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03/30/01 07:57 AM

To: PM_ONLY
CC:
Subject: NEW INFORMATION ON HYPERGLYCEMIA/DIABETES

Dear Affiliates,

This hyperglycemia/diabetes document contains NEW INFORMATION on:

1. **Diabetes Speaker Slides**
2. **Global Hyperglycemia Market Research**
3. **GRD (Global Response Document)**
4. **A copy of the US Sell Sheet (not for promotional use)**
5. **Hyperglycemia/Diabetes Standby Statement**

To maximize Zyprexa's success in the market, it is critical that we actively address the issue. Competitive activity around the issue of hyperglycemia and diabetes has increased substantially in recent months and is expected to intensify as Geodon enters the market. The Zyprexa Safety Sub Team has actively been working on this issue so that we can provide you information to refute the issue effectively.

The overall goals of the team are the following:

Goals

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

To meet our goals, we must continue to drive our position around this issue in the minds of our customers. All of the strategy elements and all of the tactics need to be consistent with this position.

Position

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

Strategy

Our strategy, with respect to hyperglycemia and diabetes, has three focal points:

1. *Predict* those patients at risk of developing diabetes
2. *Treat* those that develop diabetes
3. Determine the *mechanism of action* of hyperglycemia/diabetes associated with APs

This strategy is evolving as our understanding about Zyprexa and other psychotropics continues to increase. We must actively position the issue while using the following management tools provided as aggressively as your market warrants.

The communication of this strategy has been directed to both medical and marketing (salesforce and non salesforce) promotion.

Medical

The medical strategy continues to focus on the strategy elements as mentioned above. First, we need to understand predictors of antipsychotic diabetes. Second, we need to look for interventions that prevent

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or treat diabetes. Finally, we need to identify the mechanism of action behind antipsychotic induced diabetes.

Marketing

Non Salesforce

The newest hyperglycemia/diabetes information is now being incorporated into all global customer meetings. The information is also available in medical letters, speaker slide sets and CME programs. Affiliates should continue to incorporate this material into their own local programs. The material will be updated on a continual basis as material is made available.

Market Research:

The Global Market research is a reference for assessing the level of concern about hyperglycemia/diabetes in your geographic area when determining your strategy on how to address it. Additional local market research may be necessary to clarify the importance of the issue in your geography.



Diabetes & antipsychotics summary report

Top Line Findings

- 29% of physicians believe that patients on antipsychotics suffer from diabetes more than the general population.
- 36% of this group believes that diabetes is caused by a specific antipsychotic.
- 81% of this same group associates the increased risk of diabetes with Zyprexa the most and Clozapine second.
- 38% of these physicians will restrict their use of Zyprexa at least "somewhat" due to concerns about diabetes and 21% of physicians restrict their use "considerably".
- Concern about the risk of diabetes is highest in Canada, Spain and the US.

As can be seen by the research, it is most effective to actively communicate the facts about Zyprexa since the perception around diabetes is already affecting the number of prescriptions.

New Hyperglycemia/Diabetes Speaker Slides

Please read the speaker notes that are attached to the slides!



Glycemia Slides Approved 3-26-01.



Glycemia CTD abstract.ppt

Findings:



Patrizia letter for slides.doc

When:

- Slide set: KOLs and field physicians

How:

- The slide set should be used by KOLs and field physicians to present the data to

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groups of health care professionals.

Where:

- The slide set should be immediately incorporated into all slide presentations on Zyprexa.
- The slide set can also be used by field physicians in dinner speaker program presentations.

Updated GRD (medical letter)



New GRD 3-21-01.doc

When:

- GRD (medical letter): Requested by sales reps

How:

- The GRD is used to respond to unsolicited requests by physicians concerning hyperglycemia/diabetes that cannot be answered by a sales rep and a promotional piece.

Where:

- The GRD is sent out by Lilly Medical to physicians who need information regarding hyperglycemia/diabetes which a sales reps cannot provide.

Standby Statement:



Zyprexa Hyperglycemia Standby.d

When:

- When questioned by the media with regards to hyperglycemia/diabetes.

How:

- The Standby Statement should be used to response to queries from the media regarding hyperglycemia/diabetes.

Where:

- The Standby Statement should be disseminated to the media to clarify the hyperglycemia/diabetes issue.

Salesforce

The guidance for the salesforce is that sales representatives, as part of the product detail, should handle hyperglycemia and diabetes. Probing should be used to elicit the level of customer concern over the issue at the side effect section of the detail.

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- If hyperglycemia/diabetes is **not** a significant issue for a particular customer, the discussions should be 1-5% of detail time to build credibility. A bullet point in the safety section of the sales aid may be useful.
(Example: Patients treated with Zyprexa had rates of diabetes and hyperglycemia comparable to those in patients treated with Risperidone and Haloperidol in clinical trials.)
- If hyperglycemia/diabetes is a significant issue, approximately 20% (or more initially) of detail time and appropriate emphasis in detailing materials will be necessary until the issue has been adequately placed in perspective allowing the percentage of time spent on hyperglycemia/diabetes to be reduced.

Acknowledge the issue when it is raised - it is an opportunity to give information and guidance. "Top of mind" communication points for sales representatives, should they be asked, include:

1. Elevation in mean random blood glucose concentrations during treatment with Olanzapine were relatively small in magnitude across all databases analyzed.
2. The mean random glucose changes observed during Olanzapine treatment were not significantly different from those observed during Risperidone treatment.
3. There were no significant differences during treatment with Olanzapine versus Risperidone in the occurrence of glucose elevations above clinically relevant thresholds.
4. Overall, treatment-emergent glucose changes were more pronounced among Clozapine treated-patients.

Attached is the US Sales Sheet that contains many of the findings from the speaker slides above. It is to be used as a guide only.

- It is not a globally approved promotional piece.
- Should you choose to create a Sales Sheet of your own, it will need to go through local legal, medical, and regulatory review.

US Sell Sheet:



US Sell Sheet (3-20-01).pt

Remember, Hyperglycemia/Diabetes is a potential side effect of **all** antipsychotics with cases that have been documented since the 1950s. Since the level of concern about this issue varies from one affiliate to the next, the Zyprexa Product Team continues to compile a comprehensive package of materials to help you effectively manage hyperglycemia/diabetes according to your needs. These materials **must have local legal, medical and regulatory approval prior to dissemination.**

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VERY HELPFUL
IN I.D. SCHOOL.
COULD BE A GREAT
TOOL FOR THE FIELD,
Vivp!
ART

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