


Robert W Baker
10/09/2000 03:28 PM

To: Thomas M Brodie/AM/LLY@Lilly
cc: Christopher C Bomba/AM/LLY@LILLY, Jack E Jordan/AM/LLY@Lilly,
Paula T Trzepacz/AM/LLY@Lilly
Subject: Re: meeting with endocrinologic consultants 

Thanks Tom. I appreciate your generosity with your board's time. Although obviously concerning, it was helpful to see their reaction. My take was that they remained skeptical because of the number of reported adverse events and by the substantial weight increase with olanzapine. Moreover, like this group we believe that definitive research has not yet been done and may not be readily doable. In light of these facts, the finding that olanzapine did not seem worse than haloperidol in terms of inducing hyperglycemia likely appeared counterintuitive, provoking questions about whether methodology of analysis is hiding real treatment difference. I don't think that that is the case, but did suggest to the product team members working on analysis that they are fair criticisms that should be addressed. Meanwhile, Chris and I agree that we in the US will benefit by continuing to work with endocrine moving forward.


Best,

R
Thomas M Brodie



Thomas M Brodie
10/09/2000 03:10 PM

To: Robert W Baker/AM/LLY@Lilly
cc: Eugene R Thiem/AM/LLY@LILLY

Subject: Re: meeting with endocrinologic consultants 

Robert.....clearly, this group of Endocrinologists (who spoke up and I would rate those who did speak up as the leaders of the pack) are very concerned with the approach Lilly is taking towards the issue that Zyprexa leads to diabetes. I can only hope that you and all of the team who attended the NADAB meeting are gaining the ear of senior leadership and articulating this finding. Although the board's recommendation is probably not the way Lilly typically does business, I do believe they made a very strong point that unless we come clean on this, it could get much more serious than we might anticipate.

Gene, John and I were very glad to provide you with time in front of this group and if you should need additional time at future meetings (next one is Feb. 2001) please let me know. It was a great meeting you as well.

Regards,
Tom

ZY 2224 232

Thomas M Brodie
10/09/2000 03:10 PM

To: Robert W Baker/AM/LLY@Lilly
cc: Eugene R Thiem/AM/LLY@LILLY
Subject: Re: meeting with endocrinologic consultants [4]

Robert.....clearly, this group of Endocrinologists (who spoke up and I would rate those who did speak up as the leaders of the pack) are very concerned with the approach Lilly is taking towards the issue that Zyprexa leads to diabetes. I can only hope that you and all of the team who attended the NADAB meeting are gaining the ear of senior leadership and articulating this finding. Although the boards recommendation is probably not the way Lilly typically does business, I do believe they made a very strong point that unless we come clean on this, it could get much more serious than we might anticipate.

Gene, John and I were very glad to provide you with time in front of this group and if you should need additional time at future meetings (next one is Feb. 2001) please let me know. It was great meeting you as well.

Regards,
Tom

ZY 2224 231

Robert W Baker
10/09/2000 03:42 PM

To: Charles M Beasley Jr/AM/LLY@Lilly, Alan Breier/AM/LLY@Lilly
cc: Christopher C Bomba/AM/LLY@LILLY, Patrizia
Cavazzoni/AM/LLY@Lilly, Suni Keeling/AM/LLY@LILLY
Subject: Re: meeting with endocrinologic consultants

FYI. My take was that this board of academic endocrinologists was impressed enough by magnitude of weight gain and number of reports in the spontaneous adverse event database that they were predisposed toward skepticism to any analysis that did not find higher hyperglycemia rates on olanzapine than comparators.

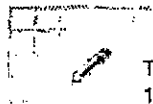
Charles - do you think it appropriate to look at secondary analysis that does not exclude baseline abnormalities and another looking at mean changes in glucose?

Alan - I believe that what Tom is referring to as "not the way Lilly typically does business" are suggestions to more vocally assert that olanzapine may have a problem on the glucose issue and, rather than moving forward with our analyses, turning all info over to an independent board for review, conclusions, and dissemination. Neither strikes me as the appropriate step, but this alarmed the Lilly attendees when linked to the Rezulon comparison. Charles did let them know that already we have sent several volumes with all our info to FDA, but I'm not sure that they fully appreciated this.

