


# Market Research Summary: Q1

- Key Findings: Bipolar Strategy
  - Most PCPs state they are uncomfortable treating bipolar, often refer to psychiatrist, but are willing to start pts on med
  - Barriers to treatment are comfort diagnosing bipolar and comfort with meds available
    - Perception of bipolar as an acute and chronic disease, therefore very difficult to treat
  - Zyprexa is not recognized as an available bipolar med ? *Brand equity*
  - Opportunities:
    - Educate about prevalence and acuity of disease
    - Provide screening tools
    - Teach how and why to use Zyprexa
- Key Findings: Wave 3 Attitude and Perception Tracking
  - Zyprexa moved to first place on attribute ratings of effectiveness, safety, side effects, ease of use by MDs and pts
  - Familiarity with Zyprexa significantly changed from wave 1 to wave 3 (82% current)
  - Bipolar treated by 77% of respondents; greatest barrier is diagnostic expertise, then experience with meds, then comfort with pt type

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- Key Findings: Dosing
  - Start low, go slow approach is optimal; don't want to risk over sedation
  -  Redacted
- Key Findings: Weight gain and Diabetes
  - PCPs make no association with Zyprexa<sup>1</sup>
  - Have high comfort treating both
  - Opportunity to manage exists by being *proactive with every customer*, to help them and their pts manage expectations