

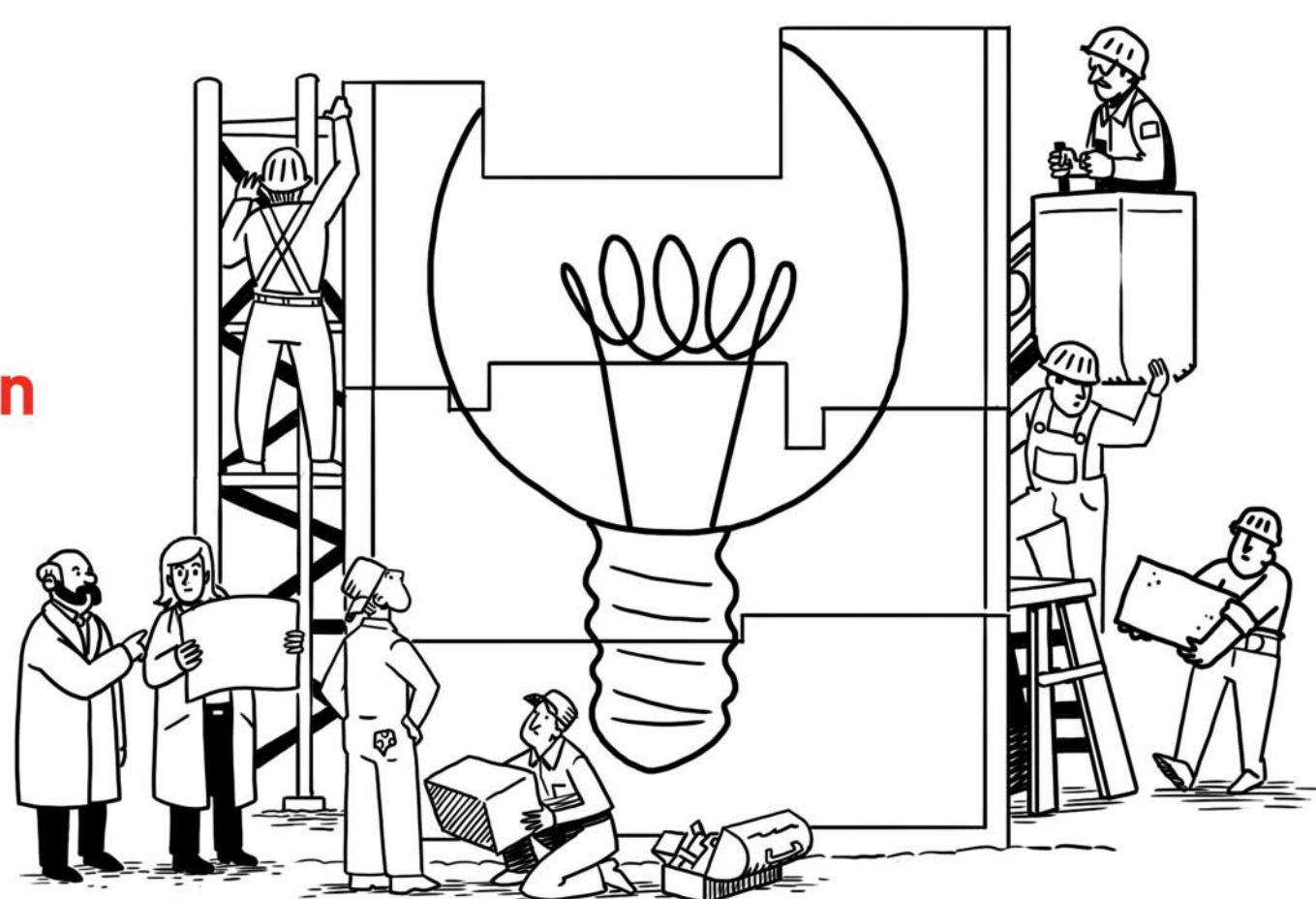
PROGRESS AGAINST CANCER:

A New Tool to Measure and Foster Innovation



We are at a pivotal point in the fight against cancer.