Thanks,


R

----- Forwarded by Robert W Baker/AM/LLY on 10/09/2000 03:29 PM -----



Thomas M Brodie
10/09/2000 03:10 PM

To: Robert W Baker/AM/LLY@Lilly
cc: Eugene R Thiem/AM/LLY@LILLY

Subject: Re: meeting with endocrinologic consultants 

Robert....clearly, this group of Endocrinologists (who spoke up and I would rate those who did speak up as the leaders of the pack) are very concerned with the approach Lilly is taking towards the issue that Zyprexa leads to diabetes. I can only hope that you and all of the team who attended the NADAB meeting are gaining the ear of senior leadership and articulating this finding. Although the boards recommendation is probably not the way Lilly typically does business, I do believe they made a very strong point that unless we come clean on this, it could get much more serious than we might anticipate.

Gene, John and I were very glad to provide you with time in front of this group and if you should need additional time at future meetings (next one is Feb. 2001) please let me know. It was great meeting you as well.

Regards,
Tom

ZY 2224 233

To: CN=Ernie Anand/OU=EMA/O=LLY@Lilly
CC: CN=Charles M Beasley Jr/OU=AM/O=LLY@Lilly; CN=Patrizia Cavazzoni/OU=AM/O=LLY@Lilly;
CN=Patrick Jonsson/OU=EMA/O=LLY@Lilly; CN=Jared G Kerr/OU=AM/O=LLY@Lilly; CN=Mark D
Millikan/OU=AM/O=LLY@Lilly; CN=Andrea K Smith/OU=AM/O=LLY@Lilly; CN=Margaret O Sowell
NONLILLY/OU=AM/O=LLY@Lilly; CN=Padraig Wright/OU=EMA/O=LLY@Lilly
Date: 03/26/2001 10:39:32 AM
From: CN=Anna Thornton/OU=AM/O=LLY
Subject: Re: Olanzapine and Cardiovascular risk

Hi Emie,

Thank you for the information. Mark Millikan is working with Andrea and Charles on a "Standby Statement".

Anna
(x77076)

Ernie Anand

03/25/2001 01:57 PM To: Charles M Beasley Jr/AM/LLY@Lilly
cc: Patrizia Cavazzoni/AM/LLY@Lilly, Patrick Jonsson/EMA/LLY@Lilly, Andrea K Smith/AM/LLY@Lilly, Margaret O
Sowell NONLILLY/AM/LLY@Lilly, Anna Thornton/AM/LLY@Lilly, Padraig Wright/EMA/LLY@Lilly
Subject: Re: Olanzapine & cardiovascular risk

Dear Colleagues

You may find the just published editorial by Liu & Manson from Boston of interest , especially with respect to this dialogue :

What is the optimal weight for cardiovascular health ?
Liu & Manson (2001) ; Brit J Med , vol 322 , pp 631-632

ps - theres a preceeding editorial to Liu & Hanson as well :

Page: 1 of 6

Obesity genes
Sorensen & Echwald (2001) ; Brit J Med , vol 322 , pp 630-631

Regards,Ernie

From: Charles M Beasley Jr on 15/03/2001 14:36

To: Andrea K Smith/AM/LLY@Lilly
cc: Ernie Anand/EMA/LLY@Lilly, Patrizia Cavazzoni/AM/LLY@Lilly, Margaret O Sowell NONLILLY/AM/LLY@Lilly, Anna Thornton/AM/LLY@Lilly

Subject: Re: Olanzapine & cardiovascular risk

Unfortunately, I believe it will be a while before we have a clear, **definitive** position developed regarding hyperglycemia, hyperlipidemia, obesity, the metabolic syndrome long-term cardiovascular risk and olanzapine. We have 2 physicians primarily dedicated to these issues and a host of others working on them as well. One thing that we can say definitively is that olanzapine causes weight gain and for approximately 50% of patients in trials who remained on the drug for >6 months, the amount of gain was >10 pounds. Some patients, in clinical trials gained as much as 80+ pounds. Lacking empirical data to the contrary, it would be ludicrous to state that such a patient is not at long-term, increased cardiac risk relative to prior to gaining that weight, especially, if in temporal association with that weight gain the patient developed an increase in fasting glucose and lipid levels. Therefore, much research is ongoing.

