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Eli Lilly's Evolution from Pharma Company to Global Consumer Brand

(Source: An article by Ben Adams for FiercePharma)

For much of its history, pharmaceutical companies largely operated behind the scenes, allowing their medicines and disease-awareness campaigns to take center stage. That dynamic changed dramatically during the COVID-19 pandemic, when companies such as Pfizer, Moderna, BioNTech and Regeneron became household names. Eli Lilly is now taking that evolution a step further, deliberately building a corporate brand that reaches beyond individual medicines and into popular culture.

In an interview with Fierce Pharma Marketing, Lilly's Senior Vice President and Chief Marketing Officer, Consumer, Lina Polimeni, describes a brand-building strategy that began roughly five years ago with the company's sponsorship of Team USA at the Tokyo Olympics. Sports have since become an important vehicle for Lilly to communicate a broader message about health, including partnerships with athletes and its expanded commitment to the 2028 Los Angeles Olympic and Paralympic Games. A recent campaign with Indiana Fever star Caitlin Clark, for example, focuses on health rather than a specific medicine.

The strategy also seeks to humanize the science behind pharmaceutical innovation. Lilly's *"One Body"* campaign during the Paris Olympics drew parallels between elite athletes' years of dedication and the scientists who can spend decades pursuing a molecule that ultimately never reaches the market but contributes to future discoveries. As Lilly celebrates its 150th anniversary, its broader "150 years of everything else" campaign similarly aims to connect health with the experiences, relationships and milestones that shape people's lives.

Perhaps most provocatively, Polimeni argues that pharma has earned a reputation for "iconically bad advertising." Lilly's response is to move beyond the traditional symptom-and-product conversation and make health itself the centerpiece of its communications. The goal, she says, is to create more organic

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In Brief...

- **Sanofi's** new CEO, *Belén Garijo* announced Q2 earnings and her ambitions for the company. Sanofi delivered strong results, including sales of US$13.4 billion, 8% ahead of consensus forecasts which were credited in large part to a its immunology mega blockbuster *Dupixent* up 38% year-over-year. "Our teams continue to deliver quarter over quarter, as seen by the results," Garijo said. "At the same time, I have to fully recognize the challenges confronting us and the need to build strategy that delivers on mid- and long-term growth."
- **Amazon Pharmacy** is now delivering GLP-1 weight management medications—including *Wegovy* (both injectable and oral pill), *Zepbound KwikPen* and *Foundayo*—to eligible Medicare patients for US$50 per month and free delivery. Same-day delivery is available in more than 3,100 U.S. cities and towns, and no Prime membership is required. The medications are available through the *Medicare GLP-1 Bridge Program*, a short-term federal initiative running through December 31, 2027, enabling eligible Medicare Part D members who meet specific criteria to access weight management prescriptions at a predictable and accessible cost. Submitted claims have already resulted in complete orders, with patients receiving their medications quickly

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IFPW Members Ember LifeSciences and Alfresa Announce Japan Cold Chain Alliance

(Source: An article by Stephen Appezato for Pharmaceutical Commerce)

Ember LifeSciences and Alfresa Corporation are joining forces to strengthen pharmaceutical cold-chain logistics in Japan, combining Ember's temperature-controlled shipping technology with Alfresa's extensive pharmaceutical distribution network. The alliance gives Alfresa exclusive sales rights for Ember's cold-chain technology within Japan's healthcare sector and makes Alfresa a Series A preferred-stock investor in Ember.

The partnership comes as demand for reliable cold-chain infrastructure grows alongside the expanding use of biologics, vaccines and other temperature-sensitive therapies. Alfresa, Japan's largest domestic pharmaceutical wholesaler by net sales, will also evaluate Ember's technology for its Home Care Delivery service, which moves specialty pharmaceuticals directly from healthcare institutions to patients' homes.

At the center of the collaboration is *Ember Cube 2*, which uses vacuum insulation and proprietary organic phase-change materials to maintain the required 2°C–8°C range for more than 72 hours, while providing real-time monitoring of shipment conditions and location. The alliance follows Ember's April commercial launch of the platform and May expansion of its Series A financing to US$27 million.