New treatments brought about by **CONTINUOUS INNOVATION**—one discovery building on another—have transformed the lives of millions.^{1,2}



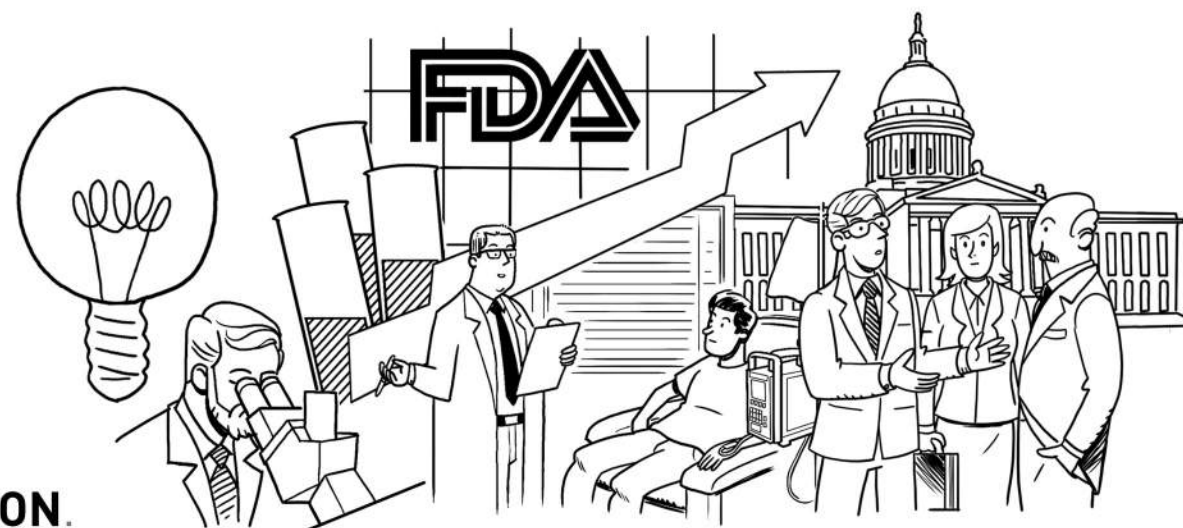
Cancer patients today are living longer than those diagnosed in earlier decades—and in some cases, beating cancer.⁴

In fact, the chances a cancer patient will live five years or more increased by 39% across select cancers between 1975 and 2006.⁵



Every new cancer medicine reflects the cumulative nature of medical discovery.

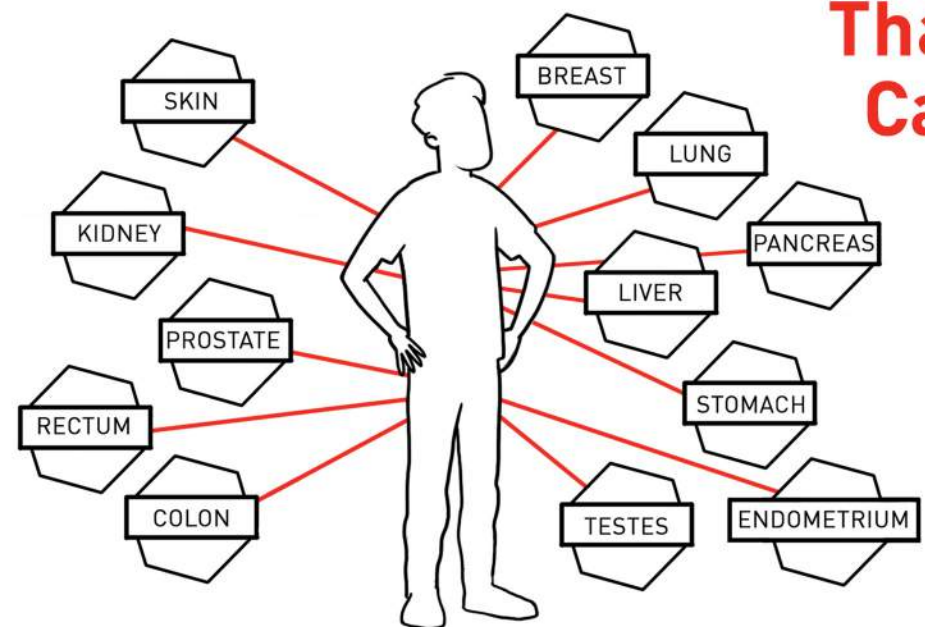
So to keep the momentum going, we need policies that support **CONTINUOUS INNOVATION**.



BUT IT ALL BEGINS WITH UNDERSTANDING WHERE WE ARE IN THE FIGHT AGAINST DIFFERENT CANCERS—AND HOW WE GOT THERE.

