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Collaboration to Create a Better Health Care System By Jack Bailey

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Prescriptions for Excellence in **HEALTH CARE**

A COLLABORATION BETWEEN JEFFERSON MEDICAL COLLEGE AND ELI LILLY AND CO.

Collaboration to Create a Better Health Care System

By Jack Bailey

At Eli Lilly and Company, we understand that we have an important role in the transformation of the health care industry. We are committed to effecting positive change via continued partnerships with other stakeholders to enhance the health care delivery process and maximize value through improved outcomes for each patient.

The pace of change in health care is accelerating, and a new health care system is evolving that will balance cost, quality, access, and innovation by leveraging price/quality transparency, and will use more health information technology to deliver value-based care. To meet the demands of this market, we at Lilly challenge ourselves to reevaluate our processes at every level, seeking to consistently transform how we do business so that we align with the needs of our customers and the marketplace. By doing so, we strive to continue delivering value through innovation and partnerships.

Greater transparency, accountability, value, and efficiency will characterize the emerging health care system – qualities that are necessary to

provide health care in the face of the greatest demographic shift the United States and the world have ever seen. While the degree of change required is daunting, collectively we are making progress.

I believe that we will be successful in our efforts to help create a health care system for this country that will be the envy of the world—a system based on innovation, choice, and competition that enables the betterment of the lives of its citizens. It will not be easy. It will require hard choices, tough trade-offs, and disciplined implementation, but few things could be more important than creating a company and a health care system worthy of the next generation. The credo of our founder, Colonel Eli Lilly, was: “Take what you find here and make it better.” We remain steadfast in our commitment to improve US health care delivery. I am confident that we will succeed in our collaboration to shape the evolution of the health care system and look forward to our role in this journey.

Jack Bailey is Vice President, Business to Business, at Eli Lilly and Company.