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# Project 180

# Pilot Implementation

DRAFT

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The Lilly logo is written in a black, cursive script font.

Answers That Matter.

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# Business Situation

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## Overall:

- Currently, Zyprexa share growth has moved from declining to flat
- While many MDs have had decrease in TRx's, the majority of the decline is concentrated among a small group of physicians: "Decliners"

## Decliners:

- There are 2,521 "Decliners" representing >50% of Zyprexa's total TRx loss
  - High Flyers and Rule Bounds are over-represented within the Decliners
- There are 1,519 "Growers" representing >50% of Zyprexa's total TRx gain
- Zyprexa's decline in volume is shifting to Abilify and Seroquel

# Perceptions of Decliner Physicians

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**Weight gain w/ commoditized efficacy** - "Zyprexa causes too much weight gain and it has no significant efficacy advantage compared to other atypical medications"

**Weight gain trade-off too great despite efficacy advantage** - "Zyprexa is very effective, in most cases better than other atypical medications, but weight gain is too much trouble"

**Lost credibility** - "Eli Lilly and company has minimized and down-played the weight gain issues I've been struggling with for years. Lilly's efforts are simply not credible to me and I rarely listen."

**Diabetes** - "I'm concerned about a greater potential for my patients to get diabetes while taking Zyprexa (and I'm also concerned about potential litigation)"

**Other – Price, Access, etc.**

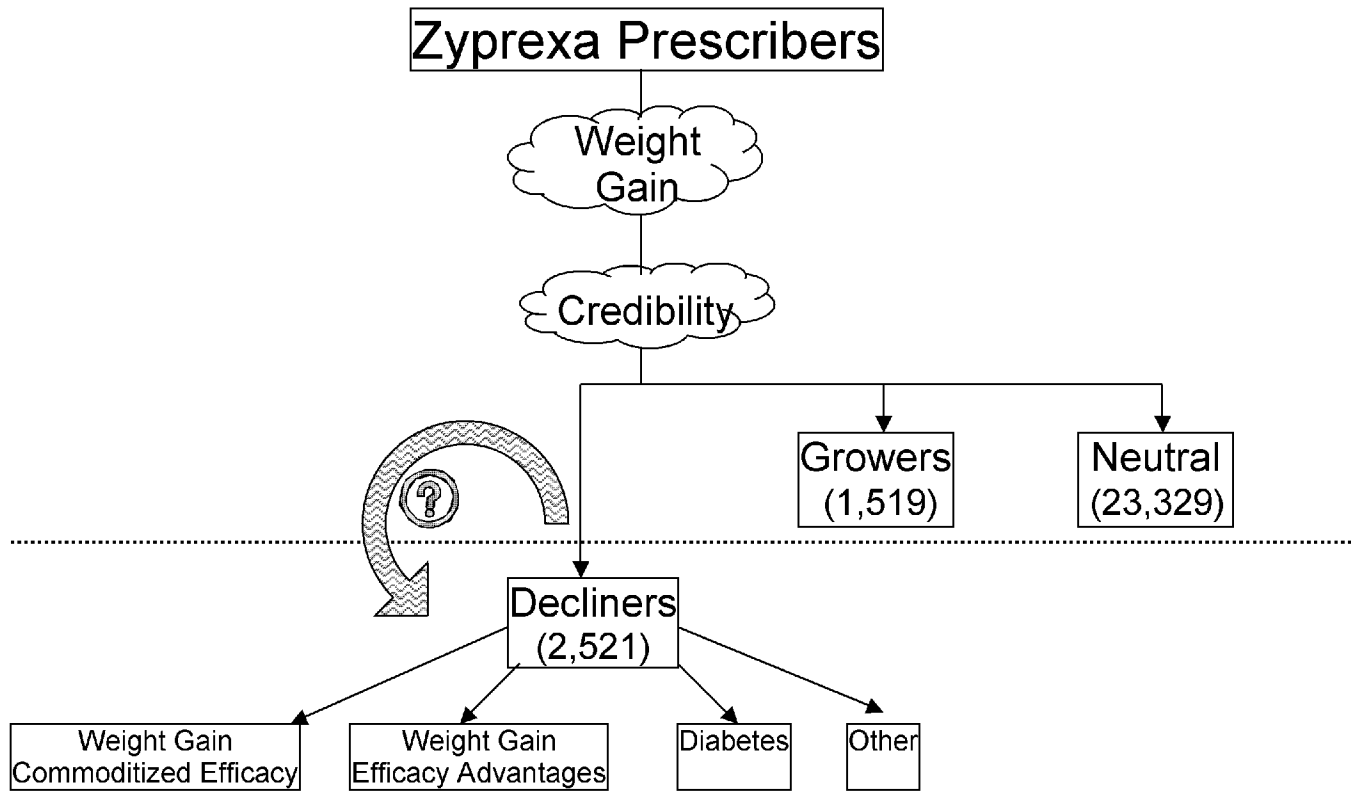
Note: 1) The above perceptions are not necessarily mutually exclusive  
2) Based upon multiple sources of recent market research and sales force input

