Lexapro

FY'04

December 3, 2002

Lexapro - FY04

- **Depression Launch Continues**
  - **Message strong / Needs continued reinforcement**
  - **Maintain effort in face of SF expansion**
  - **FY04: LXP = $1.3 Billion**

- **Pre-launch GAD/SAD/Panic**
  - **Awareness goal: >90% in Psych**

- **Launch GAD**

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Lexapro - Launch Goal

Lexapro = #1 SRI

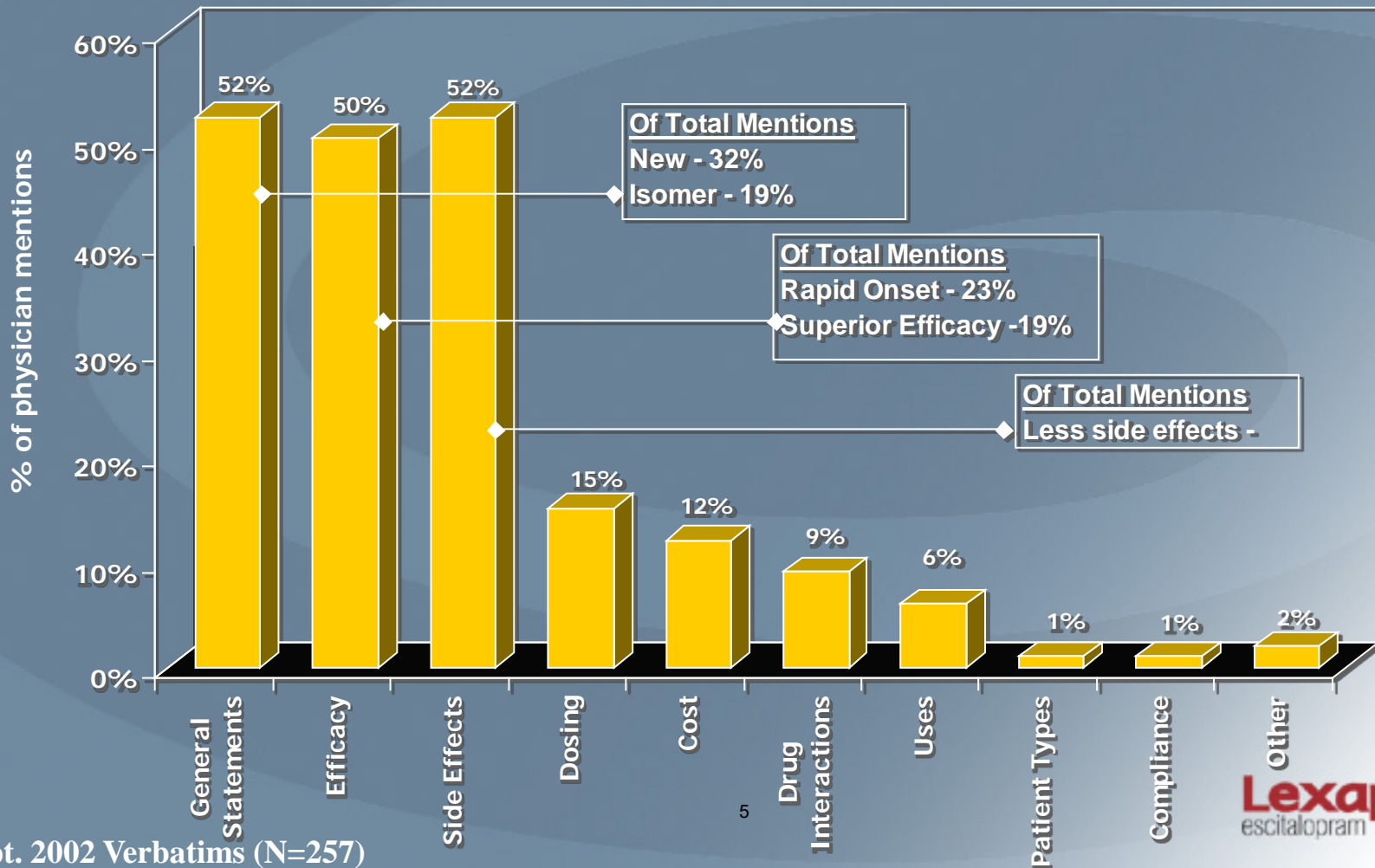# $2,000,000,000 Product Potential

Lexapro - New Goal

Lexapro = #1 SRI w/ >30% Share

**$3,000,000,000
Product Potential**

Lexapro Main Messages

* Sept. 2002 Verbatims (N=257)

