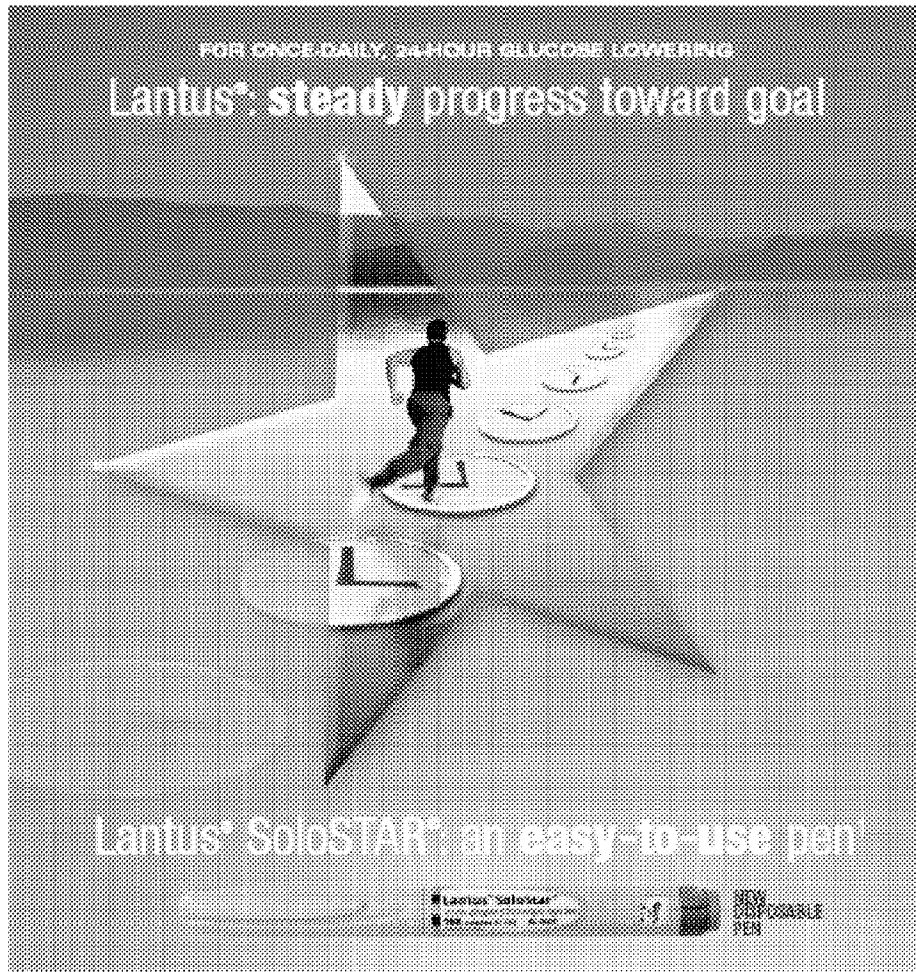


US Lantus SoloSTAR Launch Book, 2007



US Launch Book

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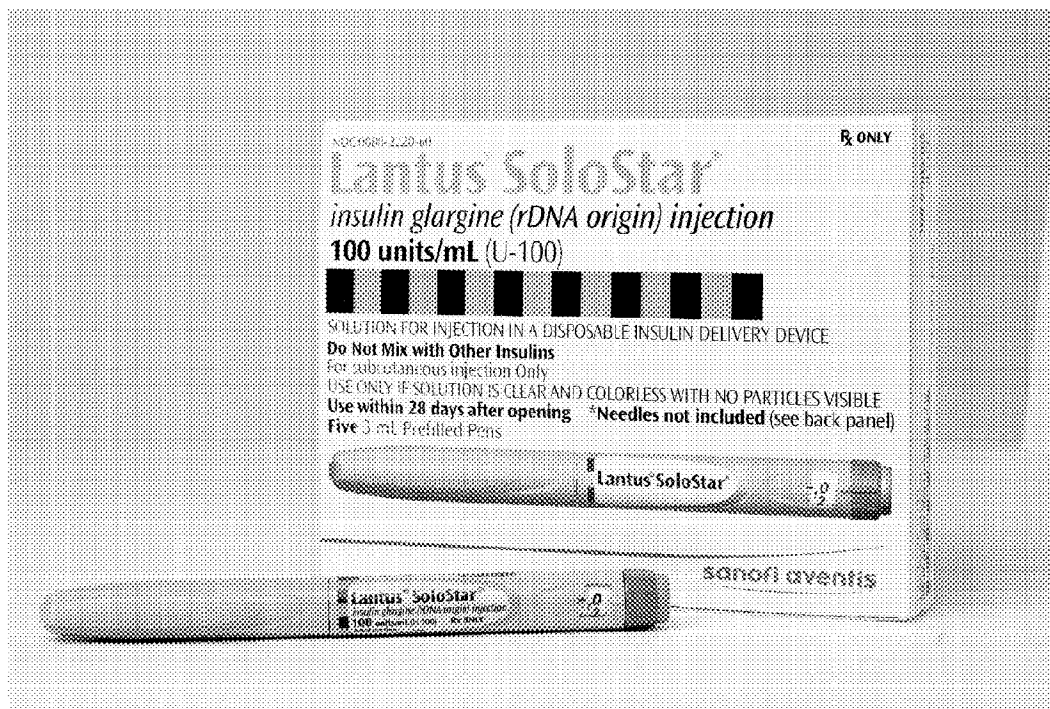
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1 Lantus SoloSTAR is

