

**Alan Breier**  
04/17/2001 10:50 AM

To: Peter D Feldman/AM/LLY@Lilly, Nadia Fontaine/AM/LLY@Lilly, Karena Meehan/AM/LLY@Lilly, Timothy F Parshall/AM/LLY@Lilly, Jeffrey T Ramsey/AM/LLY@Lilly  
cc:  
Subject: Re: Zyprexa publications and data mining

thoughts about actions????

----- Forwarded by Alan Breier/AM/LLY on 04/17/01 10:50 AM -----

**Bryce D Carmine**  
04/17/01 07:47 AM

To: Alan Breier/AM/LLY@Lilly  
cc: John C Lechleiter/AM/LLY@Lilly, Albertus VanDenBergh/EMA/LLY@Lilly, Alfonso G Zulueta/AP/LLY@Lilly  
Subject: Re: Zyprexa publications and data mining

**Alan,**

**It is an impressive array of published and to be published work, covering a wide variety of topics.**

**As I looked over it, Alan, here are some very superficial observations:**

- **If I understood it correctly, the study codes that were listed seemed to suggest, one study one publication. Can we make more of each study? This is what we have seen Merck and Pfizer do very well.**
- **When reading the titles (that could be misleading) except for the Japan and country specific health economic or QOC publications, there is little published on country specific data. How can you get your investigation in multi-centre studies to publish their country data as a subset of the total trial?**
- **Is your marketing message reflected in the publications? Here's what I took from the titles: weight gain, acutely agitated, adolescents, EPS, behavioral symptoms, cardiac safety, acute psychosis, acute mania maintenance of bipolar. These were the frequently used titles. At least in the titles I didn't see much on positive or negative symptoms efficacy, for instance. My thought here being from the data you have, could you generate publications documenting the superior efficacy, in those parameters you can excel.**

**These are some thoughts that come to mind.**

**Alan, overall I'm impressed with the publication effort you have established. I know from my teams this is a challenging area and one that is very time and resource intensive but has a powerful impact on the market.**

**Bryce Carmine**  
Alan Breier

**Alan Breier**  
04/16/2001 04:22 PM

To: Bryce D Carmine/AM/LLY@Lilly, Alfonso G Zulueta/AP/LLY@Lilly  
cc: Alan Breier/AM/LLY@Lilly, James A Harper/AM/LLY@Lilly, John C Lechleiter/AM/LLY@Lilly, Albertus VanDenBergh/EMA/LLY@Lilly  
Subject: zyprexa publications and data mining

Bryce and Chito,

ZY 2230 1860

I first want to thank you for the healthy challenge and advice concerning the commercialization focus of the Zyprexa Product Team, specifically making sure we are addressing sales force needs with publications, data mining etc. We strive to achieve the correct balance between the immediate market place needs with differentiating data particularly related to efficacy, protecting the molecule with appropriate safety studies (eg, weight gain, hyperglycemia), and longer term R+D programs (eg, depot, new indications). This later goal is important in order to keep our share growing as far into patent life (2011) as possible.

We are best positioned to strike the right balance among our priorities if we continue to receive the quality of advice and consultation we have been receiving from you and other top minds in the Company. Please keep it up!

Below are three attachments summarizing our publications and proposed data mining projects. The first is a list of over 125 full length manuscripts the Team has already published prior to this year. The second attachment contains over 100 recent manuscripts currently in play (ie, under review, ready for submission, etc) including proposed data mining papers. The third attachment is our near term publication plans specifically for Geodon.

It would be very helpful to me if you would review this work (particularly the 2nd and 3rd attachments) with a "fresh set of eyes" and provide feedback in terms of areas we may be missing.

Thanks very much,

Alan

  
Zyprexa Publications to 2000.doc

  
Zyprexa Publications 2001.doc

  
geodon publication plan.pp

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