Efficacy vs. Side Effects PCPs & Psychs
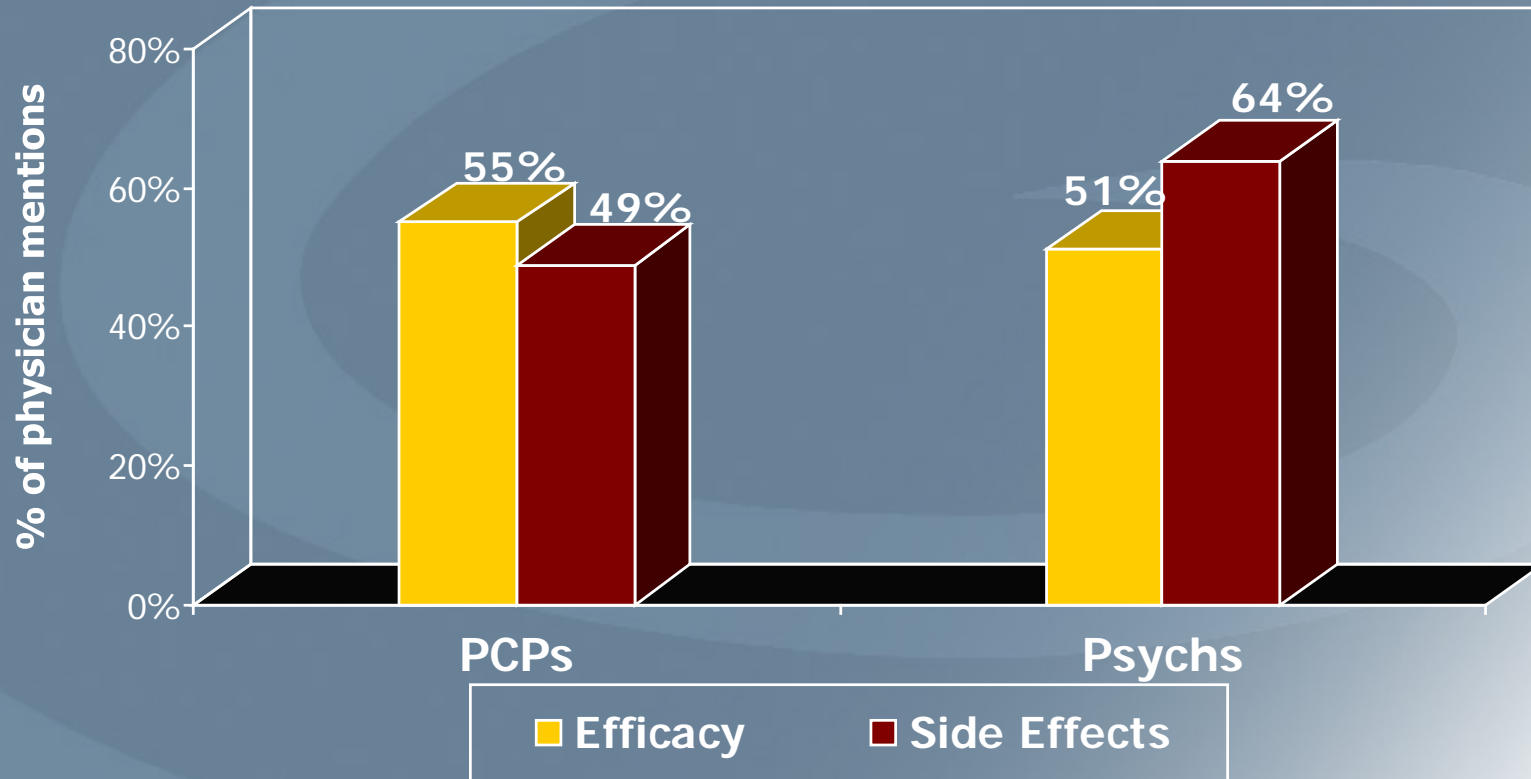
Lexapro Goal & Strategy

Goal = >>30% Share

Overarching Strategy = Market Penetration

(Over)index in all Market Segments

Promotional SOV Leadership

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Lexapro Goal & Strategy

(Over)index in all Market Segments

Maintain SOV Leadership

- **Accelerate Psych penetration**
- **Pre-launch/Launch GAD**
- **Generate geriatric/pediatric data**
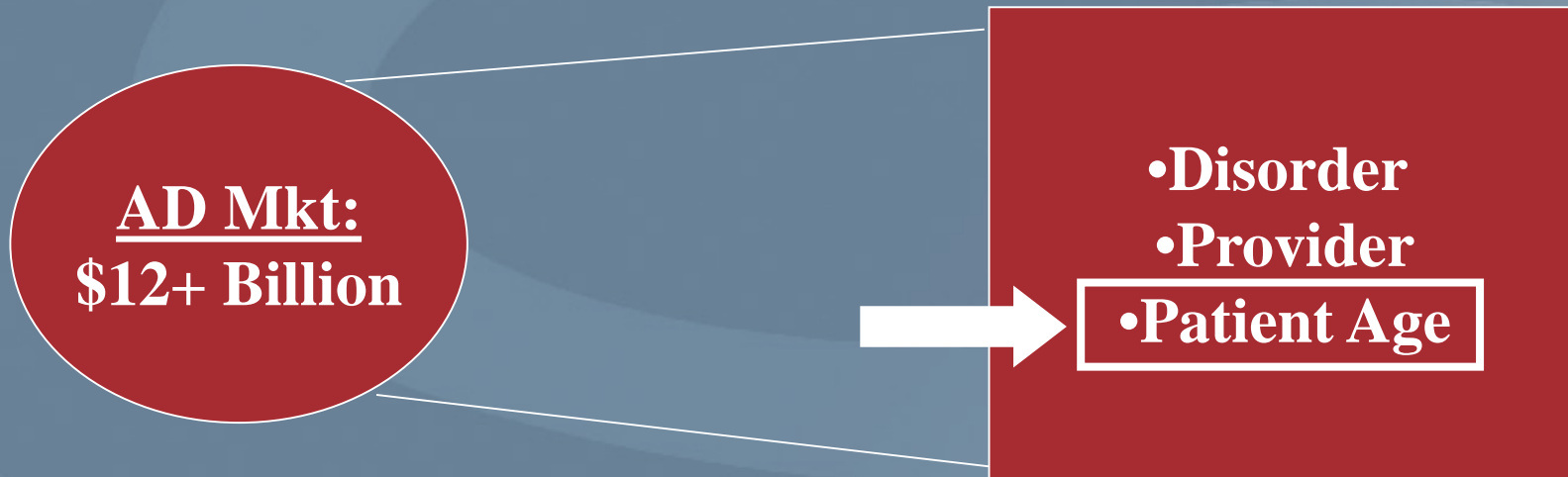- **Secure access & pull through**

