

Zyprexa - Primary Care
Payer Q&A -- June 2002

Q. I understand that Lilly is promoting Zyprexa to primary care physicians. Is this true?

A. Yes. Lilly began promoting Zyprexa to primary care physicians in September of 2000. We are now adding additional sales representatives to call on primary care physicians.

Q. Is this to compensate for the [redacted]

A. This decision to promote Zyprexa in the primary care market was made prior to and independent of the [Redac] announcement. Zyprexa was launched in 1996 and has been used safely in 9 million people worldwide. We are responding to the needs of primary care physicians and their patients, who want a better, safer solution to the problems they face.

Q. Aren't schizophrenic patients too ill to be treated by primary care physicians?

A. We know that PCP's today are prescribing older neuroleptics and mood stabilizers, and our goal is to shift those patients to safer, more tolerable medications.

Q. I thought that Zyprexa was an antipsychotic?

A. Zyprexa is actually classified by the FDA as a psychotropic. Zyprexa has three indications -- schizophrenia, bipolar mania, and maintenance of response in schizophrenia -- and it is the only agent approved for both schizophrenia and bipolar mania.

Q. What disease/illness do you expect primary care physicians to treat with Zyprexa?

A. Lilly sales representatives will be helping physicians identify and properly diagnosis bipolar mania.

Q. Do any professional organizations support the use of Zyprexa for treatment of bipolar disorder?

A. Both TMAP and the APA have Zyprexa listed as a first-line treatment for bipolar mania. I can direct you to the websites so that you can view the treatment algorithms.

TMAP

<http://www.mhmr.state.tx.us/CentralOffice/MedicalDirector/TIMA.html>

APA (Guidelines is not posted at this moment)

http://www.psych.org/clin_res/prac_guide.cfm

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Q. I am concerned that promotion to PCPs will increase my plan's utilization of Zyprexa.

A. Primary Care Physicians are already treating many of these patients and, as the NDMDA survey shows, many patients are not receiving the appropriate treatment, which increases patient visits (and therefore increases costs).

Q. Why shouldn't I prior authorize Zyprexa to psychiatrists?

A. For many patients suffering from a mental illness, their only medical contact is their primary care physician. A PCP would prescribe Zyprexa for many reasons:

- many patients are unwilling to see a psychiatrist
- patients may have no insurance coverage
- insurance plans may limit visits to a psychiatrist
- specialty referrals may be delayed

In fact, the National Depressive and Manic-Depressive Association (NDMDA) Constituency Survey 2000 has some startling statistics on diagnosis and treatment of bipolar disorder:

- 7 in 10 people with bipolar disorder initially misdiagnosed
- (30%) of most common misdiagnosis is unipolar depression
- patients average 3.5 misdiagnoses and 4 consults before receiving an accurate diagnosis
- over 30% sought help for more than 10 years before being accurately diagnosed

Q. I have heard that the sales representatives are talking about "complicated mood", not bipolar disorder?

A. Some doctors are unfamiliar with bipolar disorder or may be uncomfortable treating bipolar disorder. The sales representatives are describing patients in terms of symptomatology -- including anxiety, irritability, disruptive sleep, flight of activities, thoughtlessness, grandiosity, and mood swings -- because physicians make prescribing decisions based on patient's description of health problems or from observation of symptoms. Our goal is to help physicians ask the appropriate questions to properly diagnose patient as bipolar disorder, and then treat appropriately.

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