

Press Release

For Non-US and Non-UK Media

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Type 2 Diabetes: Physicians worldwide agree early conversations are crucial in the management of condition

- *First insights from IntroDia™, the largest multinational survey of its kind, are presented at the American Diabetes Association's (ADA) 74th Scientific Sessions®*
- *Physicians believe early conversations with people diagnosed with Type 2 Diabetes are crucial, but many report a variety of challenges at the point of diagnosis*
- *IntroDia™ is currently ongoing and has been developed by Boehringer Ingelheim and Lilly, in partnership with the International Diabetes Federation (IDF)*

Ingelheim, Germany and Indianapolis, US, 15 June 2014 – The first insights from IntroDia™ presented at the American Diabetes Association's (ADA) 74th Scientific Sessions®, showed that over three quarters (76-100 percent across 26 countries) of 6,753 physicians surveyed agree that conversations at diagnosis impact the way people with Type 2 Diabetes (T2D) accept their condition and their treatment adherence.¹ Despite the importance of these conversations, the preliminary data also indicated many physicians report a variety of challenges during the diagnosis conversations.¹

According to data presented, the challenges most commonly reported by physicians during diagnosis conversations are that patients do not keep up with the required changes, returning back to old habits, in addition to physicians not having enough time to carry out these important conversations with patients.¹

Most physicians (92 percent) surveyed also indicated they would like tools to help people with T2D sustain behavioural change.

Ms. Anne Belton, Vice President of the International Diabetes Federation, and member of the IntroDia™ Advisory Board commented: "These preliminary results from the IntroDia™ survey build on previous studies, which demonstrated that early conversations have an impact in the management of diabetes and can impact patient outcomes. We look forward to the full results, which will provide a deeper understanding of the challenges and barriers for both physicians and people with Type 2 Diabetes. We hope to then provide support to physicians to help them improve those conversations which we believe will result in better outcomes for people with Type 2 Diabetes."

The IntroDia™ survey is ongoing, and the next set of results will include insights from people with T2D.

The IntroDia™ survey will include insights from 6,753 physicians and approximately 10,000 people with T2D, and is investigating early T2D conversations. The survey results will be used to develop tools to provide additional support for physicians and people with T2D during their early conversations.

About IntroDia™

IntroDia™, developed by Boehringer Ingelheim GmbH (BI) and Eli Lilly and Company in partnership with the International Diabetes Federation (IDF), is the largest multinational survey of its kind to date which aims to investigate early conversations between physicians and people living with T2D, and how these conversations may correlate with the individuals' wellbeing and self-care.

The IntroDia™ survey is part of the BI and Lilly Diabetes alliance's commitment to providing continuous support to physicians and people with T2D, and is concentrated on the needs and realities of primary care. It utilises a combination of both validated tools and new research approaches to investigate the early conversations in T2D. The full insights from the survey will focus on what physicians and patients take away from these conversations and how this is associated with patient wellbeing and other self-reported patient outcomes. These insights will then be used to develop tools to provide additional support for physicians and people with T2D for their early conversations.

Also involved in the IntroDia™ survey is an international advisory board of professional experts, including: Ms. Anne Belton, Canada; Dr. Steven Edelman, USA; Dr. William Polonsky, USA; Dr. Matthew S Capehorn, UK and Ms. Susan Down, UK.

For more details, please visit www.introdia.com

Boehringer Ingelheim and Eli Lilly and Company

In January 2011, Boehringer Ingelheim and Eli Lilly and Company announced an alliance in diabetes that centers on compounds representing several of the largest diabetes treatment classes. The alliance leverages the strengths of two of the world's leading pharmaceutical companies. 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

The Boehringer Ingelheim group is one of the world's 20 leading pharmaceutical companies. Headquartered in Ingelheim, Germany, Boehringer Ingelheim operates globally with 142 affiliates and a total of more than 47,400 employees. The focus of the family-owned company, founded in 1885, is researching, developing, manufacturing and marketing new medications of high therapeutic value for human and veterinary medicine.

Taking social responsibility is an important element of the corporate culture at Boehringer Ingelheim. This includes worldwide involvement in social projects, such as the initiative "Making more Health" and caring for the employees. Respect, equal opportunities and reconciling career and family form the foundation of the mutual cooperation. In everything it does, the company focuses on environmental protection and sustainability.

In 2013, Boehringer Ingelheim achieved net sales of about €14.1 billion. R&D expenditure corresponds to 19.5% of its net sales.

For more information please visit <http://www.boehringer-ingelheim.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 are building upon this heritage by working to meet the diverse needs of people with diabetes and those who care for them. Through research and collaboration, a broad and growing product portfolio and a continued determination to provide real solutions—from medicines to support programs and more—we strive to make life better for all those affected by diabetes around the world. For more information, visit www.lillydiabetes.com.

About Eli Lilly and Company

Lilly is a global healthcare leader that unites caring with discovery to make life better for people around the world. We were founded more than a century ago by a man committed to creating high-quality medicines that meet real needs, and today we remain true to that mission in all our work. Across the globe, Lilly employees work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to communities through philanthropy and volunteerism. To learn more about Lilly, please visit us at <http://www.lilly.com> and <http://newsroom.lilly.com/social-channels>.

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References

1. Polonsky WH, et al. Physicians' Challenges When Discussing the Type 2 Diabetes (T2D) Diagnosis With Patients: Insights From a Cross-National Study (IntroDia™). Poster 62-LB at the American Diabetes Association's (ADA) 74th Scientific Sessions® 2014, San Francisco, USA.