- **Increase medical education efforts**
- **Offset expansion disruption**

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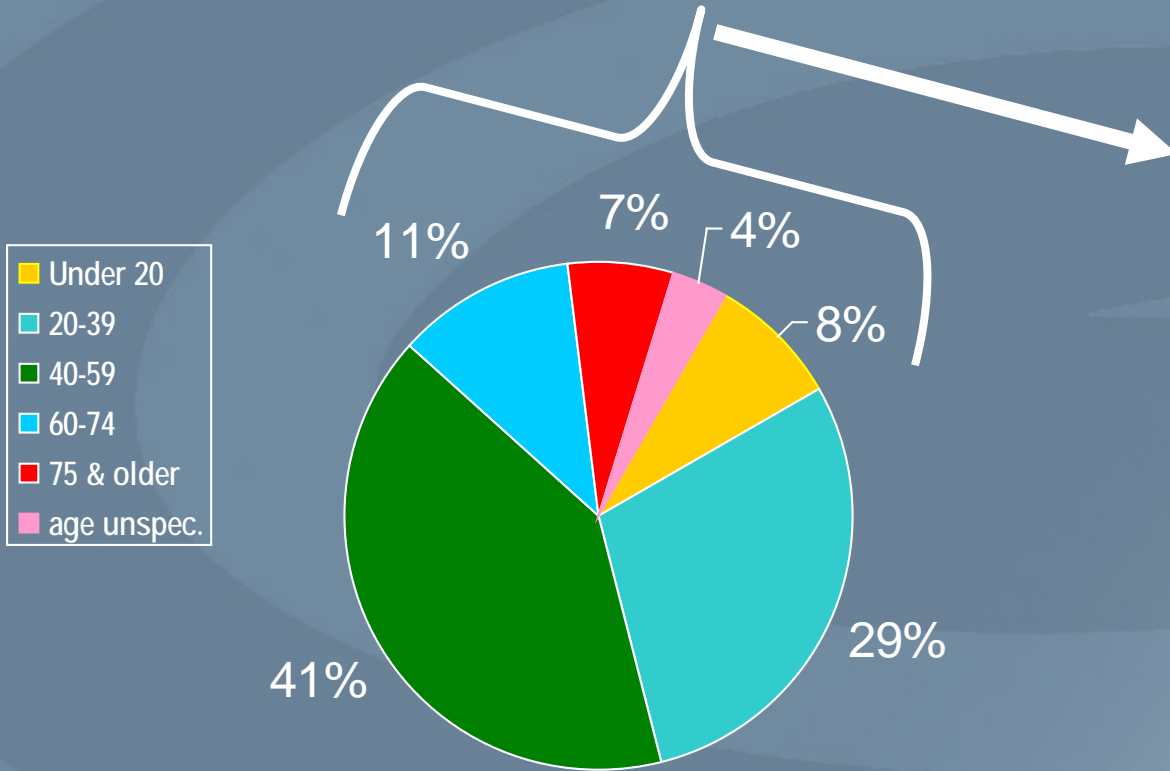escitalopram oxalate

Market Segments:

AD Mkt:
$12+ Billion

- Disorder
- Provider
- Patient Age

SRI Usage by Age
12 months ending July 2002

Legend:
- Under 20
- 20-39
- 40-59
- 60-74
- 75 & older
- age unspec.

11%
7%
4%
8%
29%
41%

Under 20 and over 60 represent **26%** of the market or **$3.12B**

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Source: IMS National Disease & Therapeutic Index

