

Product Sheet Siptatin

Indication: Treatment of diabetes.

Generic Name: Siptatin Sitagliptin, a DPP-4 inhibitor.

Mechanism of Action: After food intake, incretins act for a limited time, helping to release the necessary insulin to cover our intake. This is where the DPP-4 enzyme acts by eliminating incretins, thus cutting off the insulin flow. The medication blocks this enzyme to prevent the degradation of incretins, maintaining a constant insulin flow after food intake. This leads to effective glucose level control with a low risk of hypoglycemia.

Effectiveness: Sitagliptin has proven effective in controlling blood glucose in patients with type 2 diabetes. It is well tolerated and offers safety for patients with cardiovascular and renal conditions. It can be used as monotherapy or in combination with other diabetes medications, making it a versatile option with few side effects and no impact on body weight. Adequate diabetes control is crucial to prevent long-term complications, making it a valuable tool in treating our diabetic patients.

Siptatin Met R: Sitagliptin with extended-release metformin, providing gradual release throughout the day, reducing discomfort for patients. This extended-release presentation allows for once-daily dosing, improving adherence and convenience for the patient while maintaining glycemic control, low risk of hypoglycemia, and a neutral effect on weight.

Siptatin vs. Brand-Name Medications: Bioequivalence studies support the safety and efficacy of Siptatin compared to brand-name products.

Economy: The Siptatin family offers up to 50% savings compared to the reference medication.

Questions for Exploration:

- What treatments do you currently use for patients with type 2 diabetes (DM2)?
- Do you use sitagliptin as part of the treatment for patients with DM2, and if so, why?
- We have the Siptatin family at Sandoz; are you familiar with it?
- Do you use the combination of sitagliptin with metformin? Immediate release or extended release?
- Have you heard of Sandoz's sitagliptin?

Objection Handling Responses:

Response to Objection Profile 1: No worries, Doctor. I have ensured that all available presentations of the treatment, whether Siptatin 50mg and 100mg or Siptatin Met R 50/1000, 100/1000, are available at pharmacies near your office. Based on our conversation, would you consider Siptatin or Siptatin Met R as part of your patients' treatment?

Response to Objection Profile 2: For patients without insurance coverage, the Siptatin family offers up to 50% savings compared to the reference medication (the representative should

state the price explicitly, not just the percentage of savings). Based on our conversation, would you consider Siptatin or Siptatin Met R as part of your patients' treatment?