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Lilly Health Channel debuts on YouTube

Channel features videos on health education, innovation and outreach

INDIANAPOLIS – On the heels of launching its enhanced [Lilly for Better Health](#)[™] program, Lilly USA, LLC, (NYSE: LLY) introduces the [Lilly Health Channel](#) on YouTube – www.youtube.com/lillyhealth – featuring videos on health and wellness, employee and community outreach efforts, health innovation, Lilly programs and other non-product-branded initiatives.

Videos on the channel spotlight issues like the [growing rate of diabetes](#) in the U.S., particularly among teens, and programs such as [Connecting Hearts Abroad](#), Lilly’s global service program which sends hundreds of Lilly employees around the world as ambassadors to assist people and communities in need.

The educational and motivational videos are intended to inspire patients to make healthy lifestyle changes, and provide insight into Lilly’s diverse, talented team and innovative projects.

“Every day, we make an impact on the lives of patients through our medicines, but there are also many other ways we are connecting with patients through programs, education and outreach,” said Jack Harris, M.D., Lilly’s vice president of its U.S. medical division. “The Lilly Health Channel enables us to tell those stories through video in a way that reaches and engages patients like we never have before.”

The Lilly Health Channel also will direct visitors to:

- [Lilly for Better Health](#), a program that educates and inspires individuals, families and communities to live healthier, more active lives.
- [LillyPad](#), the official blog of Eli Lilly and Company that enables a dialogue with the public on matters important to Lilly and those following the biopharmaceutical industry.
- [Health Education Answers](#), an online health education program designed to help improve patient care through education outreach.

Watch videos and learn more at www.youtube.com/lillyhealth.

About Eli Lilly and Company

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organizations. Headquartered in Indianapolis, Ind., Lilly provides answers – through medicines and information – for some of the world’s most urgent medical needs. Additional information about Lilly is available at www.lilly.com.

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