Charles

Andrea K Smith
03/12/01 03:26 PM

To:
Thornton/AM/LLY@Lilly
cc:
Subject

Charles M Beasley Jr/AM/LLY@Lilly, Anna

Olanzapine & cardiovascular risk

Here's the note from Ernie. As I told Anna, I've tried to draft the standby to address this and other CV issues.

Andrea

Page: 2 of 6

— Forwarded by Andrea K Smith/AM/LLY on 03/12/2001 03:25 PM —

Ernie Anand

03/12/2001 10:36 AM

To:
cc:
Keeling/AM/LLY@Lilly
Subject:

Andrea K Smith/AM/LLY@Lilly
Patrick Jonsson/EMA/LLY@Lilly, Suni

Olanzapine & cardiovascular risk

Dear Andrea

Do we have a standby statement to clarify our position here eg :

That Zyprexa can cause cardiovascular complications due to weight gain/diabetes , which are clinically recognised risk factors

We have an EU planners meeting coming up in 2 weeks time & it would be valuable to have our position on this clarified.

Thanks,Ernie

----- Forwarded by Ernie Anand/EMA/LLY on 12/03/2001 15:32 -----

Ernie Anand

11/03/2001 12:44

.....

To: Patrick Jonsson/EMA/LLY@Lilly, John C Saunders/EMA/LLY@Lilly, Valerie Simmons/EMA/LLY@Lilly, Padraig Wright/EMA/LLY@Lilly
cc:

Subject: Olanzapine & cardiovascular risk

Dear All

Page: 3 of 6

Thought you'd like to be aware of this article.

In my opinion its yet another example of how we are becoming quickly associated into this whole arena of cardiovascular risk due to cholesterol/ weight gain / diabetes as key causative factors ;comments that have also been made in the last 2 week from very independant sources as well eg Prof Nicolas Moore at the Feb 28 Diabetes Adv Board meeting in London & Prof John Camm at the March 7 QTc meeting organsied by LillyUK , also in London.

Its very clear to me that our whole cardiovascular message needs to be further refined to help differentiate positioning vs QTc , hypotension/bradycardia & obesesity/weight as CVS risk factors.

Welcome your thoughts/comments.

Regards,Ernie

Assessing atypical antipsychotic CV risk: bodyweight alone not enough.

PUBLICATION DATE: 5 MARCH 2001 (20010305)

SUMMARY TEXT:

The assessment of metabolic variables predictive of cardiovascular (CV) disease, rather than just the measurement of bodyweight alone, may be necessary to fully assess the CV risk associated with atypical antipsychotics, according to researchers from Canada.

The researchers conducted an interim analysis of a cross-sectional multicentre study in which morphological indices of adipose tissue distribution and obesity, and a fasting metabolic risk profile, were assessed in 44 men, aged 28.9 +/- 8.5 years. These men had received either olanzapine 12.8 +/- 4.4 mg/day for 17.9 +/- 8.1 months (22 patients) as their first atypical antipsychotic treatment agent, or risperidone 2.8 +/- 1.8 mg/day for 17.4 +/- 8.8 months.

The men treated with olanzapine had a poorer metabolic CV risk factor profile than those treated with risperidone as predicted by 4 of the metabolic variables investigated [see table]; total cholesterol, fasting glucose and insulin levels were not significantly different between the 2 treatment groups. Moreover, despite similar bodyweights and body mass index

Page: 4 of 6

values, men treated with olanzapine were more likely than those treated with risperidone to be characterised by the atherogenic metabolic triad* (32 vs 5% of patients).

The researchers warn that the results of their study need to be interpreted cautiously, as the data were not based on changes from baseline. However, they say that their findings 'raise concerns about potentially deleterious effects of olanzapine on cardiovascular health' even though a cause and effect relationship could not be established. They add that further studies to investigate such a relationship need to be conducted with urgency.

