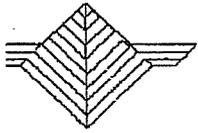


# **Child and Adolescent & Other New Business**

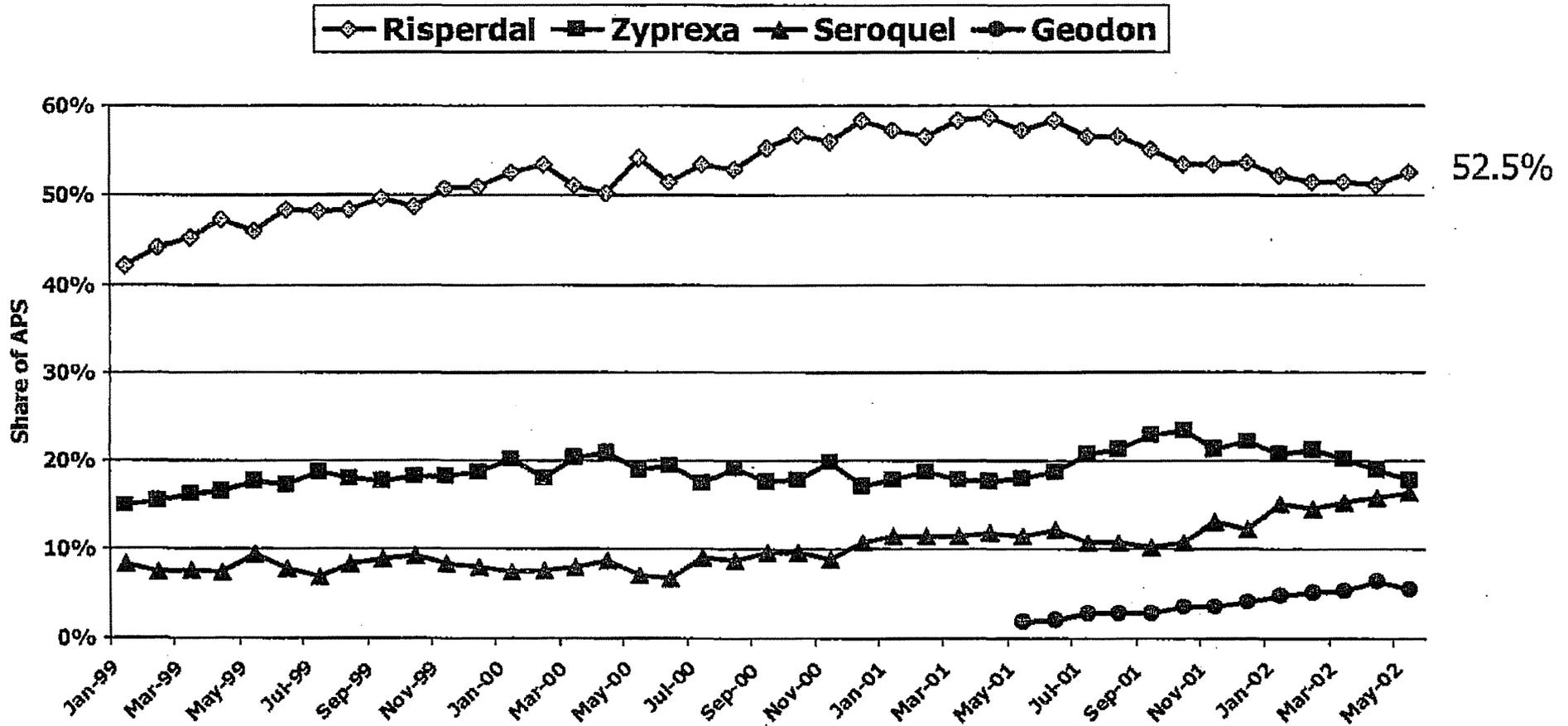
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**2003 Business Plan**  
**July 29, 2002**



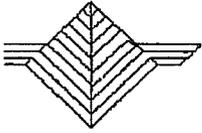
# Antipsychotic Share in Child & Adolescent Market



Subject to legal and regulatory review

Source: IMS Health, NDTI  
Child and adolescent defined as ages 0-17.

2003 Business Plan



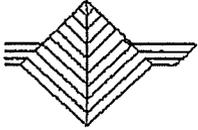
# Lessons Learned

## *Lessons Learned*

- C&A market is becoming increasingly competitive: increased comfort with newer agents
- Prolactin, EPS, TD and weight gain continue to be important issues (especially long-term implications)
- Competitors are driving negative safety and tolerability perceptions for Risperdal (e.g., prolactin)
- C&A market growth has flattened
- Advocacy is seeking to define a public position regarding C&A use of antipsychotics

## *Implications*

- Generation and dissemination of current and future data is essential
- Dissemination of re-analyses of safety databases is critical
- Stigma and lack of education regarding appropriate use of APS in C&A must be addressed
- Opportunities exist for partnerships with advocacy



# SWOT Analysis

## STRENGTHS

- APS market leader in C & A market
- Perceived efficacy advantage:
  - trust and experience with product
- Most data (Relative to Other APS)
- Low dose availability/oral Solution
- KOL support
- Early onset of action

## WEAKNESSES

- Safety perceptions (Prolactin, EPS, TD, Weight Gain)
- Lack of awareness of appropriate dosing
- Lack of promotional platform/indication
- Lack of sedation relative to other APS

## OPPORTUNITIES

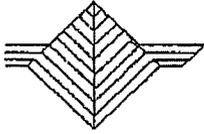
- External data sources (e.g., RUPP)
- Clinical partnerships (e.g., Mass General)
- Under serviced market/unsatisfied market
- Zyprexa safety profile (e.g., metabolic)
- JNJ "pediatric" synergy (MCC, OMP, Alza)
- Better diagnosis (DSM - V, consensus guidelines)
- Advocacy is seeking partnership
- Quicksolv

## THREATS

- Further delay of labeling/exclusivity
- Negative PR regarding use of APS in C&A
- Increased focus of competition on C&A market
- Perceived legal liability by prescribers
- Sensitivity regarding use of APS in C&A
- Emerging clinical data with other APS
- Migration to other classes of drugs

Subject to legal and regulatory review

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# Key Issues

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- Use of psychotropic medications in child and adolescents remains controversial
- Limited education and awareness of appropriate use of APS
- Physician misperception of Risperdal safety profile: driven primarily by increasingly competitive market
- Lack of indication