

# MARKET RESEARCH MASTER PLAN

## ZYPREXA AND THE PCP MARKET

### TEAM OBJECTIVE

Develop the strategic marketing strategy for selling Zyprexa to Primary Care Physicians.

- Understand PCP market needs
- Identify PCP market segments
- Develop message to PCP segments that maximizes Zyprexa uptake
- Ensure PCP clinical experience with and consequent increase SOM, \$ and volume sales, increase Rx of Zyprexa

### TEAM MEMBERSHIP

Core Team:

- Market Research – Zohar Porat, Diana Caldwell
- Medical – Dr. Donald Hay, Dr. Dan Hurley
- Brand – Mike Bandick, Jim Delisle

Key Partners:

- Brand – Jack Jordan, DTP team
- B2B – Katherine Lester
- GSW – Ad agency
- Market Research Tech Corps – Maqbul Jamil
- Sales Force Operations – Grady Grant, Barry Midkiff
- MD and MLR

### KEY MILESTONES

• 10/30/00 – PCP Launch	• 3/12-16/01 – National Sales Meeting
• 1/26/01 – PCP Summit	• 6/5/01 – PCIM
• 2/22-22/01 – PCIM	• 9/18-20/01 – PCIM

### MARKET RESEARCH PLAN

- Tracking studies ongoing
  - Internal using PCS data; weekly n/a
  - Internal using IMS data; monthly beginning in January 2001 \$10,000 set up + \$2000/mo
- Tracking studies of PCP drug and disease state awareness
  - October baseline study completed
  - April 2001 Wave II \$40,000
- Field Checks
  - Qualitative study with sales reps and DMs \$14,000
  - Qualitative study with PCPs who have heard 1 message \$14,000
  - A Day in the Life of Viva Zyprexa n/a
- Message Recall
  - IVR/Fastape with sales reps ~\$35,000
  - IVR/Fastape with PCPs ~\$50,000
- Pre-Segmentation Focus Groups with PCPs \$55,000
- Pre-Segmentation iterative qualitative IDIs with PCPs \$15,000
- Pre-Segmentation iterative qualitative IDIs with thought leaders, advocacy groups \$20,000
- Cost-Benefit Analysis for target PCPs ~\$40,000
- Quantitative Segmentation study (Attitude, Needs Survey; Lifestyle, Psycho Info Overlay) ~\$50,000
- Qualitative Validation \$60,000

### ROLES & RESPONSIBILITIES

- Brand/Market Research -- Ensure that market research is aligned with business decisions to be made, with Envision, and with LTC, Bipolar, core molecule, redacted
- Market Research – Determine and coordinate research design and analysis plan; provide research results and recommendations to Brand Team
- Brand – Provide input and direction to Market Research throughout project; provide marketing strategies and materials as needed to complete research
- Key Partners – Consult core team on area of expertise to aid in research and strategy implementation

### SUCCESS MEASURES

- Incremental \$61 million in sales in 2001
- Increased SOM, \$ and volume sales, increased NRx and TRx of Zyprexa
- Mitigated Payor issues
- Successful transfer of strategy to sales implementation team as measured by VOC, primary research results with Sales
- Successful DTP campaigns as determined by Response Models