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% Share under 20

Celexa began to Increase - (Wagner data)
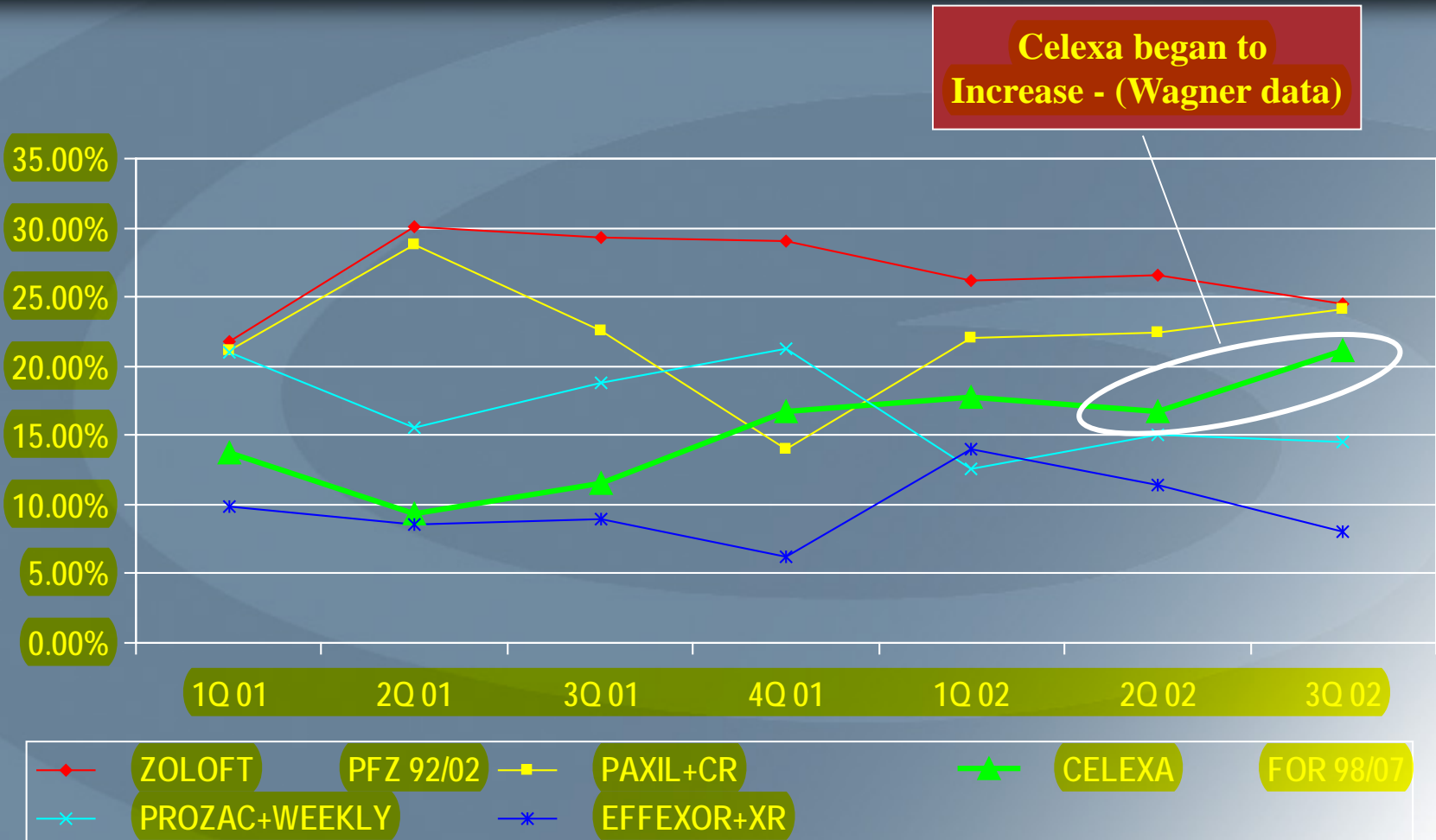
Physician Perceptions: Suitable for Elderly Patients
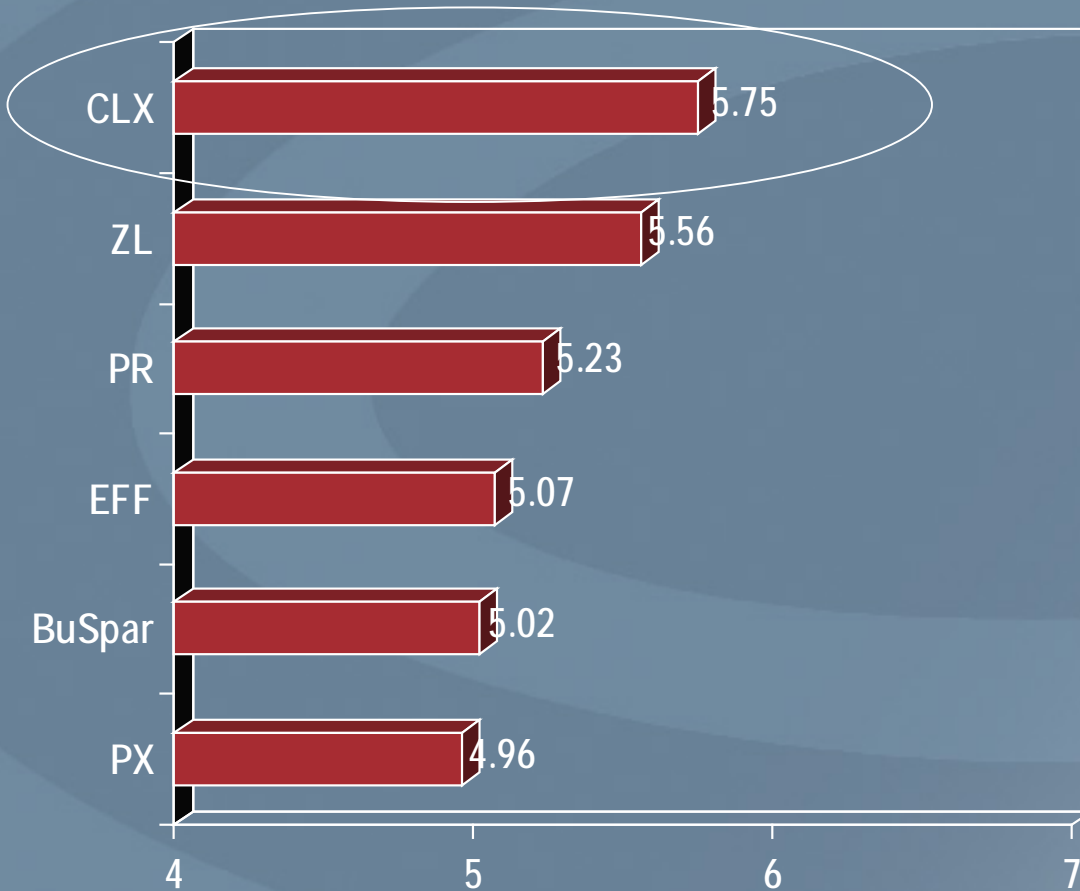
Celexa holds leadership in elderly:
- **Market Share**
- **Perception**

