



TECH TOPICS

Helping Glaucoma Patients Manage Elevated IOP Along Their Treatment Journey

INDICATION

LUMIGAN® 0.01% (bimatoprost ophthalmic solution) is indicated for the reduction of elevated intraocular pressure in patients with open angle glaucoma or ocular hypertension.

IMPORTANT SAFETY INFORMATION CONTRAINDICATIONS

LUMIGAN® 0.01% is contraindicated in patients with hypersensitivity to bimatoprost or to any of the ingredients.

Please see additional Important Safety Information throughout. Full Prescribing Information is included and also available at www.rxabbvie.com/pdf/lumigan_pi.pdf.





In a modern practice, the patient will often spend more time interacting with you, the technician, than with the doctor. Also, some patients tend to be more comfortable voicing questions or complaints to you rather than the doctor. Your time with the patient is critical to patient care.¹

You are in a unique position to answer patients' questions and help them understand and stay on treatment. Your role is also to ensure the doctor's prescription is "dispensed as written" (DAW) to prevent it from being filled at the pharmacy with a generic medication (also called "substitution").

THIS BROCHURE WILL:

- Give you a basic background on glaucoma and ocular hypertension
- Equip you to handle patient questions about treatment
- Suggest questions to ask patients during follow-up calls
- Provide a space for the doctor to add any notes for you
- Direct you to additional resources for you and your patients

IMPORTANT SAFETY INFORMATION (Cont'd) WARNINGS AND PRECAUTIONS

Pigmentation

Bimatoprost ophthalmic solution has been reported to cause changes to pigmented tissues. The most frequently reported changes have been increased pigmentation of the iris, periorbital tissue (eyelid) and eyelashes. Pigmentation is expected to increase as long as bimatoprost is administered. After discontinuation of bimatoprost, pigmentation of the iris is likely to be permanent, while pigmentation of the periorbital tissue and eyelash changes have been reported to be reversible in some patients. Patients who receive treatment should be informed of the possibility of increased pigmentation. The long term effects of increased pigmentation are not known. Iris color change may not be noticeable for several months to years. While treatment with LUMIGAN® 0.01% can be continued in patients who develop noticeably increased iris pigmentation, these patients should be examined regularly.

Please see additional Important Safety Information throughout.

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EYE PRESSURE AND GLAUCOMA:

THE BASICS



What is glaucoma?

Glaucoma is a group of eye conditions that damage the optic nerve due to abnormally high fluid pressure within the eye (eye pressure, also called intraocular pressure, or IOP). Open-angle glaucoma is the most common form of glaucoma. Glaucoma is one of the leading causes of blindness for people over the age of 60, although it can occur at any age.²



What is ocular hypertension?

Ocular hypertension, in which IOP is higher than normal, is not the same as glaucoma. The optic nerve looks normal and there are no signs of vision loss. However, people with ocular hypertension are at increased risk of glaucoma.³



Why is it so important to have regular eye exams?

Because the loss of vision with open-angle glaucoma can be gradual, a person may not notice their vision has changed until the condition is advanced. Having regular exams can help doctors diagnose glaucoma earlier, so treatment to lower IOP can be started as soon as possible. Unfortunately, vision lost to glaucoma cannot be restored.²



How is glaucoma diagnosed?

The doctor will review the patient's medical history; conduct a comprehensive eye examination; perform tests such as measuring IOP (tonometry); test for optic nerve damage with a dilated eye examination and imaging tests; check for areas of vision loss (visual field test); measure corneal thickness (pachymetry); and inspect the drainage angle (gonioscopy).⁴

IMPORTANT SAFETY INFORMATION (Cont'd) WARNINGS AND PRECAUTIONS (Cont'd)

Eyelash Changes

LUMIGAN® 0.01% may gradually change eyelashes and vellus hair in the treated eye. These changes include increased length, thickness, and number of lashes. Eyelash changes are usually reversible upon discontinuation of treatment.

Intraocular Inflammation

Prostaglandin analogs, including bimatoprost, have been reported to cause intraocular inflammation. In addition, because these products may exacerbate inflammation, caution should be used in patients with active intraocular inflammation (e.g., uveitis).

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EYE PRESSURE AND GLAUCOMA:

THE BASICS (Cont'd)



How is glaucoma treated?

Glaucoma is treated by lowering IOP, often starting with prescription eye drops. These can help decrease IOP by increasing fluid drainage from the eye or decreasing the amount of fluid made by the eye. Sometimes more than one kind of eye drop may be needed.⁴



What other treatments are there for glaucoma?

