

ZYPREXA – Primary Care Strategy and Implementation Overview

Background: Following several months of study by the LillyUSA Zyprexa Brand Team, the affiliate approved the recommendation that Lilly actively promote Zyprexa to selected current primary care prescriber targets. Key decisions included: Launch will occur in October 2000, promotion will be handled via the Primary Care – Neuroscience sales sleeve (510 reps), and funding in 2000 would be incremental to existing brand opex.

Current situation: PCPs account for about 18 % of all retail antipsychotic prescriptions. Risperdal holds a 29 share, compared to 18 for Zyprexa. Typical agents, such as Haldol, account for another 40+ percent. Nearly half of all PCP antipsychotic prescriptions go to patients age 65+.

Opportunities: We believe there to be significant unmet medical need among office-based primary care physicians (PCPs). This customer group is huge (>250,000 prescribers, ~ 59,000 are key targets) and its potential in this arena is virtually untapped. By targeting the top deciles, we can maximize return while building a strong clinical foundation. Zyprexa's profile is ideal for primary care (safe, simple, well-tolerated, effective, versatile). Zyprexa would enjoy first mover advantage in this segment, pre-empting Janssen (Risperdal), Abbott (Depakote) and Pfizer (Zeldox). Historically, Zyprexa has closed market share gaps in every segment in which we've actively competed.

Challenges: Most PCPs currently prescribe a low volume of antipsychotics and mood stabilizers. Many PCPs will refer patients in need of psychotropic treatment to a specialist rather than treat that patient. Key barriers to uptake include PCP's lack of training in this category, limited time with patients, and an aversion to perceived risk. Zyprexa's primary indications – schizophrenia and bipolar – are not viewed as PCP-treated conditions, so there's not a specific indication for Lilly reps to promote in the PCP segment. Face-to-face sales time with PCPs is very limited. There is some concern that brand image will be diluted.

Position: Zyprexa: The safe, proven solution in mood, thought and behavior disorders
We will emphasize safety to address barriers to adoption, and merchandise the brand's "Four years – Four million patients" base of experience. The word "solution" speaks to unmet medical need, and enables the PCP to take control of clinical situations that previously had led to referrals and/or poor outcomes. "Mental disorders" is intentionally broad and vague, providing latitude to frame the discussion around symptoms and behaviors rather than specific indications. We will position Zyprexa as the incremental next step in the PCP's expanding clinical orbit: e.g., SSRIs => 2nd generation antidepressants => safe, gentle psychotropics.

Strategy: Launch in phases. The launch phase, with its compressed timeline, will focus on a limited # of physicians (10-20K), a clear but lightly tested message, and strong emphases on sales training, peer-to-peer programs (psychiatrists training PCPs) and tight integration with the Neuroscience sales organization. In 2001, the customer list will expand (based on an ROI threshold), materials will be updated to reflect customer feedback (both external and internal), and segment-specific clinical research (outcomes, health economics) will be designed to strengthen Zyprexa's long-term presence in the PCP segment. The Zyprexa-PCP strategy is designed to fit within the brand vision of broad spectrum efficacy.

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Implementation: Market research, message development, medical support and the creation of a training calendar is in progress. Logistical details surrounding a proposed single-site launch meeting, sampling considerations, the communications plan, sales metrics and incentives, customer targeting and direct-to-physician initiatives are also underway. Additional pre-launch activities (sales force integration, sales support items) are planned.

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