- The new disposable pen for Lantus
- The product of over 5 years of design, development and industrialization
- An easy to use device, with every feature optimised through interviews and testing with over 1,000 doctors and nurses and over 2,000 patients

SoloSTAR offers the best combination of user-preferred features available on the market (currently this is only supported by data versus FlexPen and Lillypen).



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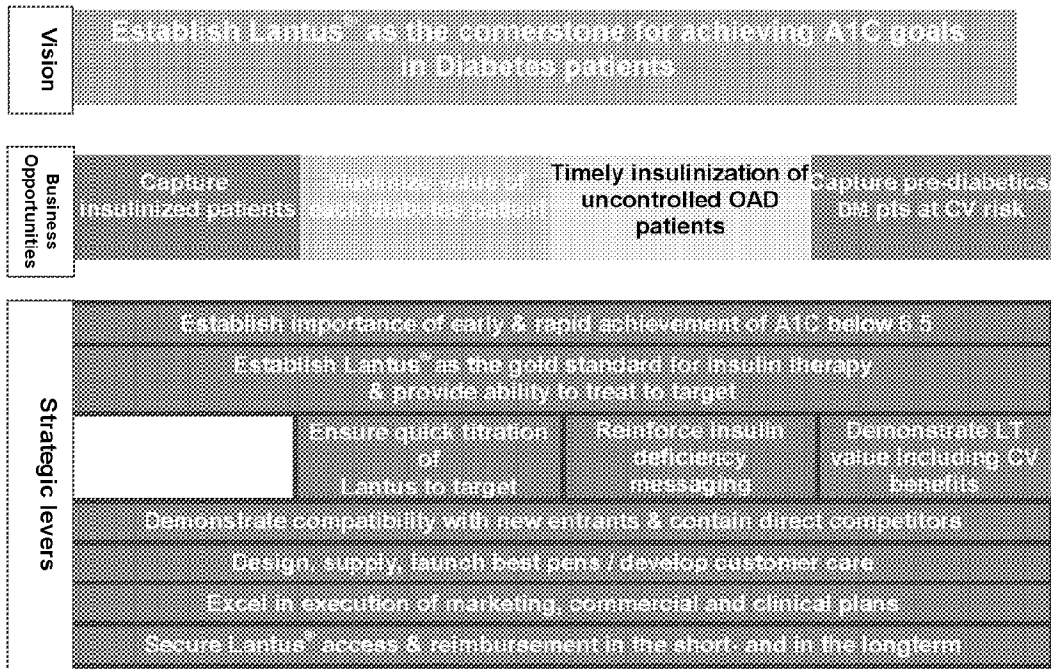
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2 Vision and strategy

Lantus vision: Establish Lantus as the cornerstone for achieving A1C goals in diabetes patients

Lantus[®] Strategy



SoloSTAR vision: Establish SoloSTAR as the preferred pen, supporting the Lantus & Apidra leadership position in the diabetes market

Lantus® SoloSTAR® Strategy

Vision	Establish SoloStar as the preferred pen, supporting the Lantus leadership position in the diabetes market		
Opportunities Business	Lantus: Capture non-Lantus insulinised T1&T2 patients, and new T1 patients	Maximize value of each patient	Timely insulinization of uncontrolled OAD patients (Lantus opportunity)
Strategic Levers	Establish SoloStar as the preferred disposable pen (establish core ease of use plus advantages vs Flexpen/Lillypen)		
	Use Lantus SoloStar to expand the number of HCPs writing Lantus (destroy the Flexpen/Lillypen barrier; increase the number of GPs initiating insulin,...)		
	Use SoloStar as a key addition to, and lever for, programs supporting capture of uncontrolled patients and maximise the value of each patient (dose optimisation, screening & initiation, persistence, training, etc.)		
	Make the 'same, <i>differentiated</i> pen' (SoloStar) a compelling reason to add Apidra SoloStar to Lantus SoloStar for adding or switching rapid insulin		
	Leverage pen portfolio: SoloStar as a part of a portfolio (disposable + reusable choice of solutions) for the patient Leverage diabetes portfolio: SoloStar as the driver to establish portfolio of best basal, best rapid, best pens, best services		

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