



Lilly Broadens Income Eligibility for Patient Assistance Programs

Patients at 300 percent of the U.S. Federal Poverty Level, or even higher for some programs, now qualify

INDIANAPOLIS, Aug 05, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- In the midst of the down economy, many Americans have seen their financial situations change - for the worse - forcing them to make difficult sacrifices to afford medications or detrimental decisions to stop taking medicines.

On Aug. 1, 2009, Lilly USA adjusted the income eligibility for its most widely used patient assistance programs to allow enrollment of eligible patients with incomes at or less than 300 percent of the U.S. Federal Poverty Level. This is an income eligibility increase from the previous 200 percent Federal Poverty Level. With this change, the income eligibility limit for all Lilly owned or supported patient assistance programs is set at, or above, 300 percent of the current Federal Poverty Level. As an example, the new yearly eligible income limit for a family of two corresponds to approximately \$44,000.

"By making these changes, we are addressing a real concern for patients we have heard from in recent months. Many have lost their jobs and insurance coverage and need our help to stay on their medications," said John C. Lechleiter, Ph.D., Eli Lilly and Company chairman, president and chief executive officer. "Patients are our first priority. By relaxing the income guidelines for Lilly's patient assistance programs, more patients will qualify for Lilly's patient assistance programs."

The income eligibility adjustment is a long-term change for the programs, which over the past three years have assisted more than 580,000 patients in the United States and distributed medications valued at over \$784 million.

Globally, over the past three years, Lilly has donated \$883 million in products to patients and agencies throughout the world.

Patients who believe they qualify for any of Lilly's patient assistance programs, or whose financial situation has changed from their last tax filing or application to Lilly's programs, may contact the applicable patient assistance program or visit www.lilly.com/responsibility/programs to find out more program information.

Lilly's patient assistance programs

Access to affordable medications is a top priority for Lilly. This commitment is exemplified by Lilly's various patient assistance programs, which provide needy patients access to the company's portfolio of medications.

Lilly Cares(TM)

Lilly Cares Foundation, Inc. created and administers a patient assistance program that provides access to most Lilly products for eligible U.S. residents. Through their physicians, patients who are otherwise unable to obtain Lilly medications may qualify for free medicines. To learn more or obtain an application, call (800) 545-6962 or visit www.lillycares.com.

LillyMedicareAnswers(TM)

LillyMedicareAnswers is a patient assistance program that provides eligible Medicare recipients access to Lilly medications outside of their Medicare Part D plan. To learn more or obtain an application, call (877) RX-LILLY (1-877-795-4559) or visit www.lillymedicareanswers.com.

Lilly Specialty Programs

Lilly offers additional patient assistance programs, such as Lilly Camp Care Package Initiative, Lilly Oncology and other specialty product programs. For more information about all patient assistance programs, visit www.lilly.com/responsibility/programs.

Partnership for Prescription Assistance

Lilly supports the Partnership for Prescription Assistance, which brings together America's pharmaceutical companies, doctors, other health care providers, patient advocacy organizations and community groups to match patients with public and private

prescription assistance programs for which they may be eligible for enrollment. Many of these programs are offered by individual pharmaceutical companies. For more information, call (888) 4PPA-NOW (888-477-2669) or visit www.pparx.org.

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.

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