

III. Research Options/Projects
A. Global Zyprexa Health Outcomes Team

Project Priority	Objective	Cost Range				Timing	02	01	Value Proposition	Priority Area	TOTAL COST
		00	01	02	03						
ZPT Health Outcomes Budgeted Projects - '00											
1	UK Scap	Naturalistic typical vs. atypical comparisons; additional Zyprexa specific comparisons (n = 600)	Start: Q399 End: Q403	\$350K - ZPT \$320K - UK \$370K - GHOR	\$350K - ZPT \$320K - UK \$370K - GHOR	\$350K - ZPT \$320K - UK \$370K - GHOR		2-4	1-5	\$1,050K	
2	SCAP Pooling	Naturalistic typical vs. atypical comparisons; additional Zyprexa specific comparisons (n = 600)	Start: Q399 End: Q403	\$200K	\$200K	\$150K		2-4	1-5	\$550K	
3	European Nat. Study - France	Naturalistic typical vs. atypical comparisons; Implications of restricted access	Start: '00 End: '01-'02	\$200K - ZPT \$150K - France	\$150K - ZPT \$150K - France	\$50K - ZPT \$50K - France		2-5	1-5	\$400K	
4	Database Analyses	Naturalistic Zyprexa vs. typical and Zyprexa vs. Risperidone comparisons	Start: '00, 01, 02 End: '01, 02, 03	\$150K	\$300K	\$450K		3,4	1,2,4,5	\$900K	
Total				\$900K	\$1,000K	\$1,000K				\$2,900	
ZPT Health Outcomes Buy-Up Projects - '00											
4	Database Analyses	Naturalistic Zyprexa vs. typical and Zyprexa vs. Risperidone comparisons	Start: '00, 01, 02 End: '01, 02, 03	\$650K	\$500K	\$350K		3,4	1,2,4,5	\$1,500K	
5	European Nat. Study - Germany	Naturalistic typical vs. atypical comparisons; Implications of restricted access	Start: '01 End: '01-'03	\$200K - ZPT \$150K - Ger.	\$150K - ZPT \$150K - Ger.	\$50K - ZPT \$50K - Ger.		2-5	1-5	\$400K	
6	European Nat. Study - the Netherlands	Naturalistic typical vs. atypical comparisons; Implications of restricted access	Start: '01 End: '01-'03	\$30K - ZPT \$55K - Neth.	\$20K - ZPT \$65K - Neth.	\$10K - ZPT \$75K - Neth.		2-5	1-5	\$60K	
8	Emerging Market QOL Study	Zyprexa vs typical comparison of clinical, QOL, reintegration, and cost end points	Start: '00 End: '01-'02	\$200K - ZPT \$TBD - Aff./Reg.	\$200K - ZPT \$TBD - Aff./Reg.	\$200K - ZPT \$TBD - Aff./Reg.		2,4	2-4	\$600K	
9	European Nat. Study - Sweden	Naturalistic typical vs. atypical comparisons; Implications of restricted access	Start: '01 End: '01-'03	\$30K - ZPT \$55K - Sweden	\$20K - ZPT \$65K - Sweden	\$10K - ZPT \$75K - Sweden		2-5	1-5	\$60K	
10	European Nat. Study - Belgium	Naturalistic typical vs. atypical comparisons; Implications of restricted access	Start: '01 End: '01-'03	\$30K - ZPT \$55K - Belgium	\$20K - ZPT \$65K - Belgium	\$10K - ZPT \$75K - Belgium		2-5	1-5	\$60K	
11	EUROPA	HO comparisons of Zyprexa and typical/atypicals in Spain - inpatient setting	Start: 99 End: 01	\$25K - ZPT \$400K - Spain	\$50K	-		2-4	1-5	\$75K	
12	EFESO	HO comparisons of Zyprexa and typical/atypicals in Spain - outpatient setting	Start: 97 End: 00	\$25K - ZPT \$25K - Spain	-	-		2-4	1-5	\$25K	
13	BCAP	Naturalistic comparison of treatments for bipolar disorder	Start: '00 End: '07	\$150K	\$500K	\$500K		2-4	7	\$1,150K	
14	Bipolar Database Analysis	Naturalistic comparison of treatments for bipolar disorder	Start: '00, 01, 02 End: '01, 02, 03	\$150K	\$250K	\$250K		1,3,4	7	\$650K	
Total				\$1,490K	\$1,710K	\$1,380K				\$4,580	
Total - Budgeted and Buy-up				\$2,390K	\$2,710K	\$2,380K				\$7,480K	

