

OMNICARE 2000 BUSINESS PLAN

UNCLASSIFIED PRESENTATION 2000 Business Plan.ppt

CONFIDENTIAL OMP 004127

1999 Accomplishments

- ◆ Completed "Risperdal Re-Ignition Program" - Generating over a 50% market share.
- ◆ Completed Portnoy Conference Calls to over 400 Consultant Pharmacists and sending out over 500 audio tapes to provider sites.
- ◆ Worked closely with Eldercare Sales Force in Developing Physician Call Activity Based on Omnicare Generated Lists.
- ◆ Developed Programs for Consultant Pharmacists in Dealing with Obstacles and Overcoming Resistance in Physician Prescribing Habits toward Risperdal.
- ◆ Contractual Terms - List Price
- ◆ Dacon Revised,
- ◆ Levaquin over 50% Market Share.

Lessons Learned

- ◆ Omnicare can run Successful Prospective as well as Retrospective Intervention Programs.
- ◆ Prospective Payment has a major effect on the Pharmacy Provider Market.
- ◆ Omnicare has the Ability to Provide Useful Physician Prescribing Information.

Issues/Challenges for 2000

- ◆ Medicare Drug Bill.
- ◆ Balancing Numerous Product Opportunities and Issues.
- ◆ Continued Pressures Revolving Around Prospective Payment
- ◆ Combining CRO's Under One Umbrella.
- ◆ Contractual Rebate Issues / Past & Present.
- ◆ Positioning of Risperdal on USP Clinical Formulary.
- ◆ Partnership Opportunities.

Strategies/Tactics for 2000

- ◆ Maximize Strategic Brand Shares and Dollars through Contractual Agreement with Omnicare. Education and pull through opportunities should be geared toward:
 - ◆ Chronic Renal Insufficiency with Procrit
 - ◆ Dementia and Schizophrenia with Risperdal.
 - ◆ Pain Management
 - ◆ Anti-Infective Therapy.
- ◆ Coordinate Eldercare, OMP and OBI sales efforts throughout Omnicare's Provider Sites.
- ◆ Assist brand management in decisions made regarding Omnicare.

Strategies/Tactics for 2000

- ◆ Move Risperdal Market Share Over 60% - adjust Tier. Have Risperdal in Preferred Status in both Dementia and Schizophrenia.
- ◆ Develop Protocol For Chronic Renal Insufficiency Initiative with OBI on Procrit.
- ◆ Move Levaquin Market Share to Over 70%.
- ◆ Look at Possible Partnership Opportunities Regarding Omnicare Website.
- ◆ Re-new Confidence in Omnicare CRO Capabilities/
- ◆ Synergize lobbying efforts on Defeating Medicare Drub Bill.
- ◆ European Initiative,