Eli Lilly *(cont'd.)...*

conversations around health rather than conventional public-service messaging.

For the pharmaceutical industry, Lilly's approach reflects a broader question about corporate reputation and public trust: Can pharma companies use sophisticated consumer marketing to make the science, people and purpose behind medicines more visible—and ultimately make the industry itself more relatable? *That question will be particularly interesting to explore during the IFPW 2026 General Membership Meeting, where Lilly executive Ilya Yuffa will join us for a fireside chat and offer his perspective on the industry's rapidly evolving global landscape. Click* ***HERE*** *to review the business program or register for the meeting!*

Filling Healthcare Gaps: CARE Pharmacies' Broad View of Community Pharmacy

(Source: An article by Nigel Maynard for Drug Store News)

At the National Association of Chain Drug Stores' Annual Meeting, Drug Store News spoke with Mike Wysong, CEO of CARE Pharmacies, about how the cooperative network is using its broad footprint and diverse pharmacy capabilities to help address healthcare gaps across the country.

Headquartered in Linthicum, Maryland, CARE Pharmacies is a cooperative network of more than 130 independently owned community and specialty pharmacies operating across 28 states. Its network encompasses a wide range of pharmacy models, including traditional retail, mail-order specialty, home infusion, long-term care and rare-orphan drug services. According to Wysong, this diversity provides CARE with a comprehensive view of the healthcare and pharmacy landscape, while also requiring the organization to understand and respond to the distinct needs of each setting.

The network's geographic reach—from urban centers to rural communities—provides another advantage. Wysong noted that individual pharmacies often reflect the characteristics and needs of the patients and communities they serve, giving CARE a broad perspective on emerging healthcare needs and opportunities to advance the profession.

Wysong also emphasized the role pharmacists can play in addressing healthcare gaps and urged policymakers to recognize the capacity of pharmacy to contribute more broadly to patient care. He pointed to the COVID-19 pandemic as a powerful example of what pharmacists and pharmacies can accomplish when given the opportunity to expand their role. The industry's response demonstrated both the capacity and capabilities of pharmacy, providing what Wysong described as a "proof of concept" for what a more integrated future could look like.

In Brief (cont.)

and without administrative burden, according to Amazon Pharmacy. **Walgreens** earlier announced that it will also support the *Medicare GLP-1 Bridge Program*.

- **Celltrion Healthcare Japan** will roll out a biosimilar of *Stelara IV (ustekinumab)* on August 20, 2026, becoming the first company to market a follow-on version of the IV formulation of **Janssen Pharmaceutical's** major IBD medication in Japan. While four companies, including Celltrion, have already entered the market with biosimilars of *Stelara SC*, the IV formulation has thus far had no biosimilar competition. The Celltrion product is approved only for induction therapy in moderately to severe active Crohn's disease.
- **CVS Health** announced their second quarter GAAP diluted earnings per share of US$2.31, up US$.80 year-over-year. Adjusted earnings per share of US$2.58 increased from US$1.81 in the prior year, primarily due to improved adjusted operating income in the health care benefits segment, reflecting continued execution on the health care benefits segment margin recovery plan, according to the company. Total revenues increased 7.3% driven by revenue growth across all operating segments. Operating income increased 97.5% primarily due to the increase in adjusted operating income and the absence of US$833 million legacy litigation charges recorded in the prior year.
- American employers are searching for solutions that avoid cutting benefits or shifting costs to workers. A new resource from the **Health Action Alliance** (commissioned by the **National Association of Chain Drug Stores**) highlights local pharmacies as one of the most scalable and under-utilized strategies available to employers today. The playbook, *"Beyond the Script: An Employer's Guide to Unlocking the Value of Pharmacy-based Services"* builds on HAA's 2025 research report and features insights from pharmacy, population health and business leaders. To access the playbook, click **here**.
- **Regeneron Pharmaceuticals** and **Telix Pharmaceuticals Limited** announced a collaboration to jointly develop and commercialize next generation radiopharmaceutical therapies. The collaboