Lilly Launches End-to-End Digital Healthcare Experience through LillyDirect™

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INDIANAPOLIS, Jan. 4, 2024 /PRNewswire/ -- Eli Lilly and Company (NYSE: LLY) today announced LillyDirect ™, a new digital healthcare experience for patients in the U.S. living with obesity, migraine and diabetes. LillyDirect offers disease management resources, including access to independent healthcare providers*, tailored support, and direct home delivery of select Lilly medicines through third-party pharmacy dispensing services.

"A complex U.S. healthcare system adds to the burdens patients face when managing a chronic disease. With LillyDirect, our goal is to relieve some of those burdens by simplifying the patient experience to help improve outcomes," said David A. Ricks, Lilly's chair and CEO. "LillyDirect offers more choices in how and where people access healthcare, including a convenient home delivery option to fill Lilly medicines they have been prescribed."

For patients living with obesity, migraine and diabetes, LillyDirect offers:

- LillyDirect Pharmacy Solutions, a digital pharmacy for select Lilly medicines powered by third party online pharmacy fulfillment services. LillyDirect Pharmacy Solutions gives patients a simple option to get consistent access to Lilly medicines they have been prescribed with the added convenience of home delivery. By obtaining medicines directly from Lilly, patients can easily access Lilly's affordability solutions and savings card opportunities are automatically applied for patients who qualify. Medicines fulfilled by pharmacy service providers through LillyDirect Pharmacy Solutions ship free of charge.
- Disease state and healthcare educational information to help empower and support patients on their care journeys.
- Access to independent telehealth providers that could complement a patient's current primary care team or be an alternative to in-person care for certain conditions.
- An independent search tool that allows a patient to find healthcare professionals near them if they prefer in-person care.

"We know that people have come to depend on the efficiency and convenience of digital solutions to meet a variety of their everyday needs – healthcare being one of them," said Frank Cunningham, group vice president, global value and access at Lilly. "We launched LillyDirect with the hope that it will offer patients an innovative end-to-end experience to manage their health and access their medicines, so they can get back to living their lives."

LillyDirect will continue to be updated and expanded to improve the customer experience. Future updates may include new products, partners and services, such as programs designed to help patients with adherence to their medicines.

About Lilly

Lilly unites caring with discovery to create medicines that make life better for people around the world. We've been pioneering life-changing discoveries for nearly 150 years, and today our medicines help more than 51 million people across the globe. Harnessing the power of biotechnology, chemistry and genetic medicine, our scientists are urgently advancing new discoveries to solve some of the world's most significant health challenges, redefining diabetes care, treating obesity and curtailing its most devastating long-term effects, advancing the fight against Alzheimer's disease, providing solutions to some of the most debilitating immune system disorders, and transforming the most difficult-to-treat cancers into manageable diseases. With each step toward a healthier world, we're motivated by one thing: making life better for millions more people. That includes delivering innovative clinical trials that reflect the diversity of our world and working to ensure our medicines are accessible and affordable. To learn more, visit Lilly.com and Lilly.com/news or follow us on Facebook, Instagram and LinkedIn. C-LLY

Cautionary Statement Regarding Forward-Looking Statements

This press release contains forward-looking statements (as that term is defined in the Private Securities Litigation Reform Act of 1995) about LillyDirect capabilities and offerings and reflects Lilly's current beliefs and expectations. However, there can be no assurance that LillyDirect will achieve Lilly's objectives or that Lilly will execute its strategy as planned. For further discussion of risks and uncertainties relevant to Lilly's business that could cause actual results to differ from Lilly's expectations, see Lilly's Form 10-K and Form 10-Q filings with the United States Securities and Exchange Commission. Except as required by law, Lilly undertakes no duty to update forward-looking statements to reflect events after the date of this release.

* The telehealth vendors listed on the LillyDirect site are independent. Treatment decisions and prescribing practices are made based on the independent medical judgment of the telehealth provider's care team. They may prescribe medication or another course of treatment.

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