* includes hyperinsulinemia, elevated apolipoprotein B level and small dense low-density lipoprotein particles

Table: Metabolic variables predictive of cardiovascular risk in patients treated with olanzapine or risperidone

Metabolic variable	Olanzapine-treated patients	Risperidone-treated patients
Plasma triglyceride levels	2.1 +/- 1.3 mmol/L	1.3 +/- 0.7 mmol/L
Very low-density lipoprotein cholesterol levels	0.9 +/- 0.6 mmol/L	0.5 +/- 0.4 mmol/L
Total cholesterol/HDL* cholesterol ratio	5.3 +/- 1.7**	4.3 +/- 1.4
HDL cholesterol level	0.95 +/- 0.2 mmol/L**	1.06 +/- 0.2 mmol/L

* high-density lipoprotein

** The difference between the treatment groups was not significant, but a trend was noted.

REFERENCES:

Bouchard RH; Demers M-F; Simoneau I; Almeras N; Villeneuve J; et al. Atypical antipsychotics and cardiovascular risk in schizophrenic patients. *Journal of Clinical Psychopharmacology* 21 : 110-111, FEB 2001 (English, Study (Canada))

Robert W Baker
10/10/2000 09:00 AM

To: Charles M Beasley Jr/AM/LLY@Lilly
cc: Paul Berg/AM/LLY@Lilly, Alan Breier/AM/LLY@Lilly, Patrizia Cavazzoni/AM/LLY@Lilly, W Scott Clark/AM/LLY@Lilly, John H Holcombe/AM/LLY@Lilly, Jack E Jordan/AM/LLY@Lilly, Roland Powell/AM/LLY@Lilly, Alvin H Rampey Jr/AM/LLY@Lilly, Roy N Tamura/AM/LLY@Lilly, Paula T Trzepacz/AM/LLY@Lilly, (bcc: Robert W Baker/AM/LLY)
Subject: Re: meeting with endocrinologic consultants

Dear Charles:

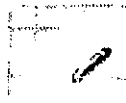
Actually I think that our "takes" are about the same on this - they were quite concerned about the weight issue and due to that or perhaps due to misunderstandings, they were looking for reasons to not believe our analysis. I agree that they would feel more comfortable with the analysis if we can secondarily address mean changes, or adverse effects on glycemia as you've phrased it. I would add that they are quite keen on seeing what happens to the subjects we've excluded (history of diabetes and/or baseline glucose > 140). If there is anything I can do to be helpful, let me know.

Regarding the marketing side, I agree that we heard a sentiment (though not sure it is unanimous) that we should not aggressively defend ourselves; in fact I thought we were getting suggestions to more vocally tell clinicians that olanzapine may well have a diabetes problem, based again largely on weight issues. To me, this reinforces the need to take an appropriately cautious tone with our findings. On the other hand, data are data and I do not feel impelled to state the case more negatively than it appears to us; our competitors are handling that quite nicely. I do think that what to say pending more "proof" is a key area for medical and marketing discussion.

I appreciate your help with this and second your suggestion that any additional resources will be a small price to pay for the molecule.

Best,

Robert
Charles M Beasley Jr

 Charles M Beasley Jr
10/10/2000 08:33 AM

To: Alan Breier/AM/LLY@Lilly
cc: Robert W Baker/AM/LLY@Lilly, Paul Berg/AM/LLY@Lilly, W Scott Clark/AM/LLY@Lilly, John H Holcombe/AM/LLY@Lilly, Roland Powell/AM/LLY@Lilly, Alvin H Rampey Jr/AM/LLY@Lilly, Roy N Tamura/AM/LLY@Lilly

Subject: Re: meeting with endocrinologic consultants

I have a somewhat different take and believe that a number of individuals in attendance did not understand what was being said. We should talk. There is the marketing approach and then the scientific analyses approach. There are 2 issues -- weight gain and hyperglycemia.

These guys were really concerned about the weight gain, not only because of a diabetes risk but all the other potential health risks. They initially thought it might simply be a response to improvement in schizophrenia with a few outliers (a rather naive view, but they ain't shrinks). When they understood that this is seen in non-psychotic "normals" and animals on fixed diets (less concern with animals) and that olanzapine is the worst offender, other than clozapine, they advocated a different marketing strategy than we are taking. They believe we should "aggressively face the issue" and work with physicians to address methods of reducing weight gain. Although we did not get into details, they seemed more interested in psychosocial and behavioral approaches than pharmacologic. There does not seem much

