



## **Lilly Recognized by the National Hispanic Council on Aging for Ongoing Commitment to the Health of Older Adults**

WASHINGTON, Sept 29, 2010 /PRNewswire via COMTEX News Network/ -- Eli Lilly and Company (NYSE: LLY) was given the President's Award by the National Hispanic Council on Aging (NHCOA) at its annual conference in Washington, D.C.

Lilly has developed a successful partnership with the NHCOA to address specific issues facing the aging Hispanic community, such as disparities that exist in the diagnosis of chronic disease.

"The National Hispanic Council on Aging's leadership is proud to honor Lilly with the 2010 President's Award, recognizing the company's commitment to improving the wellbeing of its target audience - especially older adults," said Dr. Yanira Cruz, president & CEO of the NHCOA. "Lilly's philanthropic commitment should serve as an example in the pharmaceutical industry. We applaud Lilly's innovation in addressing key health issues impacting older adults such as diabetes, mental health and Alzheimer's disease."

As part of Lilly's commitment to overcoming health disparities, the company is working to increase Hispanic representation in clinical trials. In the United States, minority populations have historically and consistently been under-represented in clinical trials, which evaluate the safety and efficacy of new medicines and treatments. As part of Lilly's clinical diversity strategy, Lilly is identifying and investing in new relationships with clinical investigators who are likely to treat more diverse patients. As a result, more than 83 new clinical trial sites have been introduced in communities of color since May 2008.

Currently, Lilly and NHCOA are working together to develop initiatives designed to promote diabetes prevention and improve diabetes management among Hispanic older adults and their families through the development of culturally--and linguistically--appropriate and age-sensitive educational efforts. This program aims to reduce the significant disparities that exist between Hispanic and non-Hispanic adults in the United States.

"Lilly and the Council both see the value of promoting better health for our older citizens, and we're pleased that our work has been recognized with this award," said Shaun Hawkins, chief diversity officer at Lilly. "Our commitment to engage, educate and empower patients to take control of their own health becomes even more important when we are working with populations that do not have access to the resources they need to become healthier. Our partnership with NHCOA helps make that connection for patients."

Additional outreach initiatives are conducted by the Organization of Latinos at Lilly, or OLA, an internal employee group. OLA diversity initiatives impact the community, the company and its members by actively supporting the Hispanic/Latino community. For example, OLA members participate in Project Stepping Stone, a community event for Latino high school students from Indiana who are interested in attending college. OLA members also contribute annually to the Hispanic Scholarship Fund organized by USA Funds to help Latino youth access and afford a college education.

### **About the National Hispanic Council on Aging**

The National Hispanic Council on Aging (NHCOA) is the nation's premier constituency-based organization dedicated to improving the quality of life for the Hispanic/Latino elderly, their families, and their communities. The NHCOA represents a network of 42 community-based organizations across the continental U.S., the District of Columbia, and Puerto Rico. NHCOA also maintains a broader network of 7,000 individuals and reaches 10 million Hispanics each year through its work and that of its affiliates.

### **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, 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](http://www.lilly.com). C-LLY

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