





Lilly Grant Funding Disclosure

May 27, 2008

The Lilly logo is written in a red, cursive script font.

Answers That Matter.



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- **Eli Lilly Philosophy**
 - **Reactions to Publications**
 - **Grant Funding Publishing Methodology**
 - **How to Publish**
 - **Pre and Post Publication Thoughts**
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Best Interests
of Industry

Public Scrutiny
and Press

- Why publish?
- What to publish (CME, Charitable, Sponsorship, Clinical Trials, Patient Advocacy)?
- What to publish in the future?

Senate Finance
Committee Inquiries

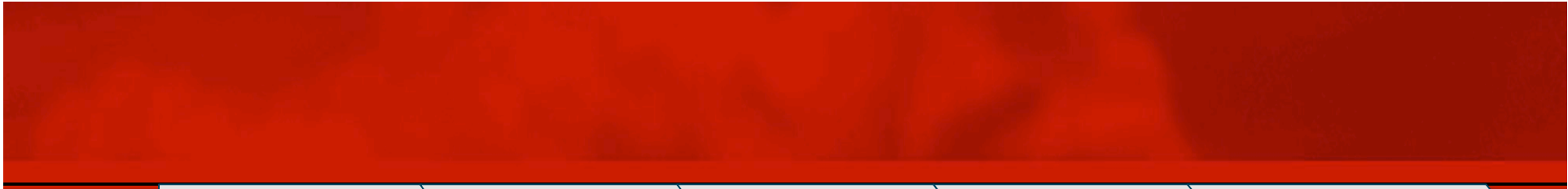
Aggregate
Spend and
State Law
Reporting

Promote Good Work of Pharma

- Physician Education
- Other Healthcare Practitioner Education
- Charitable Contributions

	<i>ACCME Programs</i>	<i>Hours of Instruction</i>	<i>Physician Participants</i>	<i>Non-Physician Participants</i>
<i>Grand Total</i>	<i>93,582</i>	<i>712,163</i>	<i>8,255,017</i>	<i>4,577,078</i>

Source: ACCME 2006 Annual Report



	Government	Press	Industry	Advocacy Groups	Internal
Pros	<ul style="list-style-type: none"> • Praise from Senator Grassley and Capitol Hill for initiative • Consulted on other initiatives (gained added credibility) 	<ul style="list-style-type: none"> • Positive articles in WSJ, trade press, et. al. 	<ul style="list-style-type: none"> • Generally positive • Companies looking to undertake similar initiatives • Moved transparency dialogue to forefront 	<ul style="list-style-type: none"> • Positive recognition • Improve awareness of good programs • Improved credibility 	<ul style="list-style-type: none"> • Senior management supportive • Employees feel good about what company is doing
Cons	N/A	N/A	N/A	<ul style="list-style-type: none"> • Additional scrutiny • Exposure for smaller groups strains resources 	N/A
Questions	<ul style="list-style-type: none"> • Clarification what is disclosed • Enough disclosure • Other data to be disclosed • Other Pharma company plans 	<ul style="list-style-type: none"> • Why did Lilly decide to disclose • What is the purpose 	<ul style="list-style-type: none"> • Did Lilly do too much too fast • Did Lilly drive the Sunshine Act and other regulations • Right information to publish 	N/A	<ul style="list-style-type: none"> • Want more information about programs
Response	<ul style="list-style-type: none"> • Lilly has no additional plans 	<ul style="list-style-type: none"> • Create Transparency • Highlight the good programs Lilly supports 	<ul style="list-style-type: none"> • Thought this was the right information to disclose 	N/A	<ul style="list-style-type: none"> • Ongoing assessment of areas for disclosure and transparency



Potential Publishing Methodology

Preparation & Training

- Whom to train
- Why train
- Continuous training

Disclosure

- Level of detail
- Responsible party
- Validity of data
- Format of disclosure

Documentation

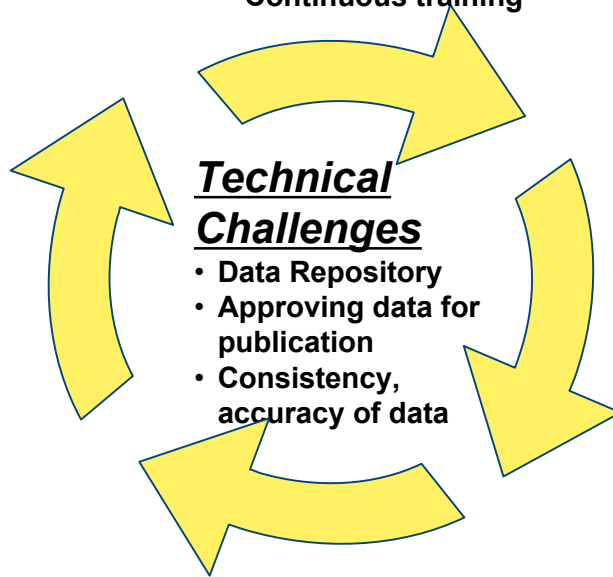
- SOPs
- LOA language
- Responses

Technical Challenges

- Data Repository
- Approving data for publication
- Consistency, accuracy of data

Controls

- Separation of divisions (Sales, Marketing, etc.)
- Following processes and procedures





Publication Experience

- Positive reactions internally and externally. No challenges from funding recipients
- Contacting key organizations before publication was beneficial and helped industry perception
- No noticeable change in provider interaction with Lilly
- Preparation and training is key to successfully publishing grant information

Discussion Items

- Is disclosing more or less grant detail information better?
 - What has been the government's reaction?
 - Has the perception of the industry changed?
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