|  |  |  |
| --- | --- | --- |
| <<Account\_Name>> <<form\_Title>> <<Account\_Institution\_Name\_GLBL>> <<Address\_GLBL\_Line\_1\_Adrs\_Txt\_GLBL>>  <<Address\_GLBL\_Line\_2\_Adrs\_Txt\_GLBL>>  <<Address\_GLBL\_Pstl\_Cd\_Extnsn\_GLBL>> <<Address\_GLBL\_City\_GLBL>> | | |
|  |  | <<Today\_\_s>> |

Dear <<Account\_Name>>,

Please be advised that you were identified by the HCP noted below as an appropriate contact at your organisation to be notified of the following pending relationship:

<<Form\_Salutation>> <<Account\_MERC\_LastName>> from your organisation has identified you as that person.

<<Form\_Salutation>> <<Account\_MERC\_LastName>> will be sponsored to attend an upcoming medical event <<Meeting\_MERC\_Name>>.

**Action Required:**

**Please confirm by return email that you have received this notification.** If you have any concerns or would like to discuss this process, do not hesitate to contact a Lilly Representative at+44 20 3684 0772 or Lilly\_UK\_CMS@lilly.com

**Background**

At Eli Lilly and Company, we recognize that only through collaboration with our health care colleagues can we advance our capacity to develop innovative medicines that help patients. The patients who rely on our medications depend on the decisions and actions each of us make daily. Thus, we are committed to acting in a responsible and ethical manner, leading the way in transparency and setting new standards for excellence, which is essential to building and maintaining trust in our industry.

As part of this commitment, Lilly is taking a proactive step to increase transparency among Lilly, Healthcare Professionals (HCP’s) and Health Care Organisations (HCO).

We believe being transparent helps ensure the HCP is perceived as an independent decision-maker, without pharmaceutical company influence.

Therefore, Lilly is notifying Institutions when we are sponsoring their HCPs.

In order to accept our invitation, HCPs are required to provide Lilly with the contact information of a Designated Individual at their organisation who has authority to represent or make decisions on behalf of the organisation regarding HCP interactions with external organisations.

As part of this process, Lilly will maintain your contact information for any future notifications to you as a Designated Individual at your organisation. If you prefer that we not maintain your information for this purpose, please contact us and we will remove it from our database.

With kindest regards

<<User\_Name>>

Lilly\_UK\_CMS@lilly.com

Lilly Customer Meeting Services