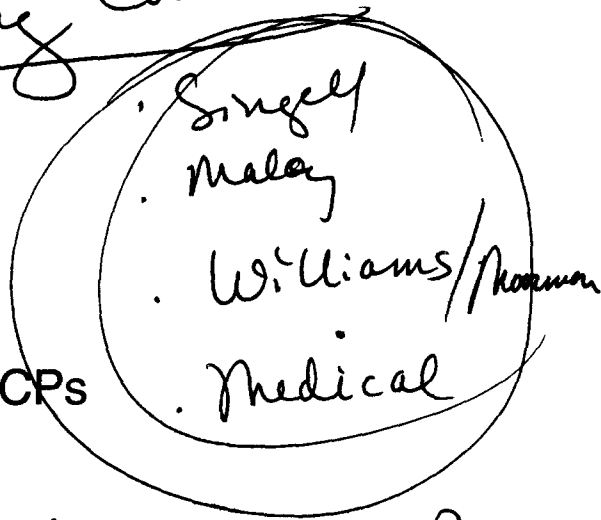
## Potential Issues/Questions to be Answered

- Must get a handle on weight gain and how to proactively educate prescriber and consumer on ways to manage (competitive DTP and better educated consumer)
- Package literature limitations
- Points Person/manpower
- Budgetary concerns
- Developmental time
- Advisory panel to put together/develop program content
- Should advisory/speaker panel include both psychs and PCPs
- Will the psychs approve
- How will manage care react (can we do something proactively ... TennCare)
- Does a scale exist to measure (i.e. Zung, Young Mania RS)
- Limitation could be data capture (i.e., Walmart, Arkansas, formulary restrictions, etc.)

• Dev. Costs  
 • Board Honoraria  
 • RCCs - 2 waves Feb/May  
 • Mkt Research

Advisory Board

Steering Comm



MDs - 5  
 MDDA rep

4 programs ea month in ea District

N = 24 RCC's w/ travel


Point Person - assoc

consider direct mail f/u between Feb and May

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## Future Application of Complicated Mood Campaign

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- National symposia
- Regional/District symposia
- Territory programs
- Review articles in journal
- Audioconference series
-  could fit in when appropriate
- Solicit MDMDA support