



Building Consumer Engagement Using a Multi-Channel Approach

Lilly for Better Health™

Yolanda Johnson-Moton

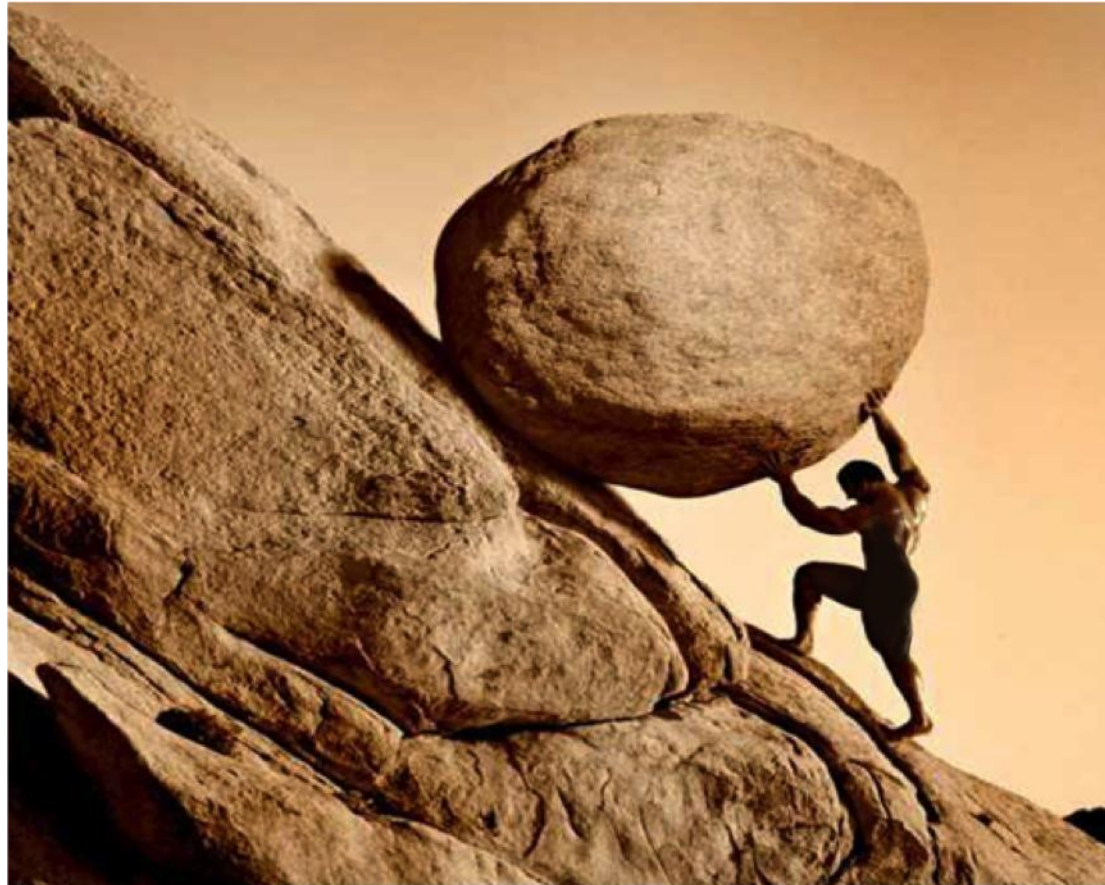
Strategy Consultant

US Medical Division, Health Education

Lilly USA, LLC



Consumer Engagement: Getting It Right



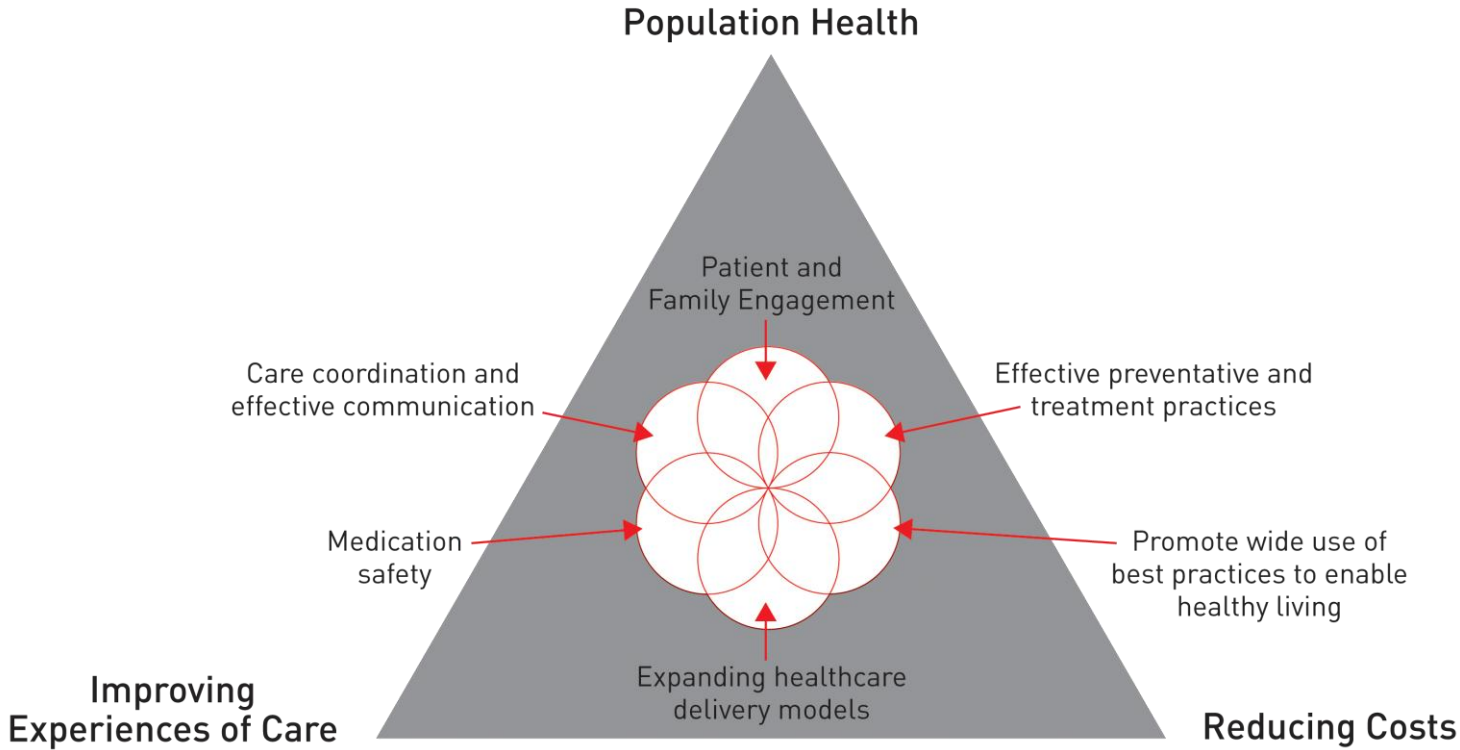


Drivers of Multi-Channel Communication

- Proliferation of communication channels and evolving technology
- Consumers driving interactions based on their preferences
- Increased emphasis on quality patient care and adherence
- Current “healthcare priorities”



Current Healthcare Priorities



Institute for Healthcare Improvement (IHI) "Triple Aim", and the National Quality Forum (NQF) National Priorities Partnership (NPP)



What is *Lilly for Better Health*™?

Lilly for Better Health™ is a multi-channel initiative offering health and wellness resources and programs that educate and inspire people to live a healthy and balanced lifestyle.

- Engaging and interactive
- Non-product-branded
- Broadens patient and caregiver access to health education resources for patients and caregivers through multiple channels.
- Demonstrates the many ways Lilly goes beyond medicine to help improve patient care and be a good partner in the healthcare system.



Program Elements

Website

Patient Education

Exhibits

YouTube Channel

Advertisements





Lilly Health Channel – YouTube

YouTube.com/lillyhealth

Videos include:

- Health education
- Innovation
- Employee outreach

