

Issues Management Planning

Diabetes

The Lilly logo is written in a black, cursive script font.

Answers That Matter.

Diabetes

• Issue

- Latest US market research shows that diabetes is the #1 reason physicians are concerned about potential weight gain with Zyprexa.
- Research also shows that physicians who feel hyperglycemia is a side effect of a specific agent, 99% believe it is specific to Zyprexa.
- Physicians make a conscious decision not to prescribe Zyprexa 23% of the time due to concerns about diabetes and discontinue use of medication due to diabetes 18% of the time. (HOWEVER, these numbers have remained consistent for Zyprexa since 1999 and have began to rise with the competition.)

• Our Position

- Diabetes/Hyperglycemia may occur in patients taking antipsychotics and/or mood stabilizers, including Zyprexa, at comparable rates, with the possible exception of Clozapine.

• Evidence for Position

- High incidences of diabetes and hyperglycemia – in the case of diabetes, as much as 2 to 4 times that of the general population – have been reported in patients with severe mental illness for more than 50 years, even before the introduction of antipsychotics.

• Rational for Position

- Showing that diabetes is a common occurrence for all antipsychotics, and not just Zyprexa, will help reduce the perception that diabetes is linked specifically to Zyprexa and intern, will help to eliminate this risk from the risk/benefit equation.

Diabetes

- **Marketplace Feedback**

- Diabetes is associated most closely with Zyprexa
- The issue has been driven by marketing versus clinical data
- MDs tend to look for diabetes with Zyprexa patients and not with the others.
- “I am more excited about the Risperdal depot than the Zyprexa depot because of the weight gain and diabetes.” (group then makes fun of diet and exercise solutions provided by Lilly)

- **Customers Needs**

- Solutions to deal with the weight gain.

Diabetes

• What We Know:

- Olanzapine does cause modest elevations of mean random glucose.
- > placebo, > haldol, = risperidone, << clozapine
- Glucose elevation partially accounted for by weight gain
- Comparable increase in incidence and risk of DM during treatment with all antipsychotics (conventional and atypical) vs general patient population
- The TED analysis shows consistencies with well established risk factors of DM. Patients that develop DM on olanzapine have other common characteristics (risk factors) with patients that develop diabetes and are not on antipsychotics.

• What We Don't Know:

- Impact of olanzapine on patients already at risk of developing diabetes.
- How to effectively deal with the weight gain associated with Zyprexa.

Diabetes

- **Key Verbatims:**

- Comparable rates of diabetes and hyperglycemia among psychotropics
- Weight gain and hyperglycemia
 - Of the patients treated with Zyprexa, the majority (79%) of those who had an episode of hyperglycemia did not experience substantial weight gain in longer-term comparative studies.
 - Even among those patients with substantial weight gain, over 96% had no glycemc abnormalities at all.
- Diabetes is common
 - And more common in patients with schizophrenia and bipolar disorder (2-4 times).
- A number of factors affect risk for diabetes.
 - Intrinsic factors
 - Variable factors

Diabetes

• Desired Evolution

Action Steps	Desired Outcome	Responsibility	Timing
1. Drive in the minds of our customers that risk of developing diabetes is no different on Zyprexa than with other agents.	1. Lower the percentage of customers that directly link Zyprexa with diabetes.	1. Affiliate level	1. ASAP, Currently the affiliates have all the information from the product team other than SO13, the euglycemic clamp.