

ZYPREXA Primary Care Selected Objections and FAQ



I have heard that Zyprexa causes weight gain.

- Probe:

- Has that been your clinical experience?

- Response:

- Zyprexa, as with many psychotropic agents, is associated with weight gain and should be managed as a potential adverse event. It is important to note that Zyprexa's discontinuation rate due to adverse events, such as weight gain, is not different from placebo. In a 28-week head to head trial with risperidone the average weight gain with Zyprexa was 9lbs vs. 5lbs for risperidone.

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I do not treat Schizophrenia or Bipolar disorder:

- Probe:

- Doctor, would you agree that you see patients who present with symptoms of mood, thought and behavioral disorders who are not responding to your satisfaction.
- For those patients who you identify for a psych referral, do you find that there can be delays, insurance coverage issues, or simply patient refusal? How do you approach those patients?

(bridge into selling at this point)

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I am afraid of EPS/TD.

- Doctor, that is understandable. Have you had any of your own patients experience some of these unfortunate side effects? On what agents? Unlike other antipsychotic agents, the good news is that across all dosage ranges the incidence of EPS for Zyprexa is comparable to placebo.
- In fact, the incidence of TD with haloperidol is 12 times greater than with Zyprexa (0.5%), which is equal to placebo.
- I can send a medical letter.

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How do I switch from other antipsychotics to Zyprexa?

- Add Zyprexa and slowly taper off the other antipsychotic based on your clinical judgement.
- This is a great opportunity for you to attend a peer to peer program and discuss this further with your peers.

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What about the cost?

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- With all the benefits that Zyprexa offers your patients all we ask is that you talk with your patients about it and let them make the choice.

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How does this compare with Haldol?

- Is there some specific aspect you would like to explore?
 - In a head to head trial of nearly 2,000 patients, Zyprexa was numerically superior to haloperidol in positive symptoms, and statistically superior in negative symptoms, depressive symptoms, side effects (including EPS and Prolactin), and discontinuation due to adverse events. I can supply you with a medical letter on this study.

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I have heard that Zyprexa causes diabetes.

- Has this been your clinical experience?
 - In a large (n=5,022) retrospective analysis Zyprexa's incidence of treatment emergent glucose elevations was comparable to placebo (3.1% vs 2.5%). Further, the incidence of developing diabetes while on Zyprexa is not statistically different from the population at large. I can supply you with a medical letter that can provide further details.

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Does Zyprexa causes anticholinergic side effects?

- Has this been you clinical experience?
 - Zyprexa is a pharmacologically rich molecule and it does effect several receptors. Interestingly, Zyprexa's in vitro profile does not correlate to side effects seen in our clinical trials. Discontinuation rates due to adverse events including dry mouth, constipation, and blurred vision are comparable to placebo.

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Does Zyprexa cause prolactin elevation?

- In Zyprexa's clinical trials, some patients experienced a slight increase in prolactin levels. However, this elevation did not differ from placebo, unlike haloperidol and risperidone.
- With Zyprexa your patients don't need to worry about embarrassing side effects such as galactorrhea, gynecomastia, amenorrhea, and sexual dysfunction; or long term effects of prolactin elevation such as osteoporosis or breast cancer.

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Does Zyprexa cause QTc prolongation?

With the recent mailing of a Mellaril/Serentil warning letters (black box warning) to all primary care physicians regarding QTc safety and the withdrawal of medications such as Seldane, Hismanal and Propulsid, the awareness of cardiac safety has been raised quite significantly. With Zyprexa there is no baseline ECG required; in fact there is no difference in clinically significant QTc prolongation compared to placebo.

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I've heard that Zyprexa causes a lot of somnolence?

- In schizophrenia clinical trials, 26% of Zyprexa patients experienced somnolence vs 13% on placebo. As per our package insert this side effect is dose dependent (lower doses have less sedation and tends to be transient). Also, several opinion leaders describe this calming effect as a therapeutic benefit and choose to dose it at bedtime.