Challenge for LXP:
- **Current lack of data**
- **Labeling**

Bar chart values:
- CLX: 5.75
- ZL: 5.56
- PR: 5.23
- EFF: 5.07
- BuSpar: 5.02
- PX: 4.96

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Overall, among all product mean ratings, a difference of approximately .19 is significant at the 90% level of confidence.†

Lexapro Strategies

- Close the data gap for both <u>Geriatrics</u> and <u>Pediatrics</u>
  - Recommend 3 geriatric trials - discussions underway with clinical & Lundbeck
  - Backup pediatric trial
- Improve labeling
  - File geriatric sNDA (safety)
  - Pediatric development program
- Launch oral liquid (Jan. 03)
- Evaluate 5 mg tablet timing (possibly late FY04)

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Lexapro Goal & Strategy

Goal = >>30% Share

Overarching Strategy = Market Penetration

(Over)index in all Market Segments

Promotional SOV Leadership

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Lexapro Goal & Strategy

Goal = >>3?% Share

Ov...n

Maintain Promotional SOV Leadership

(Over)index in all Market Segments

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Promotional leadership

- To become the dominant leader, continue to lead promotion:
  - **Detailing**
    - **Substantial new data during FY04**
    - **GAD launch**
  - **Samples**
    - **Encourage trial**
  - **Meeting & Events**
    - **Best venue for substantial review of data**
    - **Significant new data**

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SRI Detailing Dollars

Source: IMS Integrated Promotional Services
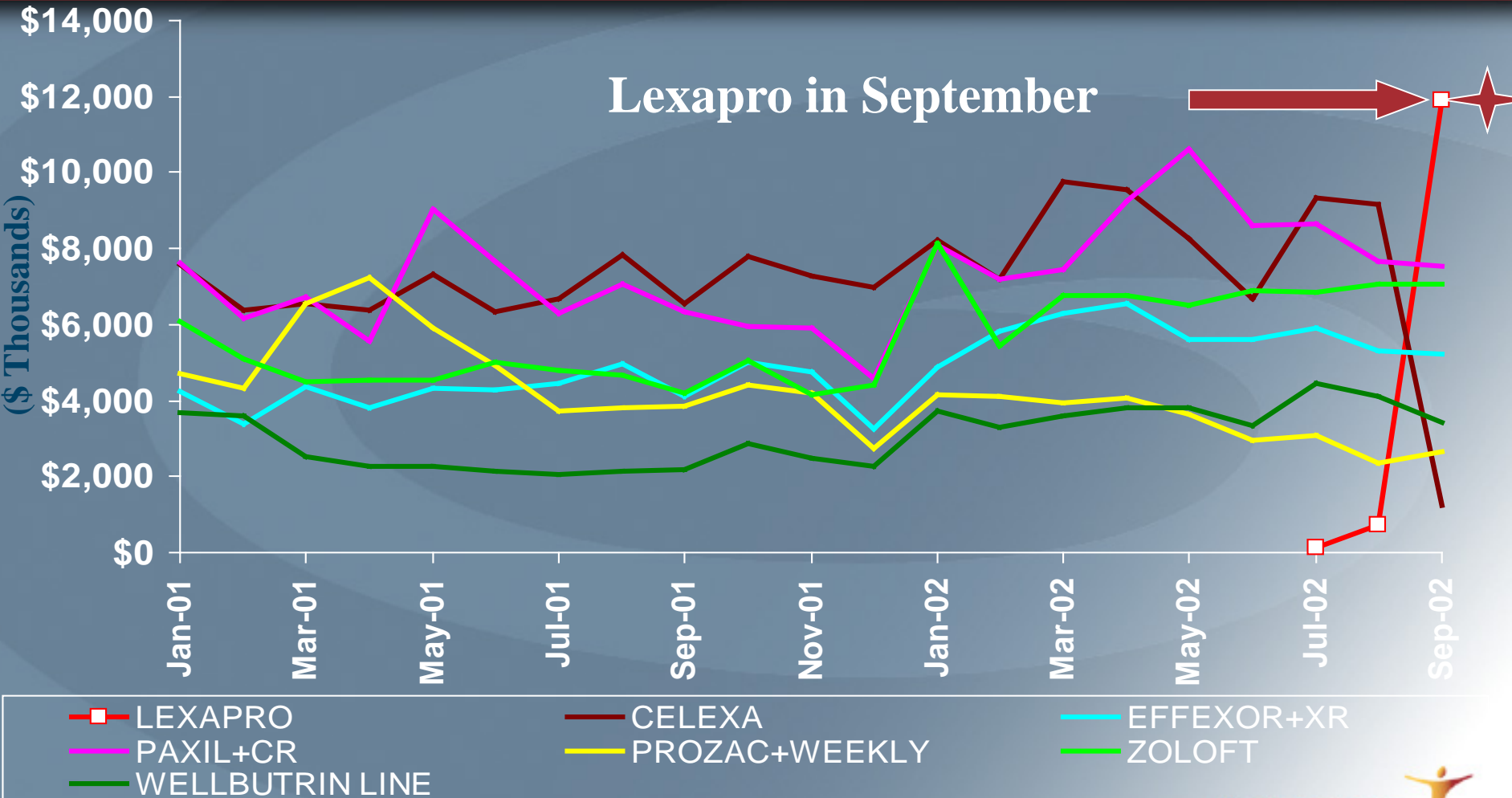
Maintaining SOV during expansion

