ISSUE 6 FALL 2009

Prescriptions for Excellence in
HEALTH CARE

A COLLABORATION BETWEEN JEFFERSON SCHOOL OF POPULATION HEALTH AND LILLY USA, LLC

A Message from Lilly

Tailored Therapeutics

By Marc L. Berger, MD

The National Priorities Partnership (NPP), convened by the National Quality Forum to address the challenges of our health care system, released its list of National Priorities and Goals. The first 2 goals are particularly relevant to the mission of Eli Lilly and Company. The first goal is to engage patients and families in managing their health and making decisions about their care, and the second is to improve the health of the population. These goals are aligned with Lilly's mission to provide "answers that matter" to patients, and to make medicines that help people live longer, healthier, and more active lives. Recently, these twin goals were crystallized in a new vision statement for the corporation:

We will make a significant contribution to humanity by improving global health in the 21st century. Starting with the work of our scientists, we will place improved outcomes for individual patients at the center of what we do. We will listen carefully to understand patient needs and work with health care partners to provide meaningful benefits for the people who depend on us.

To make this vision a reality, Lilly has committed to a strategy of developing tailored therapeutics. By tailored therapy, we mean any application of information at the individual patient level that leads to substantial improvement in the ratio of benefits to risk for that patient, thereby improving the predictability of therapeutic response.

Tailored therapies focus not only on identifying the right patients with greater specificity, but also on excluding from treatment the "wrong patients" (eg, those who have a low expectation of benefit or are at higher risk for harm). These dual aims are addressed by applying all available information that helps to individualize optimal timing, dose, and duration of therapy. This may include insights whereby functional genetic differences among individuals are measured and used to determine - even predict - what a specific drug will do to an individual's body or how the drug will be metabolized by the body.

John Lechleiter, President and Chief Executive Officer of Eli Lilly and Company, put it succinctly when he said that "the power of tailored therapeutics is for us to say more clearly to payers, providers, and patients, 'this drug is not for everyone, but it is for you'..." To this end, we are developing biopharmaceutical products that target difficult to treat conditions and pursuing qualitative research and analyses to help identify specific populations and individual patients for whom these products will be most beneficial.

We at Lilly applaud the efforts of the NPP and are committed to doing all we can to engage patients and families in making decisions about their care and to improve the health of the population.

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