

4 Most Common AOC

Verbatim:

- Zyprexa causes diabetes
- Zyprexa causes weight gain
- I refer that patient
- You are not indicated for that patient

For Internal Use Only
Not For Use In Detailing

Lilly
Answers That Matter.

Diabetes AOC Verbatim:

The competition will attempt to make this an issue

What do you need to convey to your customers?

The 4 C's

1. Diabetes is very **COMMON** in the general population, even reaching epidemic proportions. Moreover, patients with mental illness are 2-4 times more likely to develop diabetes.
2. As the “Diabetes Care” company, Lilly **CARES** and takes this issue very seriously and will continue to offer solutions.
3. When you look at various agents to treat patients with mental illness, the rate of treatment-emergent diabetes is **COMPARABLE** across agents.
4. Say it with **CONFIDENCE!**

Correct tone is everything: Stay Confident and Informative

Weight AOC Verbatim:

- Zyprexa can cause an increased appetite, which may or may not lead to weight gain

Our customers tell us that weight gain can be managed if addressed in a proactive manner

- Therefore on every call, either in safety section of patient profile or the overall safety spread, say:
 1. **“Doctor, there is a potential for increased appetite, but it may be manageable with simple behavioral changes – unlike Depakote and Lithium where you have to consider blood monitoring and black box warnings”**
 2. Suggest upfront counseling -- reduce carbohydrates, drink water instead of soda, begin walking for exercise

“You’re not indicated” AOC Verbatim:

1. Donna is presenting with symptoms of *mood swings, irritability, anxiety and disrupted sleep.*
2. What I am suggesting is that Donna may have bipolar disorder because these symptoms may be related to mania instead of depression.
3. ***Zyprexa is indicated for the treatment of acute bipolar mania in patients who display an acute manic or mixed episode.***
4. The **MDQ** is one tool that may be used to help screen for bipolar disorder in patients like Donna.

“I refer that patient” AOC Verbatim:

1. For some patients, *referral may be appropriate.*
2. However, it may take patients *between 3-6 months to see a specialist* or, *they may not want to go at all.*
3. Zyprexa can be a **safe, simple solution for your bipolar mania patients** who seek your help and treatment advice because they trust you as their family practitioner.