<u>Strategies:</u>

- – Maintain Current Level of Dtls
- – Augment with non-personal promotion
  - ■ Med Ed (CME)
  - ■ Pre-Launch GAD
  - ■ Public Relations
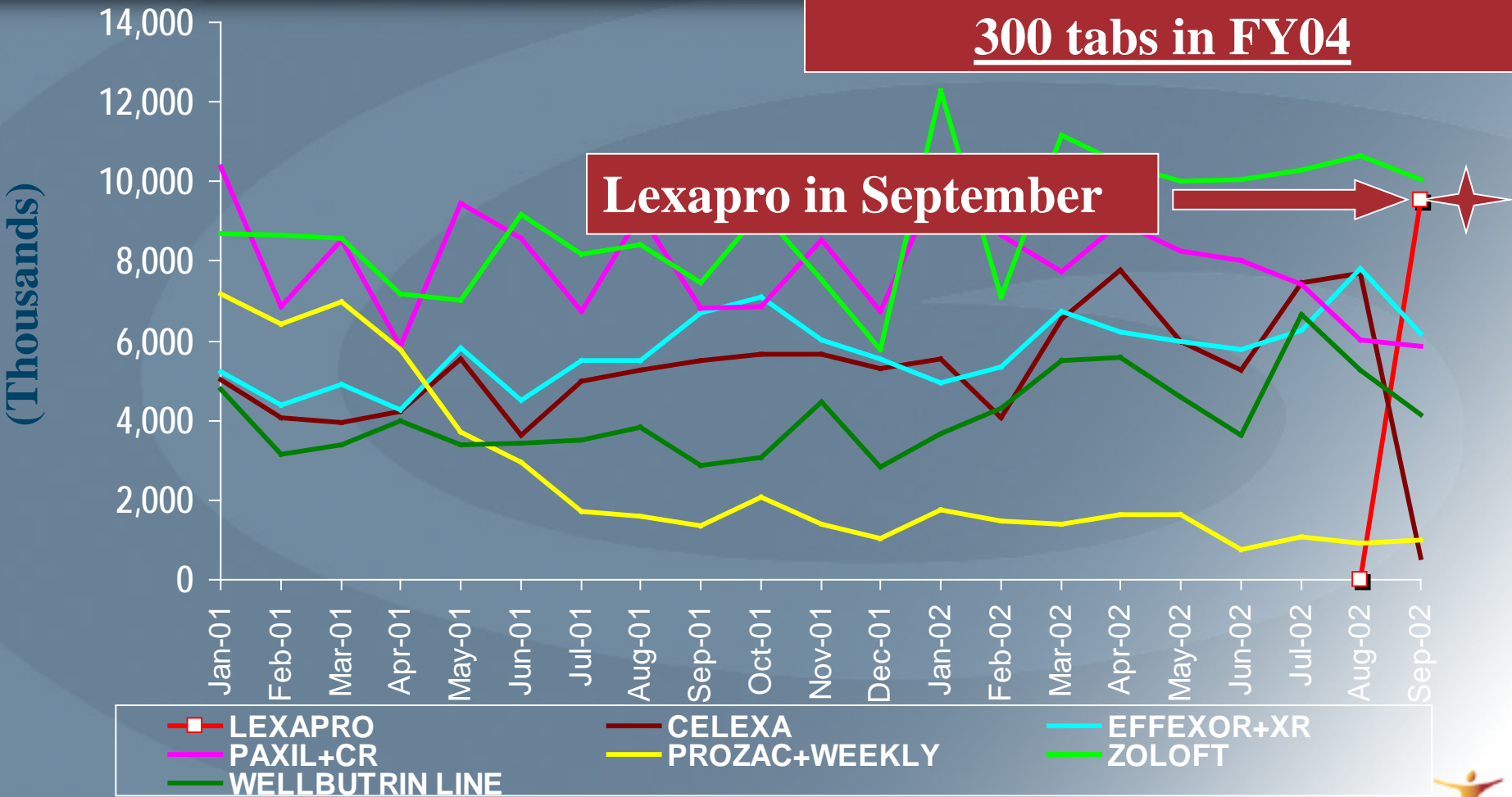 - ■ Data dissemination

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Promotional leadership

■ To become the dominant leader, continue to lead promotion:

– **Detailing**

  ■ **Substantial new data during FY04**

  ■ **GAD launch**

– **Samples**

  ■ **Encourage trial**

– **Meeting & Events**

  ■ **Best venue for substantial review of data**

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SRI Sampling
Extended Units - (Tab/Caps)

Increase from 265 tabs (at launch) to
300 tabs in FY04

Lexapro in September

Chart legend:
- LEXAPRO
- CELEXA
- EFFEXOR+XR
- PAXIL+CR
- PROZAC+WEEKLY
- ZOLOFT
- WELLBUTRIN LINE

Y-axis: (Thousands) — 0 to 14,000

X-axis: Jan-01 through Sep-02

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Source: IMS Integrated Promotional Services

Promotional leadership

- To become the dominant leader, continue to lead promotion:
  - Detailing
    - **Substantial new data during FY04**
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Number of Physician Events

