



ESKENAZI HEALTH







THE INDIANAPOLIS STAR

WEDNESDAY, NOVEMBER 4, 2009 • "Where the spirit of the Lord is, there is glory" (2 COR. 3:18) • 75 CENTS • 1,075 PAGES



Today's weather
LOW 37 HIGH 42
Mostly cloudy with
40% chance of showers
Details, A10



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Employees
who expose
wrongdoing
are forcing
billions in payouts



Whistle-blowing is a bitter pill for drug makers

By John Russell

If rising costs and demanding
regulators aren't enough to tur-
nmost pharmaceutical executives,
here's one more thing to worry
about.

Some of your employees might
be wearing a vice. And collecting
discounts and some meals. And
looking for a lawyer who can help
them take the whistle on what
they consider your darkest secrets.

This year, the pharmaceutical
industry is caught in a wave of
whistle-blowing cases, as em-
ployees help the government
thrive a battle before an action that
threatens hundreds of billions.

Pharmaceutical fraud accounts
for the largest amounts of money
paid out under the False Claims
Act, a 146-page-old federal law
that allows ordinary people, usually
employees, to file civil actions
against federal contractors for
fraud, kickbacks and double ser-
vices.

In January, Eli Lilly and Co.
agreed to pay \$1.4 billion to settle
charges it illegally promoted its
antipsychotic drug, Zyprexa, for
unapproved uses. Nine whistle-
blowers, former Lilly employees,
sue about \$400 million of the set-
tlement.

See Drug makers, Page A17

RECENT CASES

Since 2006, hundreds of
complaints have just filed
than \$10 billion under the
False Claims Act. The list
includes three recent,
high-profile cases against
drug makers.

• **Jan. 10:** Eli Lilly and
Co. pleads guilty to a re-
sponsible criminal charge
and agreed to pay \$1.4 bil-
lion for promoting its anti-
psychotic drug, Zyprexa,
for unapproved uses.

• **Sept. 21:** Pfizer and
subsidiary Pharmacia &
Lilly agreed to pay
\$1.4 billion to settle
charges that they illegally
promoted Zyprexa.

These, including the pen-
cillin battle, antipsy-
chotic drug Zyprexa, anti-
biotics Zovirax and
anti-cancer drug Taxol.

• **Oct. 29:** AstraZeneca
declined to pay a government
fine that it had received
a \$12 million deal to settle
federal investigations
and whistle-blower law-
suits into illegal manufac-
turing of its prostate drug,
Scoprol.

Continued on Page A17

Jury gets glimpse of shooting's effects

A NEW WISHARD IS ON THE WAY



SCOTT THOMPSON

VICTORY SOUNDS Inward CEO Dr. John Peltz speaks in support of a new hospital at the Marion Stokes Theatre, Health and Hospital Corp. 120 West Jackson (background) says higher property taxes won't be needed to pay for it.

\$75-AM PROJECT WINS IN LANDSLIDE



REFERED NINE A SPLIT RESULT FOR SCHOOL, MEANS RES

Because many South Coast voters
have to tell how voters voted in
Pace and County Boardings. A10

CHILD CANTO LATE VOTERS APPROVE CASINOS IN STATE

Despite a slow start, in Kansas
State will now discuss facilities

By Daniel Lee

The Tuesday night, Indiana
and voters fell in celebration
of a landslide election victory
that shows the way for a new
\$75 million Wishard Memorial
Hospital complex.

Down — according to Marion
County Health and Hospital
Corp. — the winning
ball with rights to tear
down the vacant hospital
and health build-
ings, between West
McNugget and West
200,000 residents,
to be replaced with an
ultra-modern 1.2 mil-
lion-square-foot hospital
complex with roughly 300
operating beds.

Down — a city that looks at
every one of our neighbors and
says about these people."

The new Wishard Memorial
Hospital will be built with the
help of taxpayer-backed bonds.

With 100 of 100 projects re-
sponsing to the funding, Wishard
supporters easily won in all of
these — 10,000 to 10,000, or at
least 60 percent ap-
proval.

The voter approval —
inspired by state law —
means plans will
quickly move forward
on the facility to be
built on the east side of
the campus of Indiana
University-Purdue Uni-

versity Indianapolis on the site
of the old Carmel St. Catherine
Hospital, which was closed in 1990.

Investing in Philanthropy

- New Foundation CEO
- New staff (doubled)
- Hired experienced fundraisers
- Quadrupled salaries



Foundation and Health System Integration

- Foundation CEO is key member of SLT
- All new hospital communications include Foundation CEO
- Priority at leadership meetings
- Committed time to campaign



ESKENAZI HEALTH CAMPAIGN

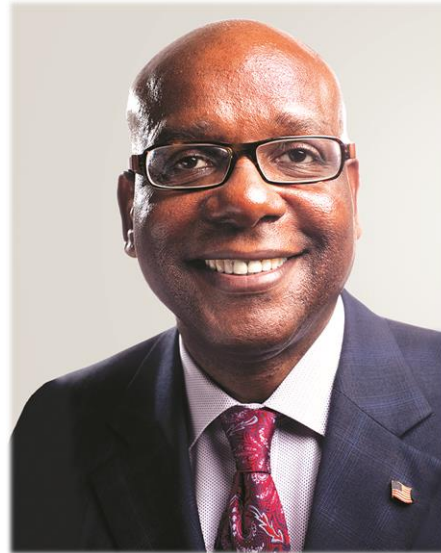
GOAL: \$50 MILLION

Campaign Planning

- No base of major donors
- Recruited Campaign Cabinet
- Created gift policies and naming opportunities
- Aggressively visited and solicited prospective donors



Campaign Cabinet Leadership



Richard M. Fairbanks Foundation



\$6 MILLION

The Health Foundation of Greater Indianapolis



\$1 MILLION



\$2.4 MILLION

Raised Through Employee Giving

Sidney and Lois Eskenazi



\$40 MILLION

Fifth Third Bank and Fifth Third Foundation



\$5 MILLION





\$87 MILLION

3,500 DONORS



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