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## **Lilly Receives NCQA Program Design Certification for Several Disease Management Programs**

INDIANAPOLIS, Sept 14, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- Eli Lilly and Company (NYSE: LLY) announced today it has received Program Design Certification from the National Committee for Quality Assurance (NCQA) for one new and three existing disease management programs.

The newest program, Expanding Views: Achieving More with ADHD, is a strategies and support initiative that integrates the latest evidence-based guidelines. Expanding Views reinforces the importance of providing follow-up care for patients with attention-deficit/hyperactivity disorder (ADHD). The program provides resources and tools designed to reach healthcare providers, adults with ADHD and parents of children and adolescents with ADHD.

Lilly also sought and received recertification of three other programs as part of its ongoing commitment to improving patient safety and quality.

- \* Tools That Empower: Diabetes Management Program has been updated with 2006 American Diabetes Association clinical practice recommendations and HEDIS(R) performance measures. It is a robust diabetes disease management program that contains more than 20 best-in-class tools and resources for care managers and diabetes program directors.
- \* HealthInsights for Women is a disease management program that targets women 30 years and older about disease risk factors, and inspires them to make behavior changes that can lead to better health. The program has added a diabetes workshop module that will be available in late 2006.
- \* Health Evaluator for Lilly Partners (HELP) is a comprehensive, interactive online resource for patients that is flexible, customizable and secure.

NCQA certification is an indication that a disease management program has passed a rigorous review in a specific area, either program design, patient contact or disease management systems. According to the NCQA, certification standards are purposely set high to encourage organizations to continuously enhance their quality.

"Disease management offers tremendous promise for improving the care received by the chronically ill," said Margaret E. O'Kane, president of NCQA. "By achieving NCQA DM Certification, an organization is showing that it is ready to provide specific services that can help fulfill that promise."

Offering relevant, non-branded interventions that are based on the most recent clinical research and findings is an example of how Lilly seeks to meet the needs of patients.

"Lilly is committed to providing high-quality resources to our managed care customers to help reduce patient risk and create an environment of continuous improvement for patient care," said Jack Bailey, vice president, Lilly's Business-to-Business division. "The NCQA certification validates these important tools for improving patient care."

Disease Management Certification is based on a review of DM content -- such as printed, electronic and in-person methods for working with patients and practitioners -- according to clinical guidelines. NCQA has reviewed and certified Lilly's Program Design capability. For complete details on the scope of this review, visit <http://www.ncqa.org/Programs/Accreditation/DM/dmmain.htm>

About NCQA:

NCQA is a private, non-profit organization dedicated to improving healthcare quality. NCQA is committed to providing healthcare quality information through the Web and the media in order to help consumers, employers and others make more

informed healthcare choices.

Consumers can access organizations' NCQA Accreditation and Certification statuses and other information on healthcare quality on NCQA's Web site at [www.ncqa.org](http://www.ncqa.org), or by calling NCQA Customer Support at (888) 275-7585.

About Lilly:

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 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).

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HEDIS(R) (Health Plan Employer Data and Information Set) is a registered trademark of the National Committee for Quality Assurance

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