



# Hyperglycemia/Diabetes: Sell Sheet Implementation

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For Internal Use Only  
Not For Use In Detailing

*Lilly*  
**Answers That Matter.**

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!**

# 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!

# 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*

# 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 glycemc 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***