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A. Global Zyprexa Health Outcomes Team

Project Priority	Objective	Timing	Cost Range			Value Proposition	Priority Area	TOTAL COST
			00	01	02			
GEA Zyprexa Health Outcomes Budget								
1	UK Scap	Start: Q399 End: Q403	\$350K - ZPT \$320K - UK \$370K - GHOR	\$350K - ZPT \$320K - UK \$370K - GHOR	\$350K - ZPT \$320K - UK \$370K - GHOR	2-4	1-5	\$1,110K
1	ASCAP	Start: '98 End: '03	\$300K - Aus. \$150K-GHOR	\$300K - Aus. \$150K-GHOR	\$300K - Aus. \$150K-GHOR	2-4	1-5	\$450K
7	Japan Model/Naturalistic Data	Start: '00 End: '01-'02	\$200K	\$200K	\$200K	1-4	1-5	\$600K
15	European Budget Model/Adaptation	Start:'00 End: '00	\$35K - UK \$15K - GHOR	-	-	2,4	2-4	\$15K
16	European Bipolar COT/ilt review	Start: '00 End: '00	\$75K	-	-	1	7	\$75K
17	Bipolar QOL instrument development	Start: '00 End: '02	\$100K	\$100K	\$100K	2	7	\$300K
-	Bipolar budget model adaptation	Start: '01 End: '01	-	\$200K - Aff. \$100K-GHOR	-	2,4	7	\$100K
Total			\$910K	\$920K	\$820K			\$2,650

Value Statements

1. These disorders devastate individuals, families, and society
2. Zyprexa improves patient functioning and quality of life
3. Zyprexa promotes compliance and ease of use
4. Zyprexa provides superior effectiveness at equal or reduced total costs
5. Restricted access results in negative outcomes

Priorities

1. Risperidone response
2. Conversion/access
3. Reintegration/QoL
4. Customer/Country specific research
5. Compliance
6. Elderly
7. Bipolar
8. New competitors

III. Research Options/Projects
B. US Zyprexa Health Outcomes Team

	Research Question/Potential Message	Value Prop	Timing	'00 Cost	TOTAL COST
Pri	On-going				
1	<p>SCAP</p> <p>1. Using a prospective, non-randomized design, what are the therapeutic, cost and functional outcomes of olanzapine therapy versus other medication and non-medication therapies?</p>	1-5	Start: 3/97 End: 2004	\$ 2,809K	\$ 13,434K
2	<p>HGGD</p> <p>1. Using a randomized prospective naturalistic design, what is the cost-effectiveness of treatment with olanzapine versus mandated therapy with conventional agents and versus risperidone therapy in a representative schizophrenic patient population observed over a one-year interval?</p> <p>2. Is olanzapine therapy associated with superior therapeutic and functional outcomes (vocational functioning, social functioning, quality of life) in a representative population of schizophrenic patients?</p>	1-5	Start: 12/97 End: 6/01	\$ 5,000K	\$ 14,000K
3	<p>Functioning and Vocational Outcomes (Bond)</p> <p>This study will build upon the findings from a Lilly-funded pilot study that examined the impact of olanzapine on the role functioning of clients with schizophrenia who are receiving state-of-the-art rehabilitation services and assistance in obtaining employment through a comprehensive psychiatric rehabilitation program. The new and larger study will also provide information about the interactions between antipsychotic medication use (olanzapine versus risperidone versus conventionals) and two different models of psychiatric vocational rehabilitation. Importantly, it will be the first study to specifically address the effects of olanzapine on neuropsychological functioning, and the implication of these effects on "real-world" community functioning (e.g., vocational outcomes).</p>	3	Start: 6/99 End: 6/01	\$ 220K	\$ 600K
4	<p>5 state Medicaid (Medstat)</p> <p>1. What is the economic burden of illness associated with care for bipolar illness and schizophrenia in 5 state Medicaid programs?</p> <p>2. What economic and medication utilization outcomes follow from treatment for bipolar illness with olanzapine versus other medication therapies (divalproex, lithium, risperidone, haloperidol) in the state Medicaid context?</p> <p>3. What economic and medication utilization outcomes follow from treatment for schizophrenia with olanzapine versus other medication therapies (risperidone, clozapine, conventional antipsychotic drugs)?</p> <p>This new database analysis will be the first study to make use of Medstat's new Medicaid 5 state database, a fully C8up-to-date (through 3Q1998?) and standardized Medicaid database.</p>	4	Start: 3/99 End: 3/00	\$ 35K	\$ 139K
5	<p>McCombs CA follow up</p> <p>Compared to other medication treatments, Zyprexa is more cost-effective in treating schizophrenia in the California Medicaid system</p>	4, 5	Start: 5/99 End: 5/00	\$ 16K	\$ 140K
6	<p>Medicaid - FL</p> <p>Compared to other treatments, Zyprexa is more cost-effective in the Florida Medicaid system</p>	2, 4	Start: 6/99 End: 5/00	\$ 50K	\$ 100K
6	<p>Medicaid - MA</p> <p>Compared to other treatments, Zyprexa is more cost-effective in the Massachusetts Medicaid system</p>	2, 4	Start: 6/99 End: 5/00	\$ 50K	\$ 100K
6	<p>Medicaid - NY</p> <p>Compared to other treatments, Zyprexa is more cost-effective in the New York Medicaid system</p>	2, 4	Start: 6/99 End: 5/00	\$ 50K	\$ 100K
6	<p>Medicaid - TX</p> <p>Compared to other treatments, Zyprexa is more cost-effective in the Texas Medicaid system</p>	2, 4	Start: 6/99 End: 5/00	\$ 50K	\$ 100K
7	<p>LTC study (Omnicare)</p> <p>This study will be the first to examine the effectiveness of olanzapine for use in the long-term care setting. Schizophrenia and dementia geriatric patients will be included.</p>		Start: 9/99 End: '00	\$ 75K	\$ 175K

