



**DIABETES UK, HEALTHY INTERACTIONS AND LILLY UK ANNOUNCE
PARTNERSHIP TO IMPROVE DIABETES SELF-MANAGEMENT IN THE UK**

*Innovative experiential behaviour change tools
for improving diabetes education and patient engagement*

London, United Kingdom (November 13, 2007) – Diabetes UK and Healthy Interactions Inc. (Healthyi) have announced a partnership to develop and implement a series of Diabetes Conversation Maps™ to better engage patients with diabetes. Through interactions with healthcare professionals and lay professionals, people with diabetes will use the Conversation Maps™ to learn about behaviour change and improved diabetes self-management. Lilly UK is the exclusive programme sponsor, making the Conversation Maps™ training, implementation and support available throughout the UK.

Implementation of the Diabetes Conversation Maps™ in the UK will be through Primary Care Organisations and via lay professionals across the country.

Douglas Smallwood, Chief Executive of Diabetes UK, said: “Healthyi’s Conversation Maps™ are a very innovative approach to helping patients improve their diabetes self-management. As only 11 per cent of people with diabetes in the UK currently receive structured education, it is vital that we make this area a priority for improvement. Diabetes Conversation Maps™ have been very well received in both Canada and the United States. We believe that our partnership with Healthyi will follow similar patterns of success in the United Kingdom and help to improve the quality of life for people with diabetes.”

The three-foot by five-foot Conversation Maps™ roll out flat and feature images and statistics to provide a fun, engaging learning experience. Designed for use in small groups of three to ten patients, the Maps provide a springboard for dynamic group discussion, rather than one-way lecture. Healthcare professionals guide groups through the learning process, which encourages patients to explore diabetes-related health facts and ‘take ownership’ of what they learn through peer-to-peer discussions. The aim is to get patients to understand how they can change their behaviour to improve their diabetes self-management.

“Healthyi welcomes the invitation to partner with Diabetes UK and is happy to announce that Lilly UK is the exclusive sponsor. We have a unique opportunity to make a very real and important difference in the lives of millions of people with diabetes in the UK, and in the lives of the healthcare professionals and lay professionals who care for them,” said Peter Gorman, President of Healthyi.

“As a company committed to providing innovative therapeutic solutions to patients and caregivers, Lilly understands that success in treating diabetes will not come from medical interventions alone,” said Lorenzo Tallarigo, MD, President of International Operations, Eli Lilly and Company. “Lilly is committed to complementing our therapeutic advances with practical tools and community-based educational support programs to help people living with and treating diabetes overcome barriers to success in combating this disease. Conversation Maps™ are an excellent learning tool and we are pleased to make them available throughout the UK.”

Diabetes Conversation Maps™ were first launched in Canada in 2006. Conversation Maps™ are becoming the diabetes education standard in Canada. More than 50 per cent of all healthcare professionals engaged in diabetes patient education have been trained and equipped with diabetes Conversation Maps in Canada. Ninety-eight per cent recommend diabetes Conversation Maps™ to their fellow healthcare professionals. One hundred per cent of patients recommend diabetes Conversation Maps™ to their peers.

In 2006 Healthyi signed a five year partnership with the American Diabetes Association to transform diabetes education in the U.S. Since launching at the 2007 ADA Scientific Session, more than 5,000 U.S. healthcare professionals have been trained in the use of Healthyi’s Diabetes Conversation Maps in their practices. Over the next two years Healthyi will train and equip more than 10,000 healthcare professionals in the use of the U.S. Diabetes Conversation Maps™.

Notes to editors

About Diabetes UK

Diabetes UK is the charity that cares about people with diabetes. With 180,000 members it is the largest patient body in Europe. It funds up to £6.5 million of research every year, provides information and support to people with diabetes and campaigns on their behalf. Diabetes UK's mission is to improve the lives of people with diabetes and to work towards a future without diabetes.

About Healthy Interactions

Healthy Interactions Inc. (Healthyi) is an innovator and leader in creating Personal Health Engagement™, and Conversation Map™ tools. Healthyi is revolutionizing and becoming the healthcare behaviour change and patient engagement standard in the United States and around the world. Founded in 2003, Healthyi's mission is to improve healthcare decision-making of patients and healthcare professionals by transforming the way in which they experience and internalize health-related information, leading to behaviour change and improved self-management. Healthyi achieves this mission by developing and distributing small-group Conversation Map™ tools, web 2.0 tools, and tools specifically created for pharmacy and retail settings. Healthyi also builds and maintains learning networks and venues. Personal Health Engagement™ and Conversation Map™, Healthyi™ are trademarks of Healthy Interactions Inc. Visit Healthyi at www.healthyi.com. Contact Pete Gorman, 1 (419) 787-6221, or Paul Lasiuk, 1 (312) 755-9901.

About Lilly Diabetes

Through a long-standing commitment to diabetes care, Lilly provides patients with breakthrough treatments that enable them to live longer, healthier and fuller lives. Since 1923, Lilly has been the industry leader in pioneering therapies to help health care professionals improve the lives of people with diabetes, and research continues on innovative medicines to address the unmet needs of patients.

Lilly, a leading innovation-driven corporation, is developing a growing portfolio of first-in-class and best-in-class pharmaceutical products by applying the latest research from its own worldwide laboratories and from collaborations with eminent scientific organisations. Headquartered in Indianapolis, Ind., Lilly provides answers – through medicines and information – for some of the world's most urgent medical needs.

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