Aside from eye drops, there are laser treatments, implanted devices, or surgeries that may be used.⁵



What happens if glaucoma is left untreated?

Glaucoma is a leading cause of blindness, resulting from damage to the optic nerve.⁶

What different kinds of eye drops are used to lower IOP?

Prostaglandin analogs increase outflow of fluid (aqueous humor, or AH). LUMIGAN® 0.01% (bimatoprost ophthalmic solution) is one of many options.^{4,7}

Alpha-adrenergic agonists reduce the amount of AH produced by the eye and increase outflow.⁴

Beta blockers reduce the amount of AH produced by the eye.⁴

Carbonic anhydrase inhibitors reduce the production of AH.⁴

Rho kinase inhibitors lower eye pressure by suppressing the rho kinase enzymes responsible for fluid increase.⁴

Combination eye drops contain two or more kinds of medicines for patients who need additional treatment.⁴



DOCTOR'S NOTES

Q. Why do you prescribe LUMIGAN® 0.01%?

A. _____

Q. Why prescribe LUMIGAN® 0.01% and not a generic? Why is my copay so expensive?

A. _____

IMPORTANT SAFETY INFORMATION (Cont'd) WARNINGS AND PRECAUTIONS (Cont'd)

Macular Edema

Macular edema, including cystoid macular edema, has been reported during treatment with bimatoprost ophthalmic solution. LUMIGAN® 0.01% should be used with caution in aphakic patients, in pseudophakic patients with a torn posterior lens capsule, or in patients with known risk factors for macular edema.

Bacterial Keratitis

There have been reports of bacterial keratitis associated with the use of multiple-dose containers of topical ophthalmic products.

Contact Lens Use

LUMIGAN® 0.01% contains benzalkonium chloride, which may be absorbed by and cause discoloration of soft contact lenses. Contact lenses should be removed prior to instillation of LUMIGAN® 0.01% and may be reinserted 15 minutes following its administration.

Please see additional Important Safety Information throughout.

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CONVERSATIONS ABOUT TREATMENT

TYPICAL QUESTIONS PATIENTS WILL ASK:

Q. What is glaucoma?

A. Glaucoma is a disease that damages the eye's optic nerve and is often caused by extra fluid that increases pressure in the eye. Open-angle glaucoma is the most common form of glaucoma. It develops gradually and often goes unnoticed at first. Because vision lost to glaucoma can't be recovered, regular eye exams are important to detect the early signs of glaucoma.²

Q. How did the doctor determine if I have glaucoma?

A. There are several tests we do, including checking the condition of your optic nerve and how much pressure is being caused by the fluid in your eye, called eye pressure or intraocular pressure (IOP). High IOP can damage your optic nerve.^{2,4}

Q. Is there a cure for glaucoma?

A. There is no cure for glaucoma, but glaucoma is treated by lowering your eye pressure, often starting with prescription eye drops. That's why daily treatment is very important. High eye pressure can slowly damage your optic nerve before you notice any change in vision.^{2,4,6}

Q. What happens if glaucoma is left untreated?

A. Glaucoma is a leading cause of blindness.² That's why it's so important to get the specific medication the doctor has prescribed.

Q. How long am I going to be on eye pressure medication?

A. Treatment to lower your eye pressure will probably be a lifelong thing. Only your doctor will be able to determine how long you may stay on a specific medication.²

Q. What about side effects?

A. The most common side effect in patients treated with LUMIGAN® 0.01% was eye redness. The redness, blurry vision, and stinging that may be caused by LUMIGAN® 0.01% and other eye drops in its class may improve with time.^{8,9} You may also experience some side effects unrelated to your eyes. To minimize absorption into the bloodstream, close your eyes for 1 to 2 minutes after putting in your drops. You may also press lightly at the corner of your eyes near your nose for 1 or 2 minutes to close the tear duct. Be sure to wipe any excess drops from your eyelids.⁴

Q. Can you help me use my drops?

A. (Offer to show patient how to apply.) Also, there are easy instructions you can print from your medication's website.

Q. What can happen if I miss using my drops?

A. It is extremely important to use your glaucoma eye drops exactly as the doctor tells you to. That includes taking every dose, every day.⁹

Q. What if I use more than one kind of eye drop or artificial tears?

A. Wait at least 5 minutes between applying them.⁷

Q. What if I wear contact lenses?

A. Remove them first, use your drops, and wait 15 minutes before reinserting your lenses.⁷

IMPORTANT SAFETY INFORMATION (Cont'd)

