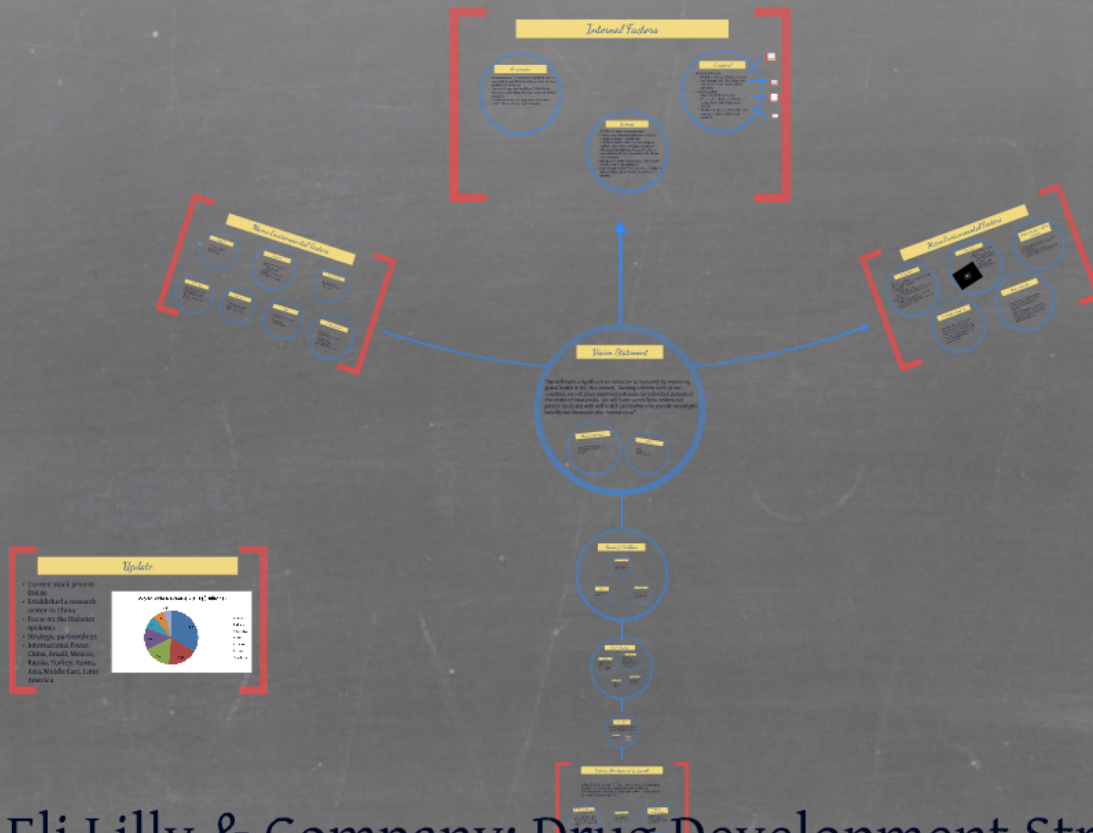


# Eli Lilly & Company: Drug Development Strategy Harvard Case Solution & Analysis

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## History, Development, & Growth

Colonel Eli Lilly founded Eli Lilly in May of 1876, in Indianapolis, Indiana. As a young pharmaceutical chemist Lilly was unsatisfied with the medicine of the late 1800's. He made three guarantees for his company:

### *Best Science of the Day*

As a way to ensure Eli Lilly was based on the best science of the day, Colonel Eli Lilly hired Ernest G. Eberhardt in 1886 as a full-time scientist. Over the years Eli Lilly has kept up with both science and technology allowing the company to gain brand loyalty and world-wide success.

### *High Quality*

Research & Development was a top priority of Eli Lilly and Company as a way to ensure high product quality of manufactured pharmaceuticals.

### *Physician recommendation*

Medicine of the late 1800's was often peddled on the streets and this concerned Colonel Lilly. He required that his medications would only be dispensed at the recommendation of a doctor (prescription).

# Original



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## *Vision Statement*

"We will make a significant contribution to humanity by improving global health in the 21st century. Starting with the work of our scientists, we will place improved outcomes for individual patients at the center of what we do. We will listen carefully to understand patient needs and with will health care partners to provide meaningful benefits for the people who depend on us"

### *Mission Statement*

"Lilly makes medicines that help people live longer, healthier, more active lives"

### *Values*

- Integrity
- Excellence
- & respect for people

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