

Neurontin Action Plan - POA2-2004

2004 Goal

- National Goal = Achieve \$2.5 Billion and 15% growth in 2004
- Currently 104% of Budget, GAR = 98.77%. YTD Sales of \$780 million with growth 19.7%

Market Overview

- Neurontin weekly shares are trending up - bottomed in January after declining in 2003.
- Tablet business has increased from 32% to 37% of Neurontin total.
- 75% of targeted PCPs now achieving at least 1800mg. PCPs still slowest to get there.
- Other AEDs growing faster than Neurontin in LTC (16% vs 59%)
- Eisai's new specialty team will promote Zonegran.

Strategies

- 2nd position Detail on every call
- Deliver Consistent 3 Step Message
- Grow LTC business

No calls on Psychs!!!!

Core Message

"NEURONTIN Is a Different Kind of Medication that provides Significant Reduction of the *Burning, Stabbing, and Electric-Shock-Like* Pain of PHN, when dosed up to 600mg TID or Pain Free"

Messaging

- 1) Differentiate Neuropathic pain from Joint/Muscle pain - Describe PHN as one type of Neuropathic pain
- 2) Neurontin is most effective for relieving the pain of PHN
 - a. Sell Rice & Robotham
 - b. Sleep improvements due to pain reduction - esp in LTC
- 3) Titrate to 600mg TID or Pain Free utilizing scored tablets.

Executorial Excellence

- Roll out LTC Kits - set specific metrics for appropriate LTC areas.
- Roundtable programs, Conference Calls

- Re-N-Force letters