ZY 2224 239

On the diabetes side, the concern was about the use of categorical analyses. It was not that they necessarily did not believe our findings, but that such analyses can be very easily not believed (subtle difference), a la, Fellow Simeon Taylor and others. The issue is the arbitrary nature of any categorical analysis with respect to cut points defining a case. This is especially pertinent to our situation where diabetologists don't really like defining diabetes based on random glucoses (in spite of the info on the ADA web site). The meeting helped me appreciate the difference between 2 questions: 1) What is the rate of development of impaired glucose tolerance / diabetes associated with olanzapine relative to other agents (including placebo)? and 2) Does olanzapine adversely affect glycemia relative to other agents? We've been attempting to address the first question. It is probably the more clinically relevant question. I believe we have been doing a good job at addressing it with our methodology. The problem is the arbitrary nature of the cut points and the potential for big shifts depending on those cut points and the fact that we chose the cut points (not really, they came from ADA web site). They specifically referred to the data as being "tortured". The last time I heard this reference was in the context of the suicide analyses but there it was a positive reference. The data there had been tortured but had not surrendered. I believe another factor playing into the skepticism is the magnitude of the number of cases identified in our analyses. On the one hand, the diabetologist, who "know" what a bad glucose is and also "know" the incidence and prevalence of diabetes, probably believe that our cut points are too high (not sufficiently sensitive) but on the other hand we find too many cases, even on placebo. Life is difficult when you can't have it both ways.

The group (especially 3 individuals) would feel much more comfortable with an analysis addressing the second question. They want the continuous data (using all data) analyzed over time co-varying for both static (diabetic diagnosis, baseline obesity, etc.) and dynamic co-variables (weight gain, alteration in hypoglycemic dose). Similar to David Allison, 1 or 2 would be happy to take all our data and perform the correct analyses, like we don't have competent statisticians. I will e-mail 2, one US based and the other a Brit, to get their thoughts on methodology. From my crude misunderstanding of methods, these would probably be complex analyses. I will say that I believe we should have a full time, dedicated, sophisticated, statistical resource that does nothing but hyperglycemia, no meetings, no surveys, zilch, until we have completely tortured the data. This would be a small price to pay for this molecule.

With regard to the marketing side of this issue of impaired glucose tolerance / diabetes, the message was clear. Don't get too aggressive about denial, blaming it on schizophrenia, or claiming no worse than other agents until we are sure of the facts and sure that we can convince regulators and academicians. W-L with Resulin was the example. Sounds exactly like what Dan Casey was saying.

Charles

----- Forwarded by Charles M Beasley Jr/AM/LLY on 10/10/2000 07:40 AM -----

Robert W Baker



▲ 10/09/2000 03:42 PM

To: Charles M Beasley Jr/AM/LLY@Lilly, Alan Breler/AM/LLY@Lilly
cc: Christopher C Bomba/AM/LLY@LILLY, Patrizia Cavazzoni/AM/LLY@Lilly, Suni Keeling/AM/LLY@LILLY

Subject: Re: meeting with endocrinologic consultants

FYI. My take was that this board of academic endocrinologists was impressed enough by magnitude of weight gain and number of reports in the spontaneous adverse event database that they were predisposed toward skepticism to any analysis that did not find higher hyperglycemia rates on olanzapine than comparators.

Charles - do you think it appropriate to look at secondary analysis that does not exclude baseline abnormalities and another looking at mean changes in glucose?

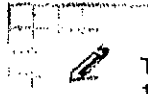
Alan - I believe that what Tom is referring to as "not the way Lilly typically does business" are suggestions to more vocally assert that olanzapine may have a problem on the glucose issue and, rather than moving forward with our analyses, turning all info over to an independent board for review.

ZY 2224 240

Thanks,

R

----- Forwarded by Robert W Baker/AM/LLY on 10/09/2000 03:29 PM -----



Thomas M Brodie
10/09/2000 03:10 PM

To: Robert W Baker/AM/LLY@Lilly
cc: Eugene R Thiem/AM/LLY@LILLY

Subject: Re: meeting with endocrinologic consultants

Robert.....clearly, this group of Endocrinologists (who spoke up and I would rate those who did speak up as the leaders of the pack) are very concerned with the approach Lilly is taking towards the issue that Zyprexa leads to diabetes. I can only hope that you and all of the team who attended the NADAB meeting are gaining the ear of senior leadership and articulating this finding. Although the boards recommendation is probably not the way Lilly typically does business, I do believe they made a very strong point that unless we come clean on this, it could get much more serious than we might anticipate.

