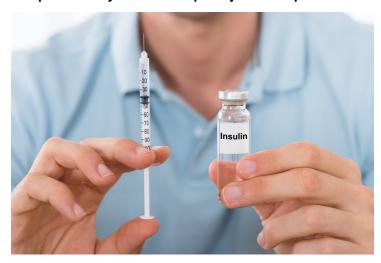


Eli Lilly introduces lower priced Insulin in the US

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List price of Lilly's Insulin Lispro Injection 50 percent less than branded Humalog



Eli Lilly and Company's Insulin Lispro Injection is now available for order in pharmacies for people who use Lilly's rapid-acting insulin and need a lower-cost option. Lilly's Insulin Lispro Injection has a 50 percent lower list price than its identical medicine, Humalog[®] U-100 (insulin lispro injection) and is available in both a vial and KwikPer[®]. Because they are the same insulin, pharmacists will be able to substitute Insulin Lispro Injection for Humalog.

In March, Lilly announced plans to introduce Insulin Lispro Injection, which fills another gap in the healthcare system. The people who are most likely to benefit from Insulin Lispro Injection are Medicare Part D beneficiaries, people with high-deductible health plans and the uninsured who use Humalog.

Currently, about 95 percent of people in the U.S. pay \$95 or less a month for their Humalog prescription and 43 percent pay \$0 at the retail pharmacy. With the launch of Insulin Lispro Injection, even more people will pay lower amounts at the pharmacy. Because most insurance plans provide affordable copays for chronic medicines that are much lower than list price, people should ask their pharmacist whether Insulin Lispro Injection or Humalog is the lower-cost option for them.

Insulin Lispro Injection has a list price of \$137.35 per vial and \$265.20 for a package of five KwikPens.