

Handling Weight, Hyperglycemia/Diabetes Issues

Lilly
Answers That Matter.





Situation today:

- PCPs are primarily concerned about potential weight increase
- PCPs due to our competitors may become concerned about potential for hyperglycemia
- Our competitors are saying Zyprexa “causes” diabetes through weight gain

Task:


- Provide simple strategies for the potential for weight gain due to increased appetite – own the issue
- Get ahead of the issue –address their concerns and tell the real diabetes story

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If MD's concern is weight gain only.....

Own the issue, don't let the competition frame it for our customers.

- 1) Weight gain with Zyprexa is due to **increased appetite**. Not a metabolic response (i.e. pill \neq weight gain)
- 2) Weight gain can be minimized with some upfront counseling. Offer solutions, such as reduction of carbohydrates and switching from high sugar drinks to water.
- 3) Weight gain is not dose dependent and will plateau over time if it does occur (weight change sell sheet)



On every call, either in the safety section within the patient profile OR the overall safety spread, say the following:

- **“Doctor, there is a potential for increased appetite, but it is manageable unlike EPS or TD.”**
- Suggest upfront counseling such as reducing carbohydrate intake and drinking water instead of soda
- Offer the Healthy Living guide – OL14861



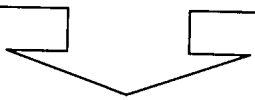
The diabetes sell sheet was piloted during December by the message management reps.

Key Learnings-

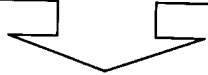
- The nature of the concern determines the order in which you present the data
- When you present it keep it simple with short answers
- The goal is to even the playing field and then win based on safety and efficacy
- Currently, physicians are unaware of diabetes as an issue but the competition will make it one, so when diabetes comes up address it

Action:

Zyprexa causes weight gain

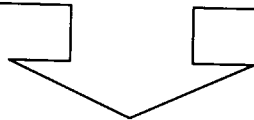


First probe then



Weight change sell sheet and simple lifestyle changes

Zyprexa causes weight change that leads to hyperglycemia



First probe then

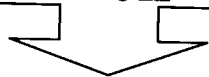


Diabetes sell sheet: pie charts from second page then, top graph front page.

Zyprexa causes Diabetes



First probe then



Diabetes sell sheet: top graph first page bottom graph first page pie charts

Get back to selling!

Issues Management Algorithm

Issues Management Algorithm

