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Prescriptions for Excellence in
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A COLLABORATION BETWEEN JEFFERSON SCHOOL OF POPULATION HEALTH AND LILLY USA, LLC

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A Message from Lilly

By Tom Wallace

The work of the National Quality Forum (NQF) and its focus on quality is a priority that benefits all health care stakeholders and, ultimately, patient care.

At Lilly, we believe in the vital role of the organizations that represent the views of patients and health care professionals as pivotal to improving patients' individual health outcomes. Working with patient and health care professional organizations is an important way to open dialogue, learn, and create impact, as advocates provide an inspiration for all stakeholders to keep in mind.

Our collaboration and communication with various advocacy groups is centered on mutual interests and common beliefs. We recognize that views do not always match, and we value the ability to speak openly with advocates during those occasions as well. Our interactions include seeking insight on a range of topics including challenging medical research, public policy, clinical trials and health outcome study design, patient and health care professional education, and improving patient assistance programs. This collaborative philosophy was critical in the successful implementation of the Medicare Part D prescription benefit, a complex and daunting task, and it continues today as health care reform abounds and the search to provide value and improved outcomes intensifies.

Today, navigating health care delivery issues and discovering innovative medicines is more difficult than ever, and the views of patient and health professional organizations play a critical role in shaping decisions. We share with these groups a belief that there is not a "one size fits all" solution to caring for patients.

There are 2 critical elements of engagement in working with patient and health care organizations: Earning trust and having a commitment to the mission, which patient groups and health professionals demonstrate daily.

To help guide the interactions with patient and health professional organizations, core principles deserve consideration including knowing and complying with laws and regulations, respecting the organization's independence, neither expecting nor encouraging product promotion or endorsement, seeking dialogue on areas of mutual interest but never obligating organizations to a position or view, insisting on open and honest communication, and encouraging transparent and written agreements as well as diversity of funding sources.

Establishing and encouraging patient and health professional organizations is critical to our health system. They help meet the health needs of underserved populations, provide a patient-centric voice, and can be informed stakeholders in health care decision making. During these transformative times, keeping the focus on meeting patient needs and building collaboration across the spectrum of patient and professional organizations are powerful ways to improve quality in health care. We are grateful for NQF's initiatives that advance this thinking.

***Tom Wallace** is Senior Director, Global Advocacy and Professional Relations at Eli Lilly and Company*

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