The screenshot shows the YouTube channel page for Lilly Health. The main video player displays a young man sitting on a couch, holding a video camera. Below the video, the title is "Living with Type 2 Diabetes: A Teen's Journey" and it is from the channel "MyHealth". The video has 1,667 views and was uploaded on August 23, 2011. To the right of the video player is a list of related videos, including "Connecting Hearts Abroad - Krista Brantly", "Fighting Cancer", "Indiana Science Initiative", "Connecting Hearts Abroad - Rob Smith", "World Volunteer Conference Video", "Welcome to Shanghai", and "Living with Type 2 Diabetes: A Teen's". Below the video player is a "Subscribers (49)" section showing a grid of subscriber avatars. On the left side of the page, there is a "Profile" section for the channel "Lilly Health", which includes statistics such as "Channel Views: 1,376" and "Total Uploaded Videos: 1,179". The profile also includes a description of the channel's mission: "Headquartered in Indianapolis, IN, Lilly provides answers – through medicines and information – for some of the world's most urgent medical needs. Additional information about Lilly is available at http://www.lilly.com."



Key Take-a-ways

Support *Lilly for Better Health* through awareness:

- Place information and links on your website
- Provide printed health education in your district offices
- Help identify churches within your district seeking health education materials
- Collaborate with Lilly for conference speakers on various health topics.

For more information contact:

Nate Miles

miles_nathaniel_r@ lilly.com

206-409.80321 or

www.lillyforbetterhealth.com contact us



Questions?

www.lillyforbetterhealth.com
www.youtube.com/lillyhealth