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

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.