Are your patients open to long-acting antipsychotic injectable therapy?
...YOU MAY BE SURPRISED TO LEARN THAT MANY ARE.

8 out of 10 PATIENTS SAID THEY WOULD ACCEPT LONG-ACTING THERAPY (LAT) BY INJECTION IF RECOMMENDED BY THEIR PHYSICIAN

M ARKET RESEARCH SUGGESTS THAT APPROXIMATELY 53% TO 58% OF PSYCHIATRISTS BELIEVE THAT PATIENTS WILL NOT ACCEPT LATs

But most patients surveyed “don’t mind” taking a medication by injection

• In spite of the general perception that patients are opposed to LAT, market research shows that approximately 80% of patients are amenable to this treatment option

In a market-research study, physicians and patients were asked whether the patients would accept long-acting therapy given by injection. The research survey comprised 375 telephone interviews conducted March 29, 2006 to May 19, 2006 among psychiatrists (n=75); psychiatric nurses (n=75); case managers/social workers (n=75); patients with schizophrenia (n=75); and family caregivers of patients suffering from schizophrenia (n=75). Interviews conducted by Verispan on behalf of Janssen®.

GAIN REPRESENTS AN APPROACH TO OFFERING LAT TO YOUR PATIENTS WITH SCHIZOPHRENIA, WHEN APPROPRIATE

Communicating effectively with patients can be one of the keys to success in any treatment strategy. A communication technique called GAIN is one way to offer LAT to appropriate patients with schizophrenia.1,2

The GAIN Approach2

- **Goal-setting.** This involves a discussion of personal life and treatment goals with the patient in order to collaborate on a plan of action.
- **Action.** The next step is to assess and consider actions with the patient and family members that would help achieve their goals—discussing long-acting injectable therapy and how it may be one part of an overall plan for successful attainment of treatment goals.
- **Initiation** of treatment with long-acting injectable therapy.
- **Nurturing** motivation. Continued success of long-acting antipsychotic injectable therapy depends in part on the patient’s willingness to remain on treatment. Therefore, it is essential to nurture the patient’s motivation to maintain the treatment plan and the motivation for change.

GAIN is a structured communication strategy designed to help healthcare providers and patients in their decision to initiate and maintain LATs.2

GAIN CAN BE PART OF AN EFFECTIVE STRATEGY TO SUPPORT ACCEPTANCE OF, AND ADHERENCE TO, TREATMENT

LAT CAN OFFER THE CERTAINTY THAT YOUR PATIENTS HAVE TAKEN THEIR MEDICATION AS PRESCRIBED

“The experts considered the greatest benefit of long-acting injectable antipsychotics to be assured medication delivery. Other important advantages are the ability to know immediately when a patient misses medication . . .”

“Injections . . . allow the patient and physician to easily and immediately know whether the patient has received medication as scheduled. When the patient misses a dose, the clinician can intervene to remind the patient about the missed appointment and the importance of continued antipsychotic therapy for schizophrenia.”

LAT may be an appropriate choice for more of your patients with schizophrenia. LAT allows you to assess patients, track treatment, and intervene when needed to optimize therapeutic management.

Both GAIN and Approach As Usual had similar therapy-acceptance rates. Patients in the AAU group were nearly twice as likely to discontinue treatment as those in the GAIN group.1

Janssen® created VITAL™ as an educational program to provide valuable information about the trial and adoption of long-acting antipsychotic injectable therapy.

For more information about LAT, please visit JanssenCNS.com