

Issues Strategy:

Problem Statement:

As a result of concerns about weight gain and fear of diabetes, an increasing number of physicians are either avoiding Zyprexa in the acute phase or switching longer term. These actions are depriving patients of the benefits of Zyprexa.

What Market Research Tells Us:

Physician perceptions of weight gain and increased risk of diabetes are inextricably linked, which makes diabetes more of an issue for Zyprexa than other brands. Moreover, physicians believe the real problem is weight gain and that it is Zyprexa's issue as its key liability. Physicians perceive that if you can address weight gain you will reduce the risk of diabetes and other consequences. They are looking for tools to address weight gain that will enable them to continue to use Zyprexa due to its efficacy. The tone and approach of our current weight gain and diabetes messages are not connecting with our physicians (for example, indicating that "weight gain is manageable" when greater than 50% of the general population is overweight is not a particularly believable statement).

Market Research Implications:

A major change in tone and approach is required to restore confidence in our ability to **realistically** help our physicians handle these concerns. From here forward we will discuss the issue of weight change related to Zyprexa, as well as the issue of diabetes and antipsychotics, with a tone of "empathy with conviction."

As you know, right now we detail using the SPP process and the Zyprexa brand promise, and discuss weight gain when it comes up as an objection. From here forward, weight gain will no longer be handled as an objection. Instead, the potential for **weight gain will be discussed up front, in every detail, integrated in to the brand promise.**

On **every** call, we will discuss the potential for weight change with Zyprexa and recommend that physicians **talk with their patients up front** about the potential for weight change. In addition, **we will offer proactive solutions** (such as solutions for wellness, weight tear sheets, etc) as we negotiate for new Zyprexa patients. We are not going to wait for patients to gain weight before offering solutions...rather, we will offer them to all patients. The fact of the matter is that all patients with mental illness should be counseled about the potential for weight gain.

Managing weight associated with Zyprexa **is not easy**, and we must to recognize that physicians will not always be successful. Giving a Solutions for Wellness brochure to a patient doesn't all of a sudden make the weight gain issue go away! Be empathetic. Recognize how hard it is for patients to follow a meal plan. Have conviction in the solutions that we can provide to help patients experience the wonder of Zyprexa. Understand that if after implementing weight change resources, the risk still outweighs the benefit the physician may need to reevaluate the situation and consider alternatives.

Belief Statements: What we want our customers to believe about Issues 18 months from now if we are successful:

1. I sense a change in Lilly's tone and approach – they have demonstrated that they understand the challenges I face when I choose Zyprexa. They now acknowledge that weight gain is very difficult to manage and can have potentially serious consequences.
2. That said, Lilly is providing me with options that help me address weight gain in some of my patients and enable me to keep those patients on Zyprexa longer. This enables me to focus on treating the core psychiatric illness with the most appropriate medication.
3. I believe that diabetes is pervasive in my patients with severe mental illness. I am increasingly convinced that it has little, if anything, to do with which medication I choose. However, I am confident that I can assess, counsel, and refer patients at risk for diabetes.
4. I now feel more confident addressing the challenges my patients face, and can depend on Zyprexa to help me help my patients.