

## Elderly - PCP Sales Aid

- Patient Profiles
  - Profiles similar to existing
    - Sam
    - Mary
  - Focus on less acute patient (Sam)
  - Keys:
    - Utilize dementia and symptoms as entry
      - Determine consisten/opportunity across other disease states

## Elderly - PCP Sales Aid

- Patient Profiles
  - Need to be easily identifiable by PCPs since they are not as familiar with antipsychotics
  - Focus on behaviors
    - Agitation                      Objectionable behavior
    - Suspiciousness              Anxiety
    - Depressive mood              Attention
  - Establish goals of therapy
    - Maximize on safety and ease of use benefits
    - Stabilize and Capitalize on efficacy benefits

## Elderly - PCP Sales Aid

- Usage/Maximize
  - Zyprexa is used in more than 2 million patients worldwide
  - Approved to treat schizophrenia, bipolar disorder and dementia
    - Potential back-up chart for why it works in so many disorders - not just an antipsychotic
  - Educate as to main differences between older and newer antipsychotics
    - Overview of efficacy, side effects
  - (Probe on documentation required to prescribe antipsychotics - OBRA)

## Differences between Typical and Atypicals

- The classic (standrad) antipsychotic drugs are the dopamine receptor antagonists, which are effective for the treatment of schziphrenia, particularly for the positive symtoms. The drugs have 2 major shortcomings:
  - Only 25% of patients are helped enough to recover a reasonable amount of normal mental functioning.
  - Annoying and serious side effects
    - Akathisia and parkinsonian like symptoms
    - Serious effects like TD and NMS

## Elderly - PCP Sales Aid

- Usage/Maximize
  - Gain a better understanding and comfort level of Zyprexa and its benefits so they won't be scared to prescribe
  - Educate on variety of approved indications
    - Does that help them feel better about prescribing?
  - Is it better to 1st differentiate from Haldol and then distance from antipsychotics - or just try to make clean break from all?
  - Gain a better understanding of benefits of atypical antipsychotics (benefits over Haldol)

## Elderly - PCP Sales Aid

- Safety/Maximize
  - Excellent side effect profile
    - Graph showing treatment-emergent Adverse Events
    - Statement on Anticholinergic side effects

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### Elderly - PCP Sales Aid

- Safety/Maximize
  - Excellent side effect profile
    - Stress Zyprexa's effectiveness with low potential for side effects so PCP is more comfortable with prescribing an antipsychotic
    - Offers the effectiveness of Haldol without the side effects

### Elderly - PCP Sales Aid

- Safety/Maximize
  - Excellent side effect profile
    - Statement relating to potential for falls
    - Statement relating to orthostatic & QTc prolongation
    - Drug interactions statement
    - Renal characteristics statement

### Elderly - PCP Sales Aid

- Safety/Maximize
  - Excellent side effect profile
    - Convince and gain the confidence of the PCP that Zyprexa offers safety in terms of falls, orthostatic hypotension, drug interactions

### Elderly - PCP Sales Aid

- Safety/Maximize
  - Low potential for EPS/TD
    - EPS comparable to placebo and no dose-dependent EPS
    - Graph showing three scales (Simpson Angus, AIMS, Barnes-Akathisia)
    - Statement on Low Risk for Tardive Dyskinesia (TD)

### Elderly - PCP Sales Aid

- Safety/Maximize
  - Low potential for EPS/TD
    - Eliminate fear of antipsychotics by proving Zyprexa's low risk of EPS and TD

### Elderly - PCP Sales Aid

- Ease of Use/Maximize
  - Graph showing discontinuation rates (tolerable)
  - QD dosing, without regard to meals
  - Dosage strengths

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### Elderly - PCP Sales Aid

- Ease of Use/Maximize
  - Demonstrate ease of use for families/caregivers to establish a comfort level

### Elderly - PCP Sales Aid

- Efficacy/Stabilize
  - Quick onset of action
    - Visitwise graph showing overall improvement in NPI/NH with statistical separation at week 3

### Elderly - PCP Sales Aid

- Efficacy/Stabilize
  - Quick onset of action
    - Stabilizes hostile, aggressive behaviors
    - Provides relief for caregivers/families and as well the patient quickly

### Elderly - PCP Sales Aid

- Efficacy/Stabilize
  - Concentrate message on behavior treatment
    - Graph showing NPI/NH Agitation/Aggression Score
    - Graph showing BPRS Total Score

### Elderly - PCP Sales Aid

- Efficacy/Stabilize
  - Concentrate message on behavior treatment
    - Objectionable behavior and agitation are primary concerns of PCPs
    - Provides the efficacy of Haldol to stabilize aggressive behaviors

### Elderly - PCP Sales Aid

- Efficacy/Capitalize
  - Goals include relief to both the patient and families/caregivers
    - Graph showing NPI/NH Caregiver Distress

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### Elderly - PCP Sales Aid

- Efficacy/Capitalize
  - Goals include relief to both the patient and families/caregivers
    - Offers relief to both the patient and families/caregivers on hostile, aggressive behaviors

### Elderly - PCP Sales Aid

- Efficacy/Capitalize
  - Currently dissatisfied with current agents for dementia
    - Graph showing MMSE Total Score on cognition
    - Graph showing BPRS Anxiety Depression Score

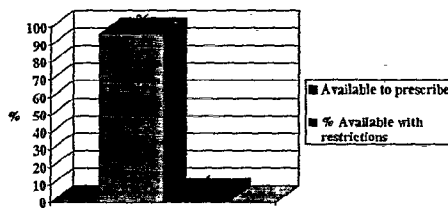
### Elderly - PCP Sales Aid

- Efficacy/Capitalize
  - Currently dissatisfied with current agents for dementia
    - Convince that Zyprexa provides superior response in cognition than current medications available (i.e. Aricept, other antipsychotics, etc.)

### Elderly - PCP Sales Aid

- Formularies/Capitalize
  - Ensure formularies coverage
    - chart showing % HMO enrollment of Zyprexa
  - Educate on cost advantages/coverage

### Zyprexa Formulary Availability



### Elderly - PCP Sales Aid

- Formularies/Capitalize
  - Prove that Zyprexa is not restricted by HMOs
  - Demonstrate that cost advantages
  - Ease fears of legal ramifications

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