Lexapro in September

Legend:
- LEXAPRO
- CELEXA
- EFFEXOR+XR
- PAXIL+CR
- PROZAC+WEEKLY
- ZOLOFT
- Wellbutrin Line
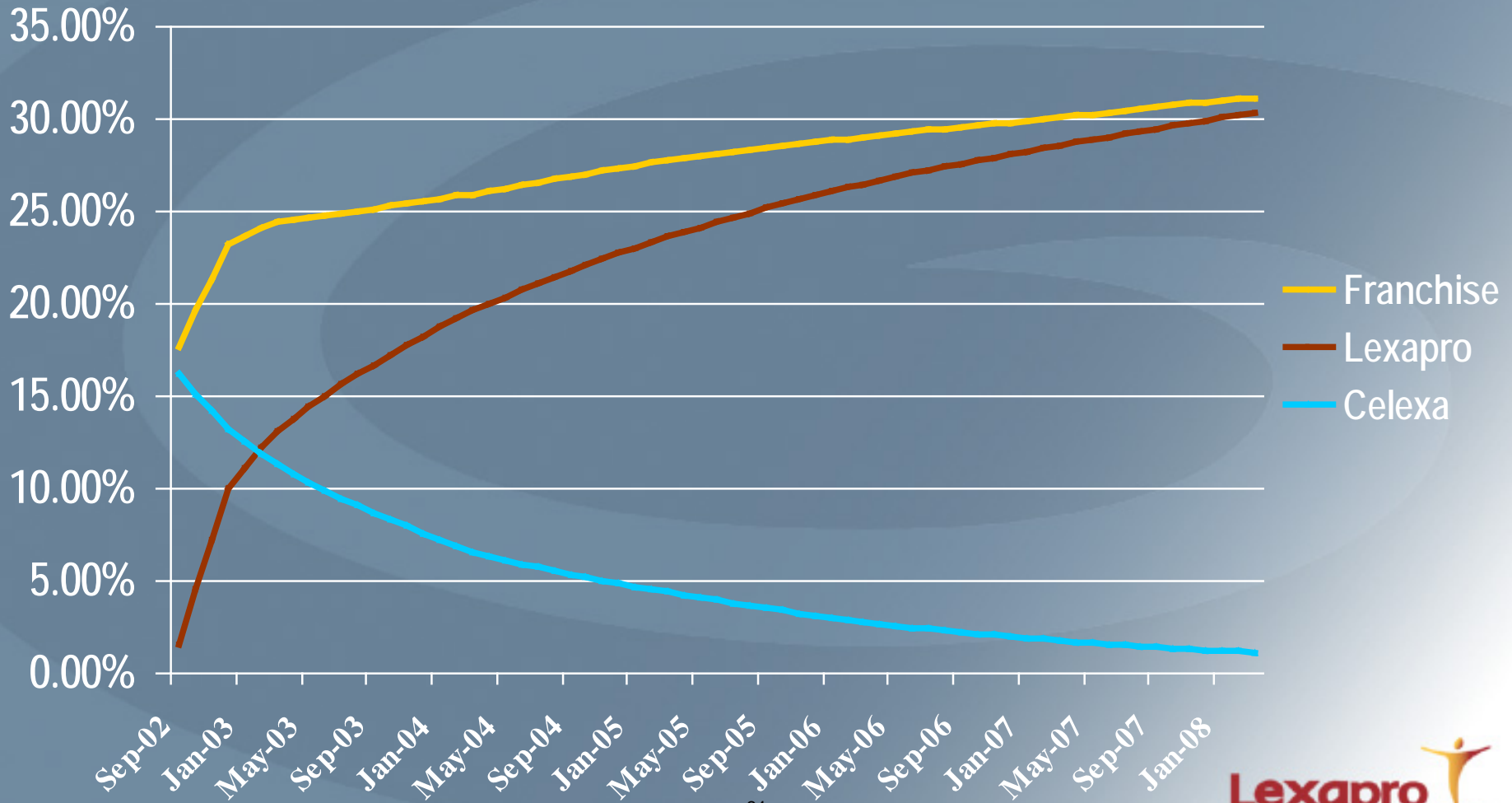
Source: Scott Levin PMEA
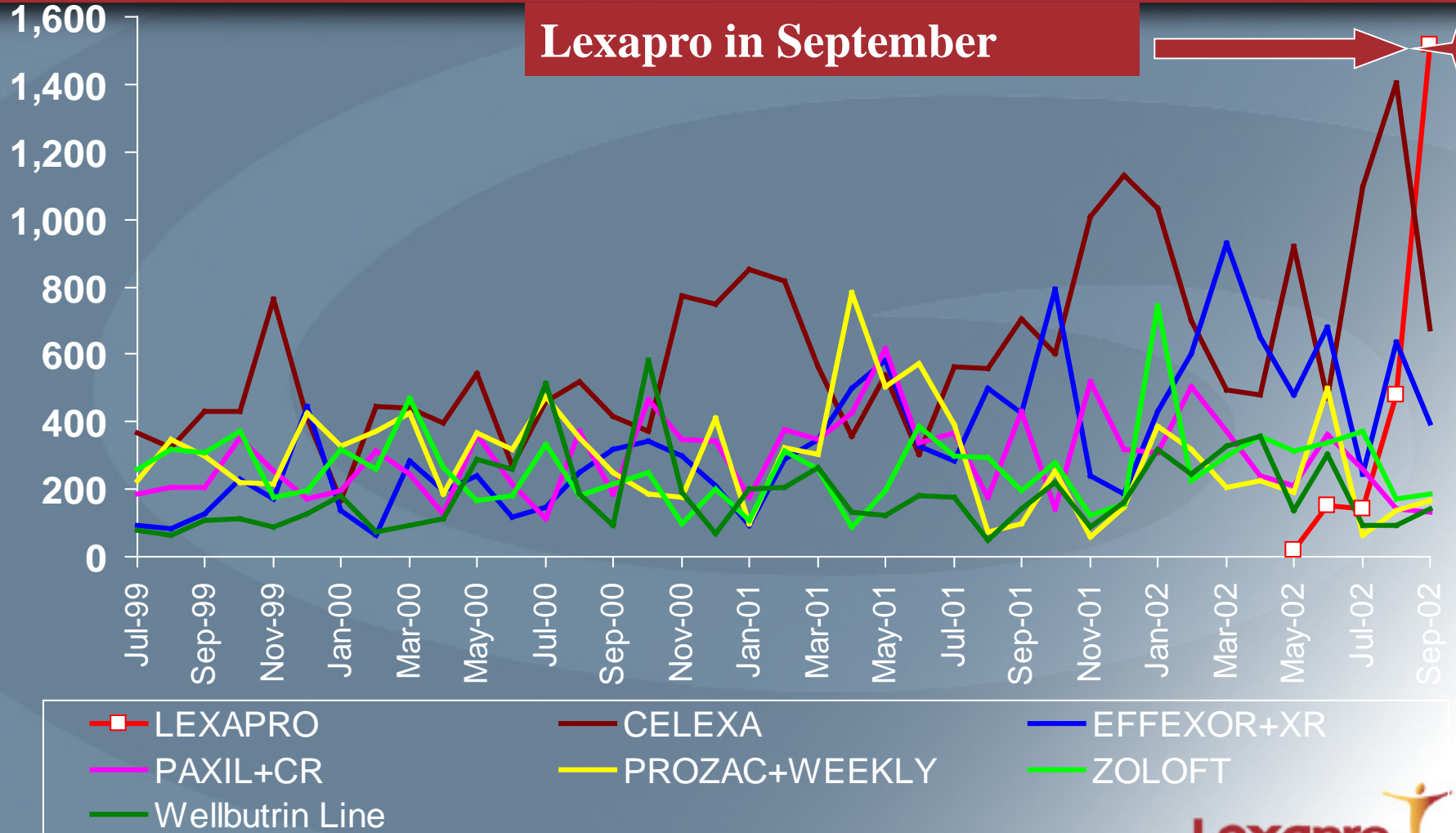
Meeting and Events Strategies