III. Research Options/Projects
B. US Zyprexa Health Outcomes Team

	Research Question/Potential Message	Value Prop	Timing	'00 Cost	TOTAL COST
8	Mental Health Outcomes Study (Edell) For dementia patients, pilot work has shown that Zyprexa is superior to Risperdal and Haldol for improving problematic behaviors such as verbal and physical aggression. This study will "drill down" on these results and provide additional information on the magnitude of improvement. The contract will also include a publishable manuscript.	3, 4	Start: 8/99 End: 6/00	\$ 25K	\$ 50K
9	CA Pacific Clinics Study (McCombs) Compared to treatment with Risperdal or conventional antipsychotics, Zyprexa is more cost-effective and associated with clinical and functional/work status benefits in a prospective study of patients with schizophrenia in the Pacific Clinics community mental health care system, Los Angeles County	2-4	Start: '99 End: '01	\$ 144K	\$ 144K
10	Functional Outcomes Study (Weiden) 1. What is the effectiveness of Zyprexa vs. "standard pharmaceutical care" in a work placement treatment program for schizophrenic individuals? 2. What is the relationship of quality of life and functioning to treatment compliance?	2-4	Start: '99 End: '01	\$ 50K	\$ 50K
11	LTC study (Flocka) In a long-term care setting, is Zyprexa more effective than Risperdal for preventing falls, which have impact on patient health, quality of life, staff burden, and cost?	2-4	Start: '99 End: '01	\$ 50K	\$ 100K
(On-going Total)					\$ 8,624K \$ 29,232K
Planned					
12	Bipolar outcomes in managed care Cost, QoL, functioning outcomes (Kaiser)	3, 4	Start: '00 End: '01	\$ 200K	\$ 200K
13	Compliance, Patient Satisfaction, (side-effect burden?) Compared to other antipsychotics and bipolar illness medications, Zyprexa is associated with greater adherence to and persistence with therapy, and with greater patient satisfaction with pharmacotherapy.	2	Start: '00 End: '01	\$ 150K	\$ 300K
14	Risperdal - mild-moderate patient cost-effectiveness Zyprexa is more cost effective than risperidone in treating mild and moderately severe schizophrenia patients	2, 3, 4	Start: '00 End: '01	\$ 150K	\$ 250K
15	Access study I Restricted access (high copays, util. review, off formulary, 2nd line use) to Zyprexa is associated with suboptimal treatment patterns, increased costs, and poorer outcomes. This study will address access issues in a Risperdal preferred access setting.	5	Start: '00 End: '01	\$ 75K	\$ 150K
16	Medicaid studies Zyprexa is cost effective and cost saving in Medicaid populations. - 5 Studies	2, 4	Start: '00 End: '01	\$ 500K	\$ 500K
17	Corrections Compared to other medications, Zyprexa is more cost effective in treating incarcerated populations, and results in a decrease of disruptive behavior without decreasing cognition or alertness.	4, 5	Start: '00 End: '01	\$ 63K	\$ 125K
18	Virginia Zyprexa Survey (Ziegler) Zyprexa has beneficial impacts on cost of care, functional outcomes and patient satisfaction among severely ill dual diagnosis patients (schizophrenia or bipolar illness and comorbid substance abuse) receiving Medicaid or indigent program support.	3, 4	Start: '00 End: '01	\$ 200K	\$ 300K
19	5 Customer based studies Observational studies in specific settings bear out Zyprexa's advantages in cost-effectiveness and other outcomes (e.g., Veterans Administration care).	2-5	Start: '00 End: '01	\$ 500K	\$ 500K
20	Inpt-to-Outpt continuity of Tx Discontinuities in pharmacotherapy are common during the transition from inpatient to outpatient treatment, and are associated with poor outcomes.	2	Start: '00 End: '01	\$ 100K	\$ 150K
21	Bipolar cost-effectiveness As a primary therapy, Zyprexa is more cost-effective than Depakote, Lithium, and Carbamazepine.	1, 3, 4	Start: '00 End: '01	\$ 100K	\$ 150K

