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Rimidi and Lilly Collaborate to Personalize Solutions for People Using Insulin

Companies will strive to make diabetes management easier through effective use of connected devices and a diabetes management software platform

INDIANAPOLIS and ATLANTA, Dec. 14, 2017 /PRNewswire/ -- Rimidi, a digital health company that provides software and clinical analytics for chronic disease management, and Eli Lilly and Company (NYSE: LLY), a leader in diabetes care for more than 90 years, are coming together to develop provider-focused tools that will integrate personalized solutions for people who use insulin to manage their diabetes, the companies announced today. Rimidi will integrate its diabetes management software platform with Lilly's integrated insulin management system in development.

The non-exclusive agreement between Rimidi and Lilly will strive to make diabetes management easier for approximately 30 million Americans with diabetes and the health care providers who care for them by helping people use insulin more effectively while optimizing diabetes management within the normal clinical workflow.

"Diabetes management is a collaborative effort between people with diabetes and their healthcare providers. With the right support they can achieve better results together," said Lucienne Ide, MD, PhD and CEO of Rimidi. "We are proud to partner with Lilly to facilitate personalized management of diabetes. This is a 'better together' story."

Rimidi's platform helps clinicians personalize care by leveraging the individual characteristics and clinical histories of people with diabetes to identify individuals who may benefit from specific management approaches. Lilly's integrated insulin management system combines a connected insulin pen with glucose-sensing technologies (e.g., glucose meter, CGM) and software applications to deliver personalized insulin dose recommendations. Data from these devices and apps will flow back to physicians to truly connect care.

"To make diabetes management easier, we need to enable and empower people with diabetes to use insulin more effectively," said Marie Schiller, vice president, Connected Care and site head, Cambridge Innovation Center. "Our partnership with Rimidi is one step in making this vision a reality. Diabetes is a challenge for patients and can be tough for physicians to treat. Connected care may be able to reduce many of these burdens, allowing physicians to focus on the most important clinical decisions and improving outcomes."

Rimidi's diabetes management platform runs on top of leading electronic medical records systems, providing a seamless workflow experience for clinicians at the point of care. Rimidi's understanding of clinical workflow enables primary care providers to leverage analytics and expert systems, such as Lilly's integrated insulin management system, to improve care for specific patient populations.

Lilly's integrated insulin management system, comprised of cloud-based analytics, patient engagement solutions and connected devices, is one of two platforms being developed by Lilly for the Connected Diabetes Ecosystem, which is being designed to make diabetes management easier by enabling people to use insulin more effectively. The other is an automated insulin delivery system, which is a hybrid closed-loop platform that uses connected devices to automate insulin dosing.

Both platforms within the Ecosystem are currently in development, and some clinical trials have started. In conjunction with a variety of partners, including Rimidi, Lilly is working to make these platforms available to patients within two to three years, pending FDA approval or clearance.

About Diabetes

Approximately 30 million Americans¹ and an estimated 425 million adults worldwide have diabetes.² Type 2 diabetes is the most common type, accounting for an estimated 90 to 95 percent of all diabetes cases in the United States.¹ Diabetes is a chronic disease that occurs when the body does not properly produce or use the hormone insulin.

About Rimidi

Rimidi is an Atlanta-based, woman-led digital health company bringing to market data analytics and disease management solutions. Its flagship product, Diabetes+Me™, is a software solution focused on empowering quality diabetes care for

healthcare organizations, providers, and people living with diabetes. For more information, visit [Rimidi-Serious Hope for Healthcare](#).

About Lilly Diabetes

Lilly has been a global leader in diabetes care since 1923, when we introduced the world's first commercial insulin. Today we are building upon this heritage by working to meet the diverse needs of people with diabetes and those who care for them. Through research, collaboration and quality manufacturing, we strive to make life better for people affected by diabetes. We offer a wide range of therapies and a continued determination to provide real solutions—from medicines and technologies to support programs and more. For the latest updates, visit www.lillydiabetes.com or follow us on Twitter: [@LillyDiabetes](#) and Facebook: [LillyDiabetesUS](#).

About Eli Lilly and Company

Lilly is a global healthcare leader that unites caring with discovery to make life better for people around the world. We were founded more than a century ago by a man committed to creating high-quality medicines that met real needs, and today we remain true to that mission in all our work. Across the globe, Lilly employees work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to communities through philanthropy and volunteerism. To learn more about Lilly, please visit us at www.lilly.com and www.lilly.com/newsroom/social-channels.

This press release contains forward-looking statements about the potential of provider-focused tools, including automated insulin delivery (AID) systems and integrated insulin management systems for the management and treatment of diabetes, and reflects Lilly's current beliefs. However, as with any medical device, there are substantial risks and uncertainties in the process of development and commercialization. Among other things, there is no guarantee that *Lilly will realize the expected benefits of the collaboration, that the collaboration will yield commercially successful products on the anticipated timeline or at all*. For further discussion of these and other risks and uncertainties, see Lilly's most recent Form 10-K and Form 10-Q filings with the United States Securities and Exchange Commission. Except as required by law, Lilly undertakes no duty to update forward-looking statements to reflect events after the date of this release.

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References

1. Centers for Disease Control and Prevention. National Diabetes Statistics Report, 2017. Available at: <https://www.cdc.gov/diabetes/pdfs/data/statistics/national-diabetes-statistics-report.pdf>. November 2017.
2. International Diabetes Federation. IDF Diabetes Atlas, 8th edn, 2017. Available at: <http://www.diabetesatlas.org/>. November 2017.

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The Lilly logo is rendered in a vibrant red, cursive script font. The letters are fluid and interconnected, with a prominent 'L' at the beginning and a long, sweeping tail on the 'y' that extends downwards and to the right. The overall appearance is elegant and professional, characteristic of the company's branding.



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