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3

# Overview of Decliner Issue



# Project Objectives

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## **Overall Objectives:**

- Reverse the decline of Zyprexa prescriptions with target Decliner physicians
- Transfer project learning to grow the Zyprexa prescriptions of Loyalists and Neutral physicians

## **Financial/Performance Objectives:**

- Return 40% of the Decliner physicians to their pre-decline volume by Q4 2004 (\$35M)

## **Marketing Objectives:**

### **- Belief Statements**

- "I sense a change in Lilly's tone and approach – they have demonstrated that they understand the weight gain challenges I face when I choose Zyprexa."
- "That said, Lilly is providing me with options that help me address weight gain in some of my patients"
- "I now feel more confident addressing the challenges my patients face, and can depend on Zyprexa to help me help my patients"

## **The annual savings are significant to both stave the decline and to reinforce the Growers**

### **Major Decliners:**

20% TRx Loss Regained: \$17.2 Million

40% TRx Loss Regained: \$34.8 Million

60% TRx Loss Regained: \$52 Million

### **Major Growers:**

Prevent from becoming neutral/moderate growers: \$43.6 Million

Prevent from becoming major decliners: \$101.6 Million

# Planned Interventions

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1. Physician visits by Lilly Sr. Managers, Lilly MD's, Speakers, or Brand Team
2. Letter to Decliner physicians
3. Decliner-specific Weight Gain telesessions
4. Endo/Psych Speaker Program
5. Decliner "adoption" process
6. Live Regional Programs

# Physician Visits

	DM	Location	MD NAME	3-month Rank	6-month Rank	Visit Preferences	Status
1	Kim Drenth	Long Beach	DEIRMENJIAN	537	28	Bernie Tobin, Lilly MD, SM	
2	Kim Drenth	Long Beach	HOCHBERG	166	47	Bernie Tobin, Lilly MD, SM	
3	Kim Drenth	Orange County	KANSAGRA	22	472	Bernie Tobin, Lilly MD	
4	Paul Leonardi	East LA	Mark Jaffe	427	242	?	
5	Paul Leonardi	Pasadena	Kadoyan	62	187	SM Visit, Lilly MD	
6	Robert Dugan	ORLANDO NORTH	Salazar	1829	101	LLY MD	
7	Robert Dugan	ORLANDO NORTH	Singh	98	815	Endo	
8	Robert Dugan	ORLANDO SOUTH	Speiser	59	19	LLY MD	
9	Robert Dugan	PANAMA CITY	Brodsky	46	27	LLY MD, SM	
10	Robert Dugan	PANAMA CITY	Quiray	1445	61	LLY MD, SM	
11	Robert Dugan	PANAMA CITY	West	265	464	TL or LLY MD	
12	Stacey Foster	Miami	Santana	236	249	TL - Spanish	
13	Stacey Foster	Miami	Mantero-Atienza	76	1491	Endo, SM	
14	Stacey Foster	Miami	Dreyfuss-Diederich	87	2400	TL visit	
15	Stacey Foster	Miami South	Merayo	93	2453	LLY MD, SM	
16	Stacey Foster	Miami South	Hernandez	15	2509	?	
17	Steve Cox	Central	M. Peterson	2110	99	LLY MD, TL, Mkt Mngr	
18	Steve Cox	Central	K. Ferguson	630	107	LLY MD, SM, Mkt Mngr	
19	Steve Cox	Central	Hancock	96	2134	LLY MD, TL, Mkt Mngr	
20	Steve Cox	Knoxville	Sultan	173	12	LLY MD, SM	
21	Steve Cox	Knoxville	A. Megibow	51	20	LLY MD, Mkt Mngr	Mike Yost visit (12/17)
22	Steve Cox	Knoxville	O.Miga-Faget	278	29	LLY MD	Baron Lowe Visit (12/17)
23	Steve Cox	Knoxville	V. Jethanandani	401	36	LLY MD, Mkt Mngr	Baron Lowe Visit to office (12/17)
24	Steve Cox	Knoxville	D. Zernichael	494	43	LLY MD, SM, Mkt Mngr	Mike Yost visit (12/17)
25	Steve Cox	Knoxville	Tennison/NP's	9	60	LLY MD, Mkt Mngr	Mike Yost visit (12/17)
26	Steve Cox	Knoxville	J. Greenwood	42	122	LLY MD, Mkt Mngr	
27	Steve Cox	Knoxville	J. Turnbull/Walker	130	232	LLY MD, Mkt Mngr	
28	Steve Cox	Knoxville	J.N. Yong	84	409	LLY MD, TL, Mkt Mngr	
29	Steve Cox	Knoxville	A. Garatli/NP's	85	466	LLY MD, Endo, Mkt Mngr	