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	Research Question/Potential Message	Value Prop	Timing	'00 Cost	TOTAL COST
22	Risperdal - inpatient Zyprexa is more cost effective than risperidone in acute treatment. cost-effectiveness	4	Start: '00 End: '00	\$ 120K	\$ 120K
23	2nd Gen. A/P Budget Model for Schizophrenia	1, 3, 4	Start: '00 End: '00	\$ 75K	\$ 75K
24	Racial & Gender variations in access & benefits structure	5	Start: '00 End: '01	\$ 100K	\$ 150K
25	Quetiapine	2-4	Start: '00 End: '01	\$ 100K	\$ 150K
26	Functioning in incomplete responders - Schizo or Bipolar	3	Start: '00 End: '01	\$ 125K	\$ 175K
27	Substance abuse	3, 4	Start: '00 End: '01	\$ 140K	\$ 275K
28	Family burden & burden of side effects, Schizo & Bipolar	2, 3	Start: '00 End: '01	\$ 115K	\$ 425K
29	Access study II	5	Start: '00 End: '01	\$ 75K	\$ 150K
GH	Ziprasidone piggy-back on clinical trial	3, 4	Start: End:	\$ 0K	\$ 0K

Planned Total \$ 2,888K \$ 4,145K

Overall Total - Ongoing and Planned \$ 11,512K \$ 33,377K

III. Research Options/Projects
B. US Zyprexa Health Outcomes Team

Research Question/Potential Message	Value Prop	Timing	'00 Cost	TOTAL COST
Projects requiring scientific support, but no monetary support				
HGFI			\$ 0K	\$ 0K
HGHQ			\$ 0K	\$ 0K
Functional Outcomes Trial			\$ 0K	\$ 0K
Ziprasidone Trial			\$ 0K	\$ 0K
Geriatric - dementia, LTC behavioral outcomes	1, 3, 4		\$ 0K	\$ 0K
Investigator-Initiated Trials			\$ 0K	\$ 0K
PCS			\$ 0K	\$ 0K
Internal Data Analyses			\$ 0K	\$ 0K
Projects to start after 1/2001				
Depot			\$ 0K	\$ 0K
BCAP			\$ 0K	\$ 0K

III. Research Options/Projects
C. Australia Health Outcomes Research

Objective	Timing	Cost Range			Value Proposition	TOTAL COST
		99	00	01		
Australia Health Outcomes Research						
A - SCAP	Start: 98 End: 03	\$200K - Aus. \$100K-GHOR	\$300K - Aus. \$150K-GHOR	\$300K - Aus. \$150K-GHOR	\$300K - Aus. \$150K-GHOR	\$1,100K
<i>Total</i>		\$200K	\$300K	\$300K	\$300K	\$1,100K

D. Canada Health Outcomes Research

Objective	Timing	Cost Range			Value Proposition	TOTAL COST
		99	00	01		
Canada Health Outcomes Research						
Quebec DUR	Start: 99 End: ?	\$50K	-	-	-	\$50K
Newfoundland DUR	Start: 99 End: ?	\$36K	\$36K	\$36K	-	\$108K
Alberta DUR	Start: 99 End: ?	\$20-50K	\$20-50K	\$20-50K	\$20-50K	\$140K
<i>Total</i>		\$121K	\$71K	\$71K	\$35K	\$298K