■ Given PhRMa Guidelines:

  – More CME

  – More teleconferences & Peer-Peer
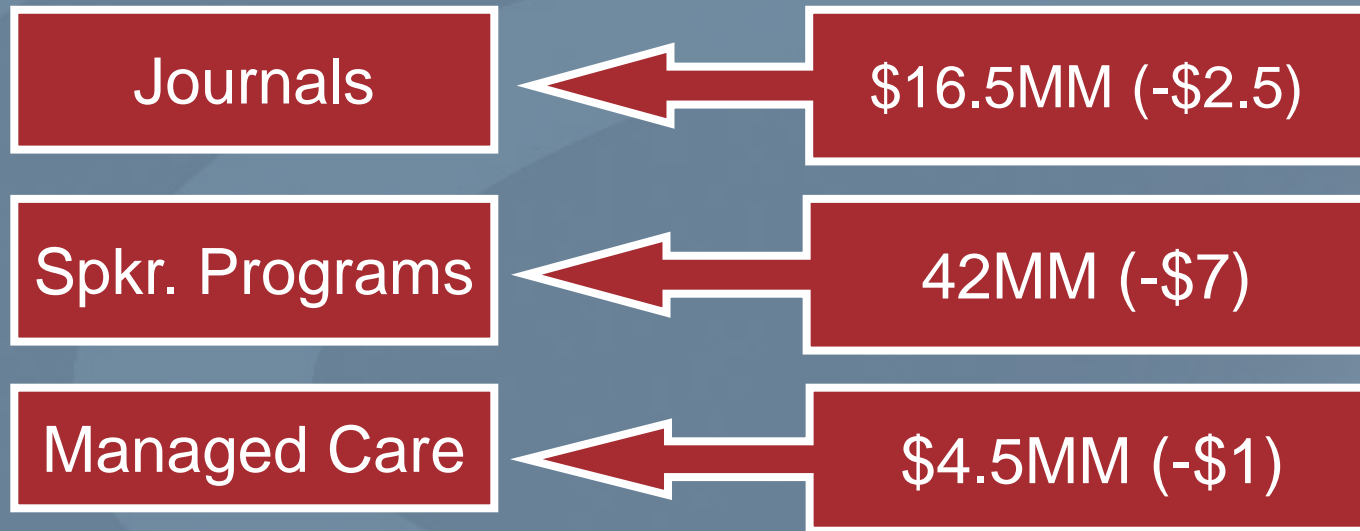
  – Leverage pre-launch of coming indications

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5Yr NRX Share

FY04 Expenses/Investments

Samples	$15MM (+$4)
Tokens	$12MM (+$1)
Targeted Prgrm.	$5MM (+$5)
CME	$12MM (+$2.5)
Lunch & Learn	$19.5MM (+$4.5)
Teleconferences/Peer	$8MM (+$3)
Prof. Relations	$7.6MM (+$4)
Preceptorships	$4MM (+$2.7)

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FY04 Expenses/Reductions

Journals	←	$16.5MM (-$2.5)
Spkr. Programs	←	42MM (-$7)
Managed Care	←	$4.5MM (-$1)

Note: Spkr Programs lower b/c less speaker training required in FY04 than FY03
Does not represent a decrease in promotional lecture funds from FY03

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