That is why PACE (Patient Access to Cancer care Excellence), a Lilly Oncology initiative, created the PACE Continuous Innovation Indicators™ (PACE CII).

PACE CII is a scientifically rigorous, evidence-based tool that allows policymakers, researchers, academics, patient advocates and media professionals to better understand and describe the progress made against 12 types of cancer.



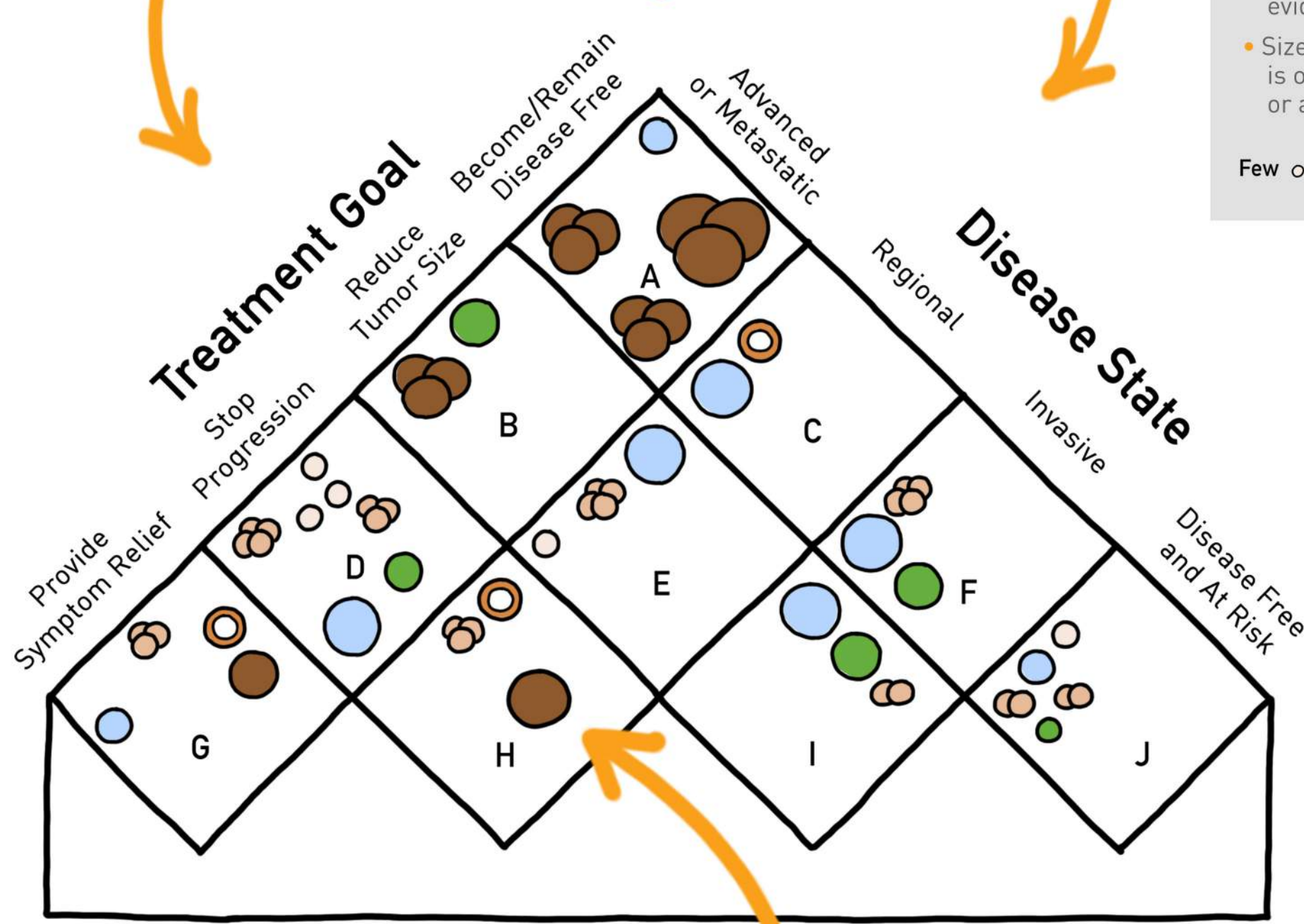
How it Works

At the heart of PACE CII is objective evidence—thousands of pieces of evidence—like pieces of a puzzle. This evidence has been curated and coded by trained analysts from authoritative, published sources—such as clinical trial records and meta-analyses, observational studies and historical references.