ADVERSE REACTIONS

In a 12-month clinical study with bimatoprost ophthalmic solutions 0.01%, the most common adverse reaction was conjunctival hyperemia (31%). Approximately 1.6% of patients discontinued therapy due to conjunctival hyperemia. Other adverse drug reactions (reported in 1 to 4% of patients) with LUMIGAN® 0.01% in this study included conjunctival edema, conjunctival hemorrhage, eye irritation, eye pain, eye pruritus, erythema of eyelid, eyelids pruritus, growth of eyelashes, hypertrichosis, instillation site irritation, punctate keratitis, skin hyperpigmentation, vision blurred, and visual acuity reduced.

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QUESTIONS ABOUT COST

Q. Is the medicine covered by my insurance? What is my copay?

A. We can check your specific coverage using the At Your Service Copay Estimator, right here in the office, and see your individual projected copay information in seconds.

Q. Why prescribe this medication and not a generic?

A. The doctor has seen its effectiveness in studies and in our patients.⁷ The doctor has prescribed the medication they believe is best to lower your eye pressure to help prevent damage to the optic nerve.² (Please see “Doctor’s Notes” for more information.)

CONVERSATIONS FOR THE FOLLOW-UP CALL:

- Did you receive the medication the doctor prescribed?
- Did you enroll in At Your Service? (if patient is under 65 years)
- Did you get the copay we estimated? (if the AYS Copay Estimator was used)
- Were you able to apply your eye drops as prescribed?
- Do you have any other questions for me?
- Are there any questions you want me to ask the doctor?



THE MANY WAYS TO HELP PATIENTS RECEIVE THEIR PRESCRIBED MEDICATION

- Let them know that LUMIGAN® 0.01% and other Allergan® eye care products provide wide coverage for both Commercial and Medicare Part D patients¹⁰

90%
LUMIGAN® 0.01%

- Introduce patients to the At Your Service Copay Estimator to see their individual projected copay information in seconds
 - Entering information is fast and easy
 - Includes Commercial, Medicare, and other government-funded insurance

TELL PATIENTS HOW TO ENROLL IN THE AT YOUR SERVICE COPAY SAVINGS PROGRAM*

- Go to savewithays.com and click on the “Enroll Now” button or text **SAVINGS** to 72428†
- Find out if they are eligible for reduced copays
- Get a copay card on their phone to show at the pharmacy



www.savewithays.com

*Please see additional information pertaining to the AYS Copay Savings Program on the back cover.

†AYS Alerts: Message and data rates apply. Message frequency depends on user. Reply HELP for help; reply STOP to cancel. Consent to texts not required to sign up for offer. View our Mobile Terms & Conditions at www.savewithays.com/mobiletermsconditions and Privacy Policy at www.abbvie.com/privacy.html.

- Hand out the Patient Advocacy Tearpad, which includes a helpful checklist to use at the pharmacy
- At the pharmacy, tell patients to make sure to
 - Check the label and color of the bottle
 - Bring copay card or checklist; make sure all discounts are applied
 - Check that the copay is correct

IMPORTANT SAFETY INFORMATION (Cont'd) USE IN SPECIFIC POPULATIONS

Pediatric Use

Use in pediatric patients below the age of 16 years is not recommended because of potential safety concerns related to increased pigmentation following long-term chronic use.

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SEE WAYS TO HELP PATIENTS UNDERSTAND THEIR COPAYS AND SAVE ON TREATMENT



You can use the **At Your Service Copay Estimator** to provide individual projected patient copays in seconds. To use the Copay Estimator, go to **savewithays.com** and click on the “Begin Now” button.

YOU CAN ALSO ENCOURAGE PATIENTS TO ENROLL IN THE AYS COPAY SAVINGS PROGRAM



Eligible commercially insured patients may pay as little as **\$30*** per 90-day prescription fill.

That's as little as **\$10** per month for a 90-day supply.

www.savewithays.com

*Maximum savings limits apply; patient out-of-pocket expense will vary depending on insurance coverage. Offer valid for patients with commercial prescription insurance coverage and a valid prescription for LUMIGAN® 0.01%, COMBIGAN®, or ALPHAGAN® P 0.1%. Offer not valid for patients enrolled in Medicare, Medicaid, or any other federal, state, or government-funded healthcare program. See At Your Service Savings Program Terms, Conditions, and Eligibility Criteria by scanning the QR code or visiting SaveWithAYS.com.



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