

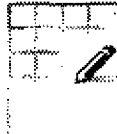
Roland Powell
02/08/2000 12:50 PM

To: Theresa Gende Clouser/AP/LLY@Lilly, Hidemi Ishida/AP/LLY@Lilly,
Patrick Jonsson/EMA/LLY@Lilly, Jacques Mosseri/EMA/LLY@Lilly,
David E Welsh/AM/LLY@Lilly
cc: Ajay K Bhardwaj/AM/LLY@Lilly, Rolf Hoffmann/EMA/LLY@Lilly,
Timothy F Parshall/AM/LLY@Lilly
Subject: Multiple messages

some good guidance here, esp. important in global markets where the link between zyp/schiz/bipolar is more tenuous.

roland

----- Forwarded by Roland Powell/AM/LLY on 02/08/2000 12:48 PM -----



Ajay K Bhardwaj
02/08/2000 12:42 PM

To: Peter Clark/AP/LLY@Lilly, Timothy F Parshall/AM/LLY@Lilly
cc: Paul Boeren/AM/LLY@Lilly, Roland Powell/AM/LLY@Lilly
Subject: Multiple messages

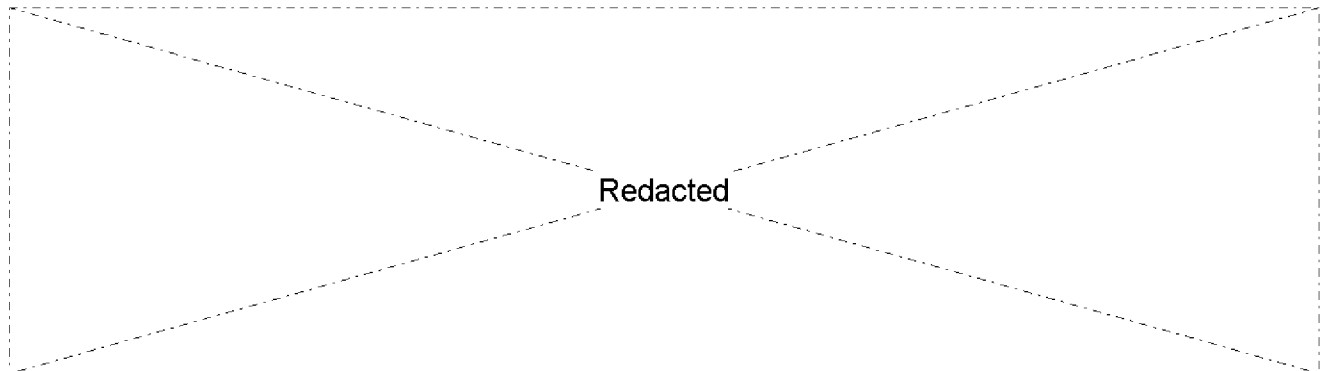
Last week, I went to the US market research on delivering the multiple messages to the physician. It was very interesting to get their feed back on the delivery of the Zyprexa messages in bipolar and schizophrenia, [Redacted]

Schizophrenia - Bipolar message:

It was clear that physicians see and treat the symptoms and not the disease, and they all felt very comfortable with a message that tied the efficacy of Zyprexa across all the different disease state with the common symptoms, like, agitation, irritability, psychosis, sleep disturbances, depression, cognition, etc.

They all view Zyprexa as a product with multiple uses. The concept of one product with multiple uses is not uncommon with the psychiatrists. As per them, promoting Zyprexa as a product with broad-spectrum activity is fine.

Physicians know of the mood stabilizing properties with Zyprexa, therefore, by combining the schizophrenia and the bipolar messages we are not changing their perception, rather solidifying that. Because the initial goal is to get their acceptance of Zyprexa as a mood stabilizer, therefore, it is very critical that we separate the two messages at launch. Once we have gained Zyprexa's acceptability as a mood stabilizer, and the physicians see Zyprexa similar to other mood stabilizers, then we have a much better chance in promoting Zyprexa as a broad-spectrum product or a product with the multiple uses.



So, the key takeaway from this research was that **it is very important to separate the schizophrenia and the bipolar messages at the launch** if we want to maximize the ROI, because otherwise, the physicians will still tie Zyprexa as an anti-psychotic with the mood stabilizing properties. And once we have its acceptance as a mood stabilizer, like the other mood stabilizers, then we can differentiate Zyprexa by promoting it as a product with the multiple uses both in schizo & bipolar (other products don't

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have that advantage)

Ajay

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