Each piece of evidence is classified by disease state

and progressively more ambitious treatment goals to form a

VALUE MATRIX.

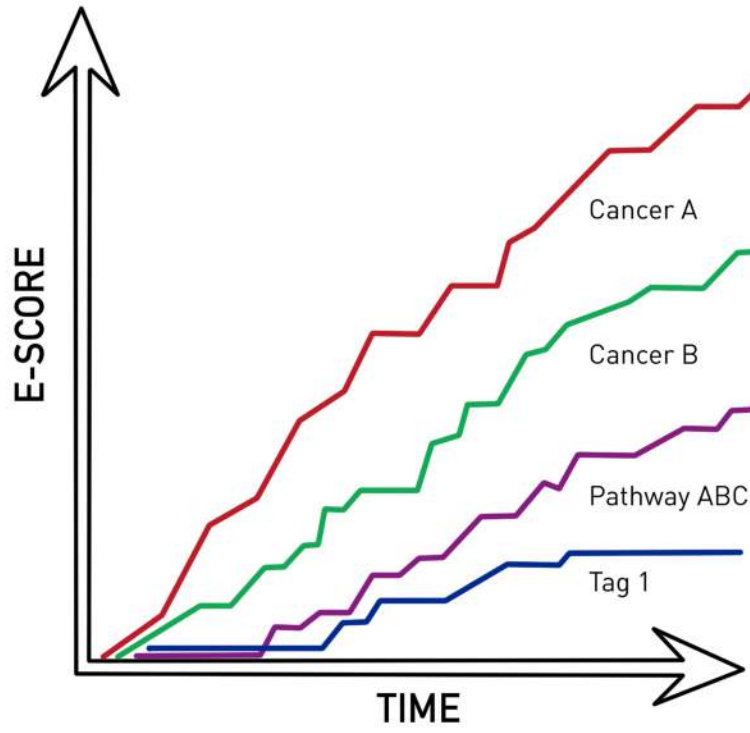


Example: A chemotherapy treatment shown to be effective for preventing a cancer from advancing—and a current standard of care—would be represented as a large, dark brown circle in this square.

To track cumulative research progress, the **PACE Continuous Innovation Indicators™** employs a quantitative scoring mechanism—evidence scores or E-scores—displayed in a graphic format.

Users can:

- Select the types of records they are interested in scoring;
- Assign their own values;
- Add other parameters to achieve specific therapeutic goals.



E-SCORES PROVIDE A SCIENTIFICALLY-BASED ASSESSMENT OF THE LEVEL OF PROGRESS ACHIEVED BY EXISTING CANCER TREATMENTS.

With this information, users will:

1. Quantify and visualize how continuous innovation contributes to progress against cancers over time
2. Gain a better understanding of the complex evolution of progress against different cancers
3. Illuminate the extent of progress against particular cancers and remaining unmet needs
4. Illustrate the potential impact of cancer policy reforms



To learn more about PACE CII, please visit www.pacenetnetworkusa.com



The **PACE Continuous Innovation Indicators™** is one of many initiatives underway by PACE, a global Lilly Oncology initiative that encourages public policies and healthcare decisions that speed the development of new medicines, assure cancer treatments respond to the needs and qualities of individual patients and improve patient access to the most effective cancer medicines.

1. American Cancer Society. "The History of Cancer." Available at <http://www.cancer.org/acs/groups/cid/documents/webcontent/002048.pdf>. Accessed December 16, 2014.
 2. National Patient Advocate Foundation. "Securing the Future of Innovation in Cancer Treatment." Available at <http://projectinnovation.org/whitepaper.pdf>. Accessed December 16, 2014.
 3. American Society for Clinical Oncology (ASCO). Progress and Timeline. Available at <http://cancerprogress.net/timeline/major-milestones-against-cancer>. Accessed December 16, 2014.
 4. PhRMA Cancer Chart Pack. Cancer Medicines: Value in Context. Spring 2014. Page 5. Available at www.phrma.org/sites/default/files/pdf/cancer-chart-pack-5-22-14.pdf. Accessed August 13, 2014.
 5. International Agency for Research on Cancer. Globocan 2012: Estimated Cancer Incidence, Mortality and Prevalence Worldwide in 2012. Available at http://globocan.iarc.fr/Pages/fact_sheets_cancer.aspx. Accessed December 16, 2014.