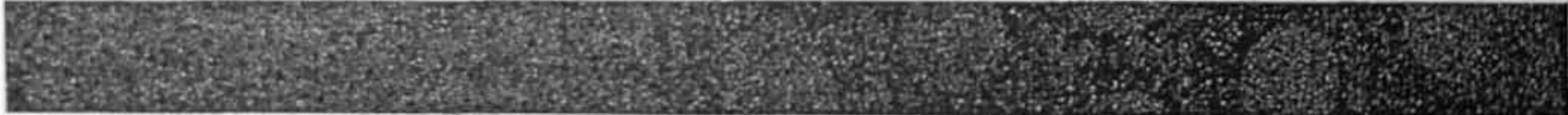
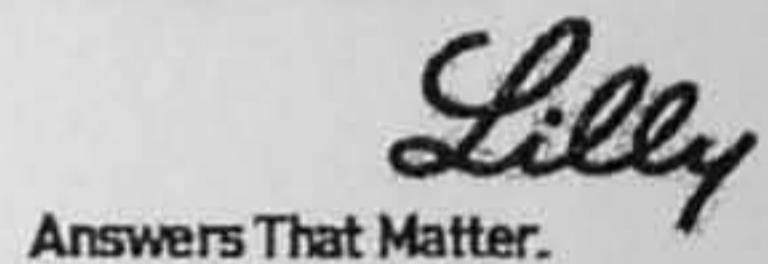




Hyperglycemia/Diabetes: Sell Sheet Implementation

wins if we are distracted into talking about diabetes. So, stand strong against their ploys and answer the

For Internal Use Only
Not For Use In Detailing



Proper implementation is key!

Our goal and focus is on creating a market with Donna. The competition wins if we are distracted into talking about diabetes. So, stand strong against their ploys and answer the AOC concisely and with confidence!

Company Confidential
Copyright © 2001 Eli Lilly and Company

For internal use only. Not for use in detailing.

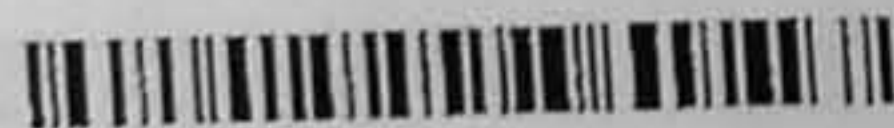
Zyprexa MDL 1596: Confidential-Subject to Protective Order
ZY200

Zyprexa MDL Plaintiff Exhibit No. 01962

Exhibit L, Page 2 of 5
SOA Request for Clarification of
the Court's Order re: Other Drugs
Case No. 3AN-06-5630 CI

1962-001 / 2

1962-002





Handling the Diabetes AOC:

This is a highly competitive driven issue.

Therefore, we will NOT proactively address the diabetes concern, but rather only when it arises from an MD.

If it does, please do the following:

1. Cushion/Clarify the AOC
2. Handle by providing the verbatim
3. Check for agreement, if not satisfied then utilize the sell sheet
4. Restate the verbatim while utilizing the diabetes sell sheet
5. Check for agreement and get back to Donna!

Company Confidential
Copyright © 2001 Eli Lilly and Company

For internal use only. Not for use in detailing.

Zyprexa MDL Plaintiff Exhibit No. 01952

Zyprexa MDL 1596: Confidential-Subject to Protective Order
Z72000877
Page 3

1962-001 / 3

1962-003

Unsealed in Alaska v. Lilly 3AN-06-5630 CIV

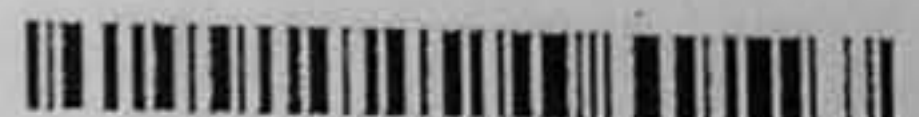


Exhibit L, Page 3 of 5
SOA Request for Clarification of
the Court's Order re: Other Drugs
Case No. 3AN-06-5630 CI

What are the facts to convey and where do you find them within the sell sheet?

1. Diabetes is common in the general population, even reaching epidemic proportions. Moreover, **patients with mental illness are 2-4 times more likely to develop diabetes.** (*Inside cover, "Diabetes is common" section 3*)
2. As the "Diabetes Care" company, Lilly takes this issue very seriously and will continue to offer solutions. (*Not written on the sell sheet but use as a segue to the next point*)
3. When you look at various agents to treat patients with mental illness, the rate of **treatment-emergent diabetes is comparable across agents.** (*Front cover, "Comparable rates..." section 1*)

Correct tone is everything: Stay Confident and Informative

Company Confidential
Copyright © 2001 Eli Lilly and Company

For internal use only. Not for use in detailing.

Zyprexa MDL Plaintiff Exhibit No 01962

Zyprexa MDL 1596: Confidential-Subject to Protective Order
ZY20009677
Page 4

1962-001 / 4

1962-004

Unsealed in Alaska v. Lilly 3AN 06-5630 CIV

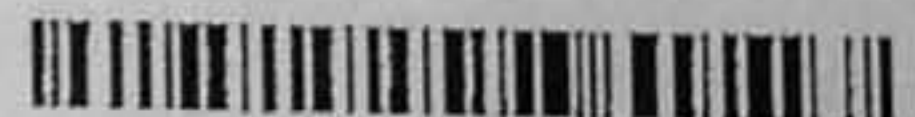


Exhibit L, Page 4 of 5
SOA Request for Clarification of
the Court's Order re: Other Drugs
Case No. 3AN-06-5630 CI

Handling AOC - Other Risk Factors

For customers who ask about Diabetes as it relates to risk factors such as weight, please provide the following verbatim.

1. While there is a relationship between weight (or specifically obesity) and diabetes, it is not exact and constitutes one of many risk factors for diabetes. For example, another is hyperprolactinemia (*Inside cover, "A number of factors..." section 4*)
2. Even among the patients that had substantial weight gain with Zyprexa, over 96% had no glycemic abnormalities at all. (*Inside cover, "Weight gain...." section 2*)

Remember correct tone is critical, Confident and informative!
Our customers just want the facts and reassurance

Company Confidential
Copyright © 2001 Eli Lilly and Company

For internal use only. Not for use in detailing.

Zyprexa MDL 1596/ Exhibit No. 01982

Zyprexa MDL 1596: Confidential-Subject to Protective Order
ZY200098771
Page 8

1962-001 / 5

1962-005

Unsealed in Alaska v. Lilly 3AN 06-5630 CIV



Exhibit L, Page 5 of 5
SOA Request for Clarification of
the Court's Order re: Other Drugs
Case No. 3AN-06-5630 CI