Gene, John and I were very glad to provide you with time in front of this group and if you should need additional time at future meetings (next one is Feb. 2001) please let me know. It was great meeting you as well.

Regards,
Tom

ZY 2224 241

Charles M Beasley Jr
10/10/2000 10:00 AM

To: Robert W Baker/AM/LLY@Lilly
cc: Paul Berg/AM/LLY@Lilly, Alan Breier/AM/LLY@Lilly, Patrizia Cavazzoni/AM/LLY@Lilly, W Scott Clark/AM/LLY@Lilly, John H Holcombe/AM/LLY@Lilly, Jack E Jordan/AM/LLY@Lilly, Roland Powell/AM/LLY@Lilly, Alvin H Rampey Jr/AM/LLY@Lilly, Roy N Tamura/AM/LLY@Lilly, Paula T Trzepacz/AM/LLY@Lilly
Subject: Re: meeting with endocrinologic consultants

Agree but believe that the emphasis on marketing approach is to acknowledge weight gain and not underplay it while for diabetes to be cautious until we are sure.
Charles

Robert W Baker

Robert W Baker

10/10/2000 09:00 AM

To: Charles M Beasley Jr/AM/LLY@Lilly
cc: Paul Berg/AM/LLY@Lilly, Alan Breier/AM/LLY@Lilly, Patrizia Cavazzoni/AM/LLY@Lilly, W Scott Clark/AM/LLY@Lilly, John H Holcombe/AM/LLY@Lilly, Jack E Jordan/AM/LLY@Lilly, Roland Powell/AM/LLY@Lilly, Alvin H Rampey Jr/AM/LLY@Lilly, Roy N Tamura/AM/LLY@Lilly, Paula T Trzepacz/AM/LLY@Lilly

Subject: Re: meeting with endocrinologic consultants

Dear Charles:

Actually I think that our "takes" are about the same on this - they were quite concerned about the weight issue and due to that or perhaps due to misunderstandings, they were looking for reasons to not believe our analysis. I agree that they would feel more comfortable with the analysis if we can secondarily address mean changes, or adverse effects on glycemia as you've phrased it. I would add that they are quite keen on seeing what happens to the subjects we've excluded (history of diabetes and/or baseline glucose > 140). If there is anything I can do to be helpful, let me know.

Regarding the marketing side, I agree that we heard a sentiment (though not sure it is unanimous) that we should not aggressively defend ourselves; in fact I thought we were getting suggestions to more vocally tell clinicians that olanzapine may well have a diabetes problem, based again largely on weight issues. To me, this reinforces the need to take an appropriately cautious tone with our findings. On the other hand, data are data and I do not feel impelled to state the case more negatively than it appears to us; our competitors are handling that quite nicely. I do think that what to say pending more "proof" is a key area for medical and marketing discussion.

I appreciate your help with this and second your suggestion that any additional resources will be a small price to pay for the molecule.

Best,

Robert
Charles M Beasley Jr

Charles M Beasley Jr
10/10/2000 08:33 AM

To: Alan Breier/AM/LLY@Lilly
cc: Robert W Baker/AM/LLY@Lilly, Paul Berg/AM/LLY@Lilly, W Scott Clark/AM/LLY@Lilly, John H Holcombe/AM/LLY@Lilly, Roland Powell/AM/LLY@Lilly, Alvin H Rampey Jr/AM/LLY@Lilly, Roy N Tamura/AM/LLY@Lilly

ZY 2224 242

Subject: Re: meeting with endocrinologic consultants

I have a somewhat different take and believe that a number of individuals in attendance did not understand what was being said. We should talk. There is the marketing approach and then the scientific analyses approach. There are 2 issues -- weight gain and hyperglycemia.

These guys were really concerned about the weight gain, not only because of a diabetes risk but all the other potential health risks. They initially thought it might simply be a response to improvement in schizophrenia with a few outliers (a rather naive view, but they ain't shrinks). When they understood that this is seen in non-psychotic "normals" and animals on fixed diets (less concern with animals) and that olanzapine is the worst offender, other than clozapine, they advocated a different marketing strategy than we are taking. They believe we should "aggressively face the issue" and work with physicians to address methods of reducing weight gain. Although we did not get into details, they seemed more interested in psychosocial and behavioral approaches than pharmacologic. There does not seem much to say about scientific analyses of weight gain, we know it's a weighty problem. When you translate 1-2% gain of 40+ kilos into the absolute number based on 5 million patients, the number is 50,000 to 100,000. 100,000 people putting on 90 pounds of weight is a lot.

