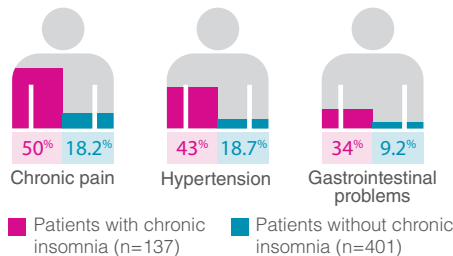


INSOMNIA TODAY™

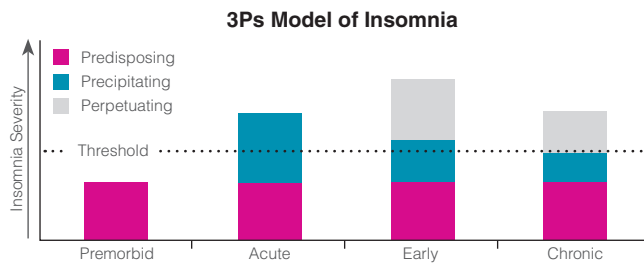
Insomnia Disorder: Prevalence and Pathophysiology

Comorbid medical conditions are more prevalent in people with chronic insomnia than in people without insomnia*1



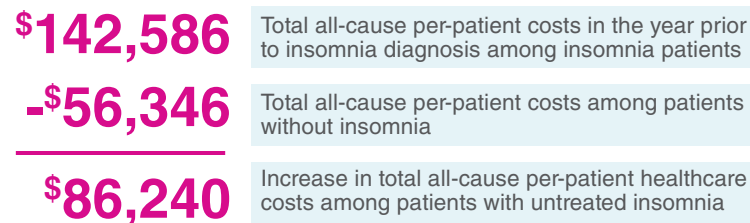
*538 community-based individuals participated in a health survey and self-reported sleep habits and comorbid medical conditions

Combined predisposing, precipitating, and perpetuating factors impact the clinical course of insomnia disorder²



Burden of Insomnia Disorder

Retrospective data from CMS Chronic Condition Data Warehouse showed higher annual per-patient healthcare costs for Medicare beneficiaries in 2013 with untreated insomnia (n=151,668) vs. non-sleep-disordered controls (n=333,039)³



Mechanisms of Sleep-Wake Physiology⁴⁻⁷

Distinct neurotransmitters regulate sleep-wake behavior, aligned to the 24-hr circadian clock

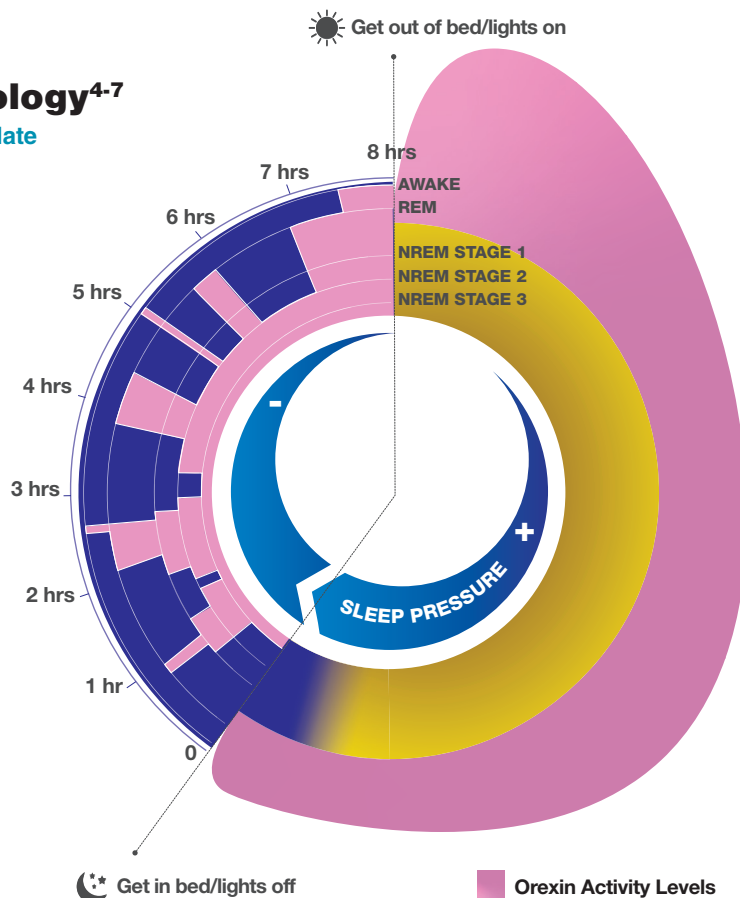
Sleep-wake behavior is regulated by interaction of a Two-Process Model⁴:

- S-Process: Homeostatic (represented by sleep pressure)
- C-Process: Circadian

Orexin neurotransmitter activity is key to sleep-wake regulation:

- Orexin activity is highest during active wake behavior, decreases during non-active wake and sleep behaviors, and is lowest during NREM Stage 3 sleep (also called slow-wave sleep)⁷

hr(s) = hour(s) of time in bed
REM = rapid eye movement sleep
NREM = non-rapid eye movement sleep



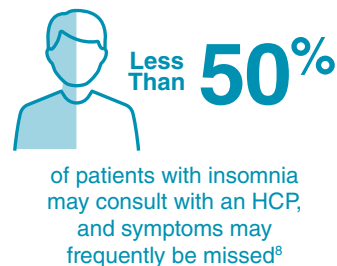
Scan with your phone or tablet to learn more in 3D

Clinical Management of Insomnia

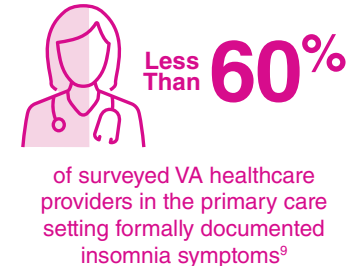
A community-based survey of adults >65 years old (N=242)

A survey of primary care providers (N=51) from VA facilities in the Mid-Atlantic region of the US

Patient Challenges



HCP Challenges



Shared Decision Making (SDM)

- SDM involves conversational analysis and neutral hypotheses to provide several options and facilitate a common decision¹⁰
- Improvement in the HCP-patient dialogue is necessary to optimize insomnia diagnosis and treatment
- Many patients with insomnia prioritize investing time in treatment and sustained therapeutic gains over short-term improvement¹¹



About Eisai

About Eisai Inc.

At Eisai Inc., *human health care (hhc)* is our goal. We give our first thoughts to patients and their families and helping to increase the benefits health care provides. As the U.S. pharmaceutical subsidiary of Tokyo-based Eisai Co., Ltd., we have a passionate commitment to patient care that is the driving force behind our efforts to discover and develop innovative therapies to help address unmet medical needs.

Eisai is a fully integrated pharmaceutical business that operates in two global business groups: oncology and neurology (dementia-related diseases and neurodegenerative diseases). Our U.S. headquarters, commercial, and clinical development organizations are located in New Jersey; our discovery labs are in Massachusetts and Pennsylvania; and our global demand chain organization resides in Maryland and North Carolina. To learn more about Eisai Inc., please visit us at www.eisai.com/US and follow us on [Twitter](#) and [LinkedIn](#).

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