

# Where we are

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- 100% of Psychs are concerned about weight gain with psychotropics
- Top 3 reasons Psychs are concerned about weight gain.
  - Cardiovascular disease (97%)
  - Hyperglycemia/Diabetes (92%)
  - Non-compliance (89%)
- Psychs feel 70% of their patients on Zyprexa gain weight
- We continue to be avoided in the overweight patient
- We are not used 36% of the time do to weight gain concerns and d/c 29% of the time due to weight gain.
- Less than half of Psychs feel weight gain with Zyprexa is manageable.
  - Envision interviews indicate MD's want to know how to treat weight gain, not how to manage it.
- Drug of choice to help manage weight gain is Topamax

# Where we are continued

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- Well over 90% of Psychs associate the risk of hyperglycemia/diabetes with Zyprexa.
- Institutional and CMHC Psychs see a greater prevalence of patients with hyperglycemia/diabetes as compared to the private practice psych.
- 64% of psychs state having patients taking Zyprexa develop hyperglycemia/diabetes.
  - This represents 10% of their Zyprexa treated patients
- Psychs avoid Zyprexa 21% of the time due to concerns about hyper/diabetes and d/c almost 16% of the time due to hyper/diabetes.
- Correlation tables--

# Current Implementation Tools

- Weight gain data on demand
- Weight gain algorithm
- Hyperglycemia sell sheet
- NTTP
- Zyprexa, redacted data (is it available to the field)

redacted

# Next Steps

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- Message recall results (aided recall)
  - May 22nd
- Linguistic research (yes/no)
  - What do we want as specific deliverables
- Envision data (2x2) chart, efficacy vs. weight gain
  - Currently being completed
- Air cover for hyperglycemia (got milk campaign)
  - How confident are we in our data?
  - Is there any new data?
  - When do we hear back from the FDA?
- Dr. Baker analysis (PCS, UK and Janssen data)
- Wave II of comparison study
  - Initiate between June 15th and July 1st.
- SCC focus groups
- APA one on one interviews

# What's on their plate

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How much education are we asking rep to perform

- Marty Message                      Launched 1/01
- Weight gain algorithm              Launched 3/01
- Hyperglycemia Sell Sheet          Launched 3/01
- QTc Sell Sheet                      Launch 4/01
- Executive Summary                  Launched 3/01
- Patient Types                        Launched with executive summary

What do they do daily

- Local speaker program
- Peer to peer
- Psy Link programs
- Administrative tasks

Rep feedback on what they do

- Sell what is new
- Sacrifice 2nd message (mention or shorten version)

Question we need address

- When do reps sell??

# Linguistic Market Research Objectives

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- **Understand the perceptions of weight gain internally and externally**
  - Lilly Marketing
  - Lilly Medical
  - Lilly Sales Force
  - Called on Physicians and health care professionals
- **Understand weight gain from a medical versus emotional standpoint**
- **Understand how weight gain and weight gain related health concerns play on the emotions of both MDs and patients in relation to Zyprexa**
  - Pt demands to be taken off of Zyprexa b/c they don't want to be fat
  - MD takes pt off Zyprexa due to pt appearance and potential health related issues
- **Understand what language Lilly can implement to help communicate with health care professionals regarding the weight gain issue.**
  - Communication with MDs, Treatment Teams and potentially patients.
- **Understand the marketing mix implications to most effectively communicate our message.**
  - What can we do outside of the sales force.