



The ED Conversation Dilemma: Forty Percent of Men with ED Don't Talk to Their Doctor, Survey Finds

Majority of men rank discomfort as #1 reason to avoid discussing ED, a potential precursor to heart disease

INDIANAPOLIS, July 16, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- A new survey reveals that while 82 percent of men with erectile dysfunction (ED) surveyed recognize it as an indicator of other health conditions, such as heart disease and diabetes, nearly 40 percent have never discussed the condition with their doctors. The survey, conducted by Ipsos Public Affairs and sponsored by Eli Lilly and Company (NYSE: LLY), makers of Cialis(R) (tadalafil), was designed to further understand men's current beliefs about ED and ED treatment options, as well as the perceptions men have about communicating with their healthcare professional about ED.

"Sexual health is considered by many doctors as the window into a man's overall health -- for instance, erectile dysfunction can be an indicator of other health issues," said Ridwan Shabsigh, M.D., director of the Division of Urology at Maimonides Medical Center in Brooklyn, NY and professor of clinical urology at Columbia University. "It's important for men with ED to talk with their healthcare professional about ED and its treatment options. For instance, Cialis for once daily use is a new low-dose ED treatment option taken once a day and may be right for some men."

Perceived Barriers to the ED Conversation

According to the Ipsos survey results, discomfort discussing ED ranked as the number one barrier to good communication between a man and his doctor -- mentioned by 74 percent of men with ED who participated in the survey. The survey also found that, despite their discomfort, 64 percent of ED sufferers surveyed wished they knew more about ED and its treatments.

"Unfortunately, men tend not to talk about ED with their partner, their doctor or their friends," said Michael A. Perelman, Ph.D., co-director of the Human Sexuality Program at the Payne Whitney Clinic at NY Weill Cornell Medical Center in New York City. "As a psychologist and sexual medicine specialist, I would encourage any man who thinks he might have ED to talk with a healthcare professional to learn about available treatment options."

Patient-Physician Communication Helps Dispel ED Myths

A majority (88%) of men with ED surveyed recognize that ED is a treatable condition, and the survey revealed that men who discuss ED with a doctor are less likely to believe some of the common myths associated with ED treatments.

-- Approximately seven in 10 (68%) men with ED surveyed who have spoken with their doctor about ED do not believe that erections occur without any sexual stimulation when using prescription ED drugs, compared to just a third (33%) of those who have not spoken with their doctor.

-- Sixty-five percent of men with ED surveyed who have spoken with a doctor about ED recognize that ED drugs do not immediately take effect after a few minutes, compared to only 41 percent of men who have not spoken to a doctor.

About ED

Erectile dysfunction (ED) is defined as the inability to attain and or maintain erection to perform satisfactory sexual intercourse. (1) Although it is estimated that ED affects more than 30 million men in the United States, only a small fraction seek counseling or treatment.(2) Factors that can contribute to ED include high blood pressure, diabetes, cardiovascular disease, high cholesterol, smoking, stress or anxiety, depression, low testosterone levels and some types of prescription drugs.(3,4)

About the Survey

A total of 300 interviews were completed online between April 22 and April 29, 2008 among men who reported that they were age 45 and older, residing in the U.S., and suffering from ED at least occasionally. For more information on the complete survey results and methodology, please visit <http://www.ipsos-na.com> .

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. They conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos Public Affairs conducts national and international public opinion polling on behalf of The Associated Press, the world's oldest and largest news organization. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. They provide boutique-style customer service and work closely with their clients, while also undertaking global research. To learn more, visit: www.ipsos-na.com.

About Cialis

Cialis(R) (tadalafil) is approved for the treatment of erectile dysfunction on an as-needed basis or in a daily regimen. The recommended starting dose of Cialis for use as needed in most patients is 10 mg, taken prior to anticipated sexual activity. The dose may be increased to 20 mg or decreased to 5 mg, based on individual efficacy and tolerability. Cialis also has a new, low-dose daily option which can be taken without regard to the timing of sexual intercourse. The recommended starting dose for Cialis for once daily use is 2.5 mg which may be increased to 5 mg based on efficacy and tolerability.

Important Safety Information for CIALIS(R) (tadalafil)

CIALIS is for the treatment of erectile dysfunction.

CIALIS IS NOT FOR EVERYONE. Tell your doctor about your medical conditions and all medications, and ask if you're healthy enough for sexual activity. Don't take CIALIS if you take nitrates, often prescribed for chest pain, as this may cause a sudden, unsafe drop in blood pressure.

Don't drink alcohol in excess (to a level of intoxication) with CIALIS, as this may increase your chances of getting dizzy or lowering your blood pressure. CIALIS does not protect against sexually transmitted diseases, including HIV. The most common side effects with CIALIS were headache and upset stomach. Backache and muscle ache were also reported, sometimes with delayed onset.

As with any ED tablet, in the rare event of priapism (an erection lasting more than 4 hours), seek immediate medical help to avoid long-term injury.

In rare instances, men taking PDE5 inhibitors (oral erectile dysfunction medicine, including CIALIS) reported a sudden decrease or loss of vision in one or both eyes, or a sudden loss or decrease in hearing, sometimes with ringing in the ears and dizziness. It is not possible to determine whether these events are related directly to these medicines or to other factors. If you experience any of these symptoms, stop taking CIALIS, and call a doctor right away.

For additional information including full Patient information and Prescribing Information visit <http://www.cialis.com/> or call 1-877-424-2547.

About Eli Lilly and Company

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of first-in-class and best-in-class pharmaceutical products by applying the latest research from its own world-wide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Ind., Lilly provides answers -- through medicines and information -- for some of the world's most urgent medical needs. Additional information about Lilly is available at www.lilly.com.

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(1) European Society for Sexual Medicine (ESSM). "Male Sexual Dysfunction: What is erectile dysfunction?" http://www.essm.org/patient-area/erectile_dysf.asp#q1. Last accessed April 8, 2008.

(2) American Urological Association. "2006 Annual Meeting Highlights". <http://www.auanet.org/cme/amhighlights/sffa.pdf>. Last accessed June 9, 2008.

(3) American Urological Association. "Non-surgical management of erectile dysfunction." <http://www.urologyhealth.org/adult/index.cfm?cat=11&topic=174>. Last access June 9, 2008.

(4) Sexual Dysfunction Association. "Impotence or erectile dysfunction: Fact Sheet".
http://www.impotence.org.uk/downloads/Impotence_or_erectile_dysfunction.pdf . Last accessed April 8, 2008.

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