



Cassandra Mehman

01/31/02 04:28 PM

To: Robert W Baker/AM/LLY@Lilly, Donald P Hay/AM/LLY@Lilly
cc:
Subject: New diabetes market research

Hi Dr. Baker and Dr. Hay,
FYI...Please let me know if you can think of other questions we should be asking. Dr. Hay, I will get with you about helping with developing the actual piece to be tested. I would like to also invite both of you on the research when we have the dates pinned down. We know it will take place for 2-3 days in the first week of March. Thanks!

Cassie Mehman
Zyprexa Brand Team
Marketplace Management
(317)277-5847

----- Forwarded by Cassandra Mehman/AM/LLY on 01/31/2002 04:24 PM -----



Cassandra Mehman

01/28/2002 01:10 PM

To: Thomas L Reck/AM/LLY@Lilly
cc: Katherine A Armington/AM/LLY@Lilly, Diana T Caldwell/AM/LLY@Lilly
Subject: New diabetes market research

Hi Tom,

Hope you had a great weekend. I would like to get with you regarding testing a new message element for psychs on how to diagnose, monitor and treat diabetes. Other than testing this new message point, I'd like to ask some additional questions (with your help on wording) as follows:

1. Are psychs more likely to treat diabetes themselves or refer out?
2. If referring out, would they be more likely to refer to a GP, internist or endo?
4. Does giving psychs info on "diagnosing, monitoring and treating diabetes" give the right or wrong message (do we own diabetes if we give this message?). Does it help us be a committed, collaborative leader and add to brand equity?
5. Should this message only be given to the psych who has bought into the comparable rates message, or does it have value as well for the physician who hasn't necessarily bought into the comparable rates message?
6. Should "how to diagnose, monitor and treat" message be a one-page sell sheet, a 5th element to our already existing core diabetes sales aid or a one-page tear sheet that the physician can keep?
7. Does this message help the physician prescribe more Zyprexa than before. In what way and to what patient types?
8. If we roll with info on "how to diagnose, monitor and treat diabetes" what kinds of information should be included?
9. Is there a patient component to this, i.e. should we develop some type of patient education on diabetes to go with this?

I may think of more questions as we move forward. I have sent you an invitation to meet with me to discuss this. The sell sheet won't be ready for at least a month, but I'd like to get the market research dates and location on the calendar so that we can plan accordingly. Thanks Tom!

Cassie Mehman
Zyprexa Brand Team
Marketplace Management
(317)277-5847

ZY 8930 1567