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# 2002 ZYPREXA EOPs ISSUES MANAGEMENT OVERVIEW

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The Lilly logo is written in a black, cursive script font.

Answers That Matter.

2002 ZYPREXA EOPs ISSUES MANAGEMENT

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# ISSUE MANAGEMENT

## GOALS

“ PROACTIVELY MINIMISE THE IMPACT OF ANY SPECIFIC ISSUE TO THE OVERALL ZYPREXA SALES PERFORMANCE “

1. CREATE EFFECTIVE STRATEGIES & TOOLS
2. SHARE BEST PRACTICES
3. ESTB ISSUE MANAGEMENT TEAMS / LINK  
( Global / Regional / Affiliate )
4. IMPLEMENT STRONG/PROACTIVE ISSUES MANAGEMENT PROCESSES :
  - \* Impactful , standardized , nimble
  - \* Monitoring system w/key event triggers

## 2002 ZYPREXA EOPs ISSUES MANAGEMENT

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# KEY PRIORITIES

1. METABOLIC ISSUES ( lipids/hyperglycaemia/  
diabetes )  
Competitive +

Regulatory

2. WEIGHT CHANGE  
( medicalisation / stigmatisation )

3. COST / ACCESS

## 2002 ZYPREXA EOPs ISSUES MANAGEMENT

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# POSITIONING STATEMENTS

### **WEIGHT CHANGE**

Weight gain can occur with Zyprexa as with other antipsychotics & mood stabilizers. For most patients , this can be managed , allowing them to receive the overwhelming benefits Zyprexa offers.

### **DIABETES**

Diabetes may occur in patients taking antipsychotics and/or mood stabilizers including Zyprexa , at comparable rates , with the possible exception of Clozapine

**LIPIDS** = being developed

### **COST / ACCESS**

Zyprexa provides patients with schizophrenia , superior clinical effectiveness and improved outcomes at lower total treatment costs , compared to other antipsychotics . Zyprexa therefore represents a cost effective treatment alternative in schizophrenia.

# **DIABETES / HYPERGLYCAEMIA STRATEGY**

- 1. Stop Diabetes / Hyperglycaemia from becoming a Top 10 Attribute , influencing prescribing.**
- 2. Increase customer awareness of Diabetes / Hyperglycaemia as an antipsychotic class effect**
- 3. Provide science & solutions to customers for effective management of diabetes**

# WEIGHT CHANGE STRATEGY

1. Move & maintain weight gain caused by antipsychotics out of the top 10 Attributes influencing prescribing.
2. Maximise sales representatives' time to establish Zyprexa as the best antipsychotic which provides dependable control , therapeutic alliance & helping move lives forward

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# RESOURCES AVAILABLE # 1

## ZYPREXA INFONET

([http://mcntelvisappl1.d51.lilly.com/marketplace/Zyprexa/Segments/issues\\_management.htm](http://mcntelvisappl1.d51.lilly.com/marketplace/Zyprexa/Segments/issues_management.htm) )

**WEIGHT CHANGE / DIABETES/LIPIDS / FAQs :**

1. Whats New
2. Positioning Statements
3. Strategy
4. Tactics
5. Best Practices

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# RESOURCES AVAILABLE # 2

## EOPs ISSUES MANAGEMENT TEAM

1. Medical = Padraig Wright
2. Regulatory = John Saunders
3. Corporate Affairs = Frances Beves
4. Health Outcomes = Mickael Lothgren
5. Marketing = Lars Hagen Jensen / Ernie Anand
6. Cohn & Wolfe = Angie Wiles / Penny Read



# RESOURCES AVAILABLE # 3

## KEY STANDBY STATEMENTS

( electronic copies also available from Ernie Anand )

### 1. METABOLIC ISSUES =

( Hyperglycaemia/Diabetes ) = STB ID : 01-168

( European SPC Changes ) = STB ID : 01-207

( Lipids ) = STB ID : 01-169

### 2. WEIGHT CHANGE (medicalisation/stigmatisation) = STB ID : 00-132

### 3. COST / ACCESS : STB ID : being developed

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### TACTICAL RESOURCES AVAILABLE ( VIA ZYPREXA INFONET ) DIABETES/HYPERGLYCAEMIA ; WEIGHT CHANGE ; LIPIDS

1. GRD ( Medical Letter )
2. STB ( Standby statements )
3. Sales Force Verbatims
4. Sales Force Training Materials
5. Publications / Studies
6. Slide Sets /Posters
7. Market Research

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## RECCOMENDATIONS FOR AFFILIATES

1. Establish X Functional Team's ( model on EOPs )
2. Liaise closely with EOPs Team ( key contact = Ernie Anand )
3. **PROACTIVELY** Develop TL programmes
  - a. Identify & then = Speaker and Media Train
  - b. Run special workshops/roundtables/local Advisory Boards with LillyCRPs / onside TL
  - c. Publications / Placed Article Programme ( PR/CA )
  - d. Link to IITs / Research Grant Applications
  - e. Present posters @ International Congresses
4. Share Best Practices ( success/non-success ) / Zyprexa Infonet
5. Ensure **ALL** Sales Management & Representative Teams are fully trained on Issues Strategy & Tactics

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## APPENDIX 1 : KEY SUPPORTING DATA - DIABETES & HYPERGLYCAEMIA

1. Random blood glucose levels in patients with schizophrenia treated with typical & atypical antipsychotic agents : an analysis of data from double blind , randomized controlled clinical trials ( olanzapine clinical trials database cuts ). **Allison et al ( 2001 ) ; Poster Presentation , APA , New Orleans , May 2001**
2. A pharmacoepidemiological study of diabetes mellitus & antipsychotic treatment in the United States ( PCS data cuts ) **Cavazzoni et al ( 2001 ) ; Poster Presentation , NCDEU , Phoenix , May 2001**
3. Diabetes mellitus & antipsychotic treatment in the UK ( UK GPR database cut ) **Cavazzoni et al ( 2002 ) ; Poster Presentation , 11th Biennial Winter Workshop on Schizophrenia , Davos , Switzerland , Feb/March 2002**
4. Use of atypical antipsychotics & the incidence of diabetes : evidence from a claims database ( IMS Lifelink database cuts ) **Lage et al ( 2002 ) ; Poster Presentation , 11th Biennial Winter Workshop on Schizophrenia , Davos , Switzerland , Feb/March 2002**
5. The pharmacovigilance of olanzapine : results of a post-marketing surveillance study on 8858 patients in England **Biswas et al ( 2001 ) ; J Psychopharmacol , vol 15 , pp 265-271**
6. Hyperglycaemia in patients with schizophrenia who are treated with olanzapine **Lindenmayer et al ( 2001 ) ; J Clin Psychopharmacol , vol 21 , pp351-353**
7. Low blood glucose & olanzapine **Budman & Gayer (2001) ; Am J Psych , vol 158 , pp500-501**
8. US Affiliate Diabetes “ SELL SHEETS “ - powerpoint presentation available from Ernie Anand