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Largest Global Survey Investigating Early Type 2 Diabetes Conversations Launched by Boehringer Ingelheim and Eli Lilly and Company in Partnership with the International Diabetes Federation

More than 10,000 people with self-reported and diagnosed type 2 diabetes and more than 6,500 treating-physicians from 26 countries to take part in new survey

RIDGEFIELD, Conn. and INDIANAPOLIS, Dec. 2, 2013 /PRNewswire/ -- Boehringer Ingelheim and Eli Lilly and Company (NYSE: LLY) today announced the launch of the largest multinational survey to investigate early conversations between physicians and people living with type 2 diabetes at time of diagnosis and at time of treatment modification. The survey was developed in partnership with the International Diabetes Federation (IDF) and will include more than 10,000 people with self-reported and diagnosed type 2 diabetes and more than 6,500 treating-physicians across 26 countries worldwide. The findings seek to provide in-depth insights into conversations at diagnosis and when an additional therapy may be required beyond the first medication. The survey will also investigate how these early conversations may have an impact on patient outcomes.

Results from the survey will look to provide insights to aid in the development of possible resources that can support physicians in conducting early conversations about type 2 diabetes and optimize the limited time they have with patients by focusing on the elements that have the potential to make a difference. Proper, thoughtful and open communication between patients and physicians from the start may lead to better health outcomes overall.^{1,2}

"Being diagnosed with type 2 diabetes can be a challenging and emotional period, which understandably, many people find overwhelming. Ensuring individuals have the support they need at this time as well as an understanding of the progressive nature of their condition and the importance of self-management — right from the start — is crucial to success in the long run. The early conversations people with type 2 diabetes have with their physicians are essential," said Anne Belton, vice president at the International Diabetes Federation. "This new survey will look to provide valuable insights into these important early conversations and will help aid the development of resources for physicians and people with type 2 diabetes. Together these will help deliver valuable support early on in the treatment pathway."

The global survey will provide a snapshot of the current perceptions of both physicians and people living with type 2 diabetes about these important early conversations and will highlight challenges and potential areas for improvement. Resources based on the insights provided will be developed by the Boehringer Ingelheim and Lilly Diabetes alliance and will aim to support primary care physicians and people living with type 2 diabetes so they remain informed, motivated and confident in their efforts to actively manage their condition. Developing resources to help people with type 2 diabetes is becoming increasingly important, as the IDF estimates more than 592 million people worldwide will have diabetes by 2035.³ Initial survey findings are expected to be announced in 2014.

"The effective management of type 2 diabetes may involve changing a person's way of life, which requires a strong commitment by the patient," said Christophe Arbet-Engels, MD, PhD, vice president, metabolic clinical development and medical affairs, Boehringer Ingelheim Pharmaceuticals, Inc. "We are pleased to be partnering with the International Diabetes Federation on a large survey which will help us better understand this initial dialogue. This knowledge can help us develop tools that may foster a better relationship between patients and their healthcare providers."

About the Survey

The survey is concentrated on the needs and realities of primary care. It utilizes a combination of both validated tools and new research approaches to investigate the early conversations in type 2 diabetes. It is expected to produce information on what patients take away from these conversations and how this is associated with patient well-being and other self-reported patient outcomes.

The survey has been developed with the help of a very impressive advisory board of professional experts, including: Mrs. Anne Belton, Canada, Prof. Steven Edelman, USA, Dr. William Polonsky, USA, Dr. Matthew S. Capehorn, UK and Ms. Susan Down, UK.

About Diabetes

Approximately 25.8 million Americans⁴ and an estimated 382 million people worldwide⁵ have type 1 or type 2 diabetes. Type 2

diabetes is the most common type, accounting for an estimated 90 to 95 percent of all diabetes cases.⁴ Diabetes is a chronic disease that occurs when the body cannot produce enough insulin or cannot use insulin effectively.⁶ Diabetes was estimated to cost the U.S. \$245 billion in 2012.⁷

Boehringer Ingelheim and Eli Lilly and Company

In January 2011, Boehringer Ingelheim and Eli Lilly and Company announced an alliance in the field of diabetes that centers on three pipeline compounds representing several of the largest treatment classes. This alliance leverages the companies' strengths as two of the world's leading pharmaceutical companies, combining Boehringer Ingelheim's solid track record of research-driven innovation and Lilly's innovative research, experience, and pioneering history in diabetes. By joining forces, the companies demonstrate commitment in the care of patients with diabetes and stand together to focus on patient needs. Find out more about the alliance at www.boehringer-ingelheim.com or www.lilly.com.

About Boehringer Ingelheim

Boehringer Ingelheim Pharmaceuticals, Inc., based in Ridgefield, CT, is the largest U.S. subsidiary of Boehringer Ingelheim Corporation (Ridgefield, CT) and a member of the Boehringer Ingelheim group of companies.

The Boehringer Ingelheim group is one of the world's 20 leading pharmaceutical companies. Headquartered in Ingelheim, Germany, it operates globally with 140 affiliates and more than 46,000 employees. Since it was founded in 1885, the family-owned company has been committed to researching, developing, manufacturing and marketing novel medications of high therapeutic value for human and veterinary medicine.

As a central element of its culture, Boehringer Ingelheim has a demonstrated commitment to corporate social responsibility. Involvement in social projects, caring for employees and their families, and providing equal opportunities for all employees form the foundation of the global operations. Mutual cooperation and respect, as well as environmental protection and sustainability are intrinsic factors in all of Boehringer Ingelheim's endeavors.

In 2012, Boehringer Ingelheim achieved net sales of about \$19.1 billion (14.7 billion euro). R&D expenditure in the business area Prescription Medicines corresponds to 22.5 percent of its net sales.

For more information please visit www.us.boehringer-ingelheim.com.

About Eli Lilly and Company

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, IN, 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.

About Lilly Diabetes

Lilly has been a global leader in diabetes care since 1923, when we introduced the world's first commercial insulin. Today we work to meet the diverse needs of people with diabetes through research and collaboration, a broad and growing product portfolio and our continued commitment to providing real solutions — from medicines to support programs and more — to make lives better.

For more information, visit www.lillydiabetes.com.

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