On the diabetes side, the concern was about the use of categorical analyses. It was not that they necessarily did not believe our findings, but that such analyses can be very easily not believed (subtle difference), a la, Fellow Simeon Taylor and others. The issue is the arbitrary nature of any categorical analysis with respect to cut points defining a case. This is especially pertinent to our situation where diabetologists don't really like defining diabetes based on random glucoses (in spite of the info on the ADA web site). The meeting helped me appreciate the difference between 2 questions: 1) What is the rate of development of impaired glucose tolerance / diabetes associated with olanzapine relative to other agents (including placebo)? and 2) Does olanzapine adversely affect glycemia relative to other agents? We've been attempting to address the first question. It is probably the more clinically relevant question. I believe we have been doing a good job at addressing it with our methodology. The problem is the arbitrary nature of the cut points and the potential for big shifts depending on those cut points and the fact that we chose the cut points (not really, they came from ADA web site). They specifically referred to the data as being "tortured". The last time I heard this reference was in the context of the suicide analyses but there it was a positive reference. The data there had been tortured but had not surrendered. I believe another factor playing into the skepticism is the magnitude of the number of cases identified in our analyses. On the one hand, the diabetologist, who "know" what a bad glucose is and also "know" the incidence and prevalence of diabetes, probably believe that our cut points are too high (not sufficiently sensitive) but on the other hand we find too many cases, even on placebo. Life is difficult when you can't have it both ways.

The group (especially 3 individuals) would feel much more comfortable with an analysis addressing the second question. They want the continuous data (using all data) analyzed over time co-varying for both static (diabetic diagnosis, baseline obesity, etc.) and dynamic co-variables (weight gain, alteration in hypoglycemic dose). Similar to David Allison, 1 or 2 would be happy to take all our data and perform the correct analyses, like we don't have competent statisticians. I will e-mail 2, one US based and the other a Brit, to get their thoughts on methodology. From my crude misunderstanding of methods, these would probably be complex analyses. I will say that I believe we should have a full time, dedicated, sophisticated, statistical resource that does nothing but hyperglycemia, no meetings, no surveys, zilch, until we have completely tortured the data. This would be a small price to pay for this molecule.


With regard to the marketing side of this issue of impaired glucose tolerance / diabetes, the message was clear. Don't get too aggressive about denial, blaming it on schizophrenia, or claiming no worse than other agents until we are sure of the facts and sure that we can convince regulators and academicians. W-L with Resulin was the example. Sounds exactly like what Dan Casey was saying.

ZY 2224 243

Charles

----- Forwarded by Charles M Beasley Jr/AM/LLY on 10/10/2000 07:40 AM -----

Robert W Baker


▲ 10/09/2000 03:42 PM

To: Charles M Beasley Jr/AM/LLY@Lilly, Alan Breier/AM/LLY@Lilly
cc: Christopher C Bomba/AM/LLY@LILLY, Patrizia Cavazzoni/AM/LLY@Lilly, Suni Keeling/AM/LLY@LILLY

Subject: Re: meeting with endocrinologic consultants

FYI. My take was that this board of academic endocrinologists was impressed enough by magnitude of weight gain and number of reports in the spontaneous adverse event database that they were predisposed toward skepticism to any analysis that did not find higher hyperglycemia rates on olanzapine than comparators.


Charles - do you think it appropriate to look at secondary analysis that does not exclude baseline abnormalities and another looking at mean changes in glucose?

Alan - I believe that what Tom is referring to as "not the way Lilly typically does business" are suggestions to more vocally assert that olanzapine may have a problem on the glucose issue and, rather than moving forward with our analyses, turning all info over to an independent board for review, conclusions, and dissemination. Neither strikes me as the appropriate step, but this alarmed the Lilly attendees when linked to the Rezulon comparison. Charles did let them know that already we have sent several volumes with all our info to FDA, but I'm not sure that they fully appreciated this.

Thanks,

R

----- Forwarded by Robert W Baker/AM/LLY on 10/09/2000 03:29 PM -----

 Thomas M Brodie
10/09/2000 03:10 PM

To: Robert W Baker/AM/LLY@Lilly
cc: Eugene R Thiem/AM/LLY@LILLY

Subject: Re: meeting with endocrinologic consultants ☐


Robert.....clearly, this group of Endocrinologists (who spoke up and I would rate those who did speak up as the leaders of the pack) are very concerned with the approach Lilly is taking towards the issue that Zyprexa leads to diabetes. I can only hope that you and all of the team who attended the NADAB meeting are gaining the ear of senior leadership and articulating this finding. Although the boards recommendation is probably not the way Lilly typically does business, I do believe they made a very strong point that unless we come clean on this, it could get much more serious than we might anticipate.

Gene, John and I were very glad to provide you with time in front of this group and if you should need additional time at future meetings (next one is Feb. 2001) please let me know. It was great meeting you as well.

Regards,
Tom

ZY 2224 244

John H Holcombe
10/10/2000 10:09 AM

To: Robert W Baker/AM/LLY@Lilly, Charles M Beasley Jr/AM/LLY@Lilly
cc: Christopher C Bomba/AM/LLY@LILLY, Alan Breier/AM/LLY@Lilly,
Thomas M Brodie/AM/LLY@Lilly, Patrizia Cavazzoni/AM/LLY@Lilly,
James B Gregory/AM/LLY@Lilly, Hunter Heath/AM/LLY@Lilly, Jack E
Jordan/AM/LLY@Lilly, Suni Keeling/AM/LLY@LILLY, Bruce
Kinon/AM/LLY@Lilly, Michael B Murray/AM/LLY@LILLY, John R
Richards/AM/LLY@Lilly, Eugene R Thiem/AM/LLY@LILLY, Mauricio F
Tohen/AM/LLY@Lilly, Paula T Trzepakz/AM/LLY@Lilly
Subject: Re: meeting with endocrinologic consultants 

Charles and Robert,
Let me add my 2 cents worth. I know our endocrine advisory group well, and I might be able to help interpret their reactions to the data presented.

First, I have attached two simple tables that the ADA uses for diagnostic cutoff points for glucose values. I show this so that we are all on the same page. The tables represent the 'world' of diagnoses in the eyes of our consultants, so we had a mismatch between the analysis (>160 for IGT) and the diagnostic criteria, while >200 is diagnostic of diabetes IF symptoms are also present. At any rate, the ADA says that a blood glucose 140 or greater should be further evaluated. As you know, the consultants wanted to see ALL glucose values at baseline and over time. Showing a large number of values of >140 at baseline will underscore the likelihood that diabetes may already be present in many patients with schizophrenia, which is another point we want to further explore and emphasize. From the data shown, the group did not agree with the premise that DM has a higher than normal prevalence in schizophrenia.

Secondly, only one endo referred to Rezulin, while others said that the present analysis had nothing in common with that drug. The point was that Lilly has to be forthcoming with the data to gain and maintain our just credibility. Showing our advisory group a slightly modified analysis with ALL glucose values would be a vital step forward here.

Thirdly, our analyses with the reference ranges from Covance raised some concern, such as a glucose of > 200 being "within the reference range for random glucose of normal individuals". I don't recall the specific value, but the 99th centile cutoff point you mentioned in the reference range was a glucose value that is 'diabetic' by any standard. I am looking into the glucose reference ranges at Covance as a result of the meeting, as clearly people with diabetes are included in the normal reference ranges.

Lastly, as others have pointed out, my sense was that the group was more concerned about weight gain than the hyperglycemia. In response to a consultant's question, the mention of weight gain in healthy volunteers at the end of the presentation, without showing the data, came as quite a surprise. It nearly appeared that this tidbit had to be drawn out of Lilly, which seemed to heighten the other questions.

We are at a critical point here. Our advisory group is Who's Who in diabetes. If we can bring a few of them to Lilly as consultants to the Zyprexa team, show them that we listened to their suggestions by presenting another analysis that THEY suggested, we should be able to solidify their support and understanding.

I am willing to work with your group in whatever capacity I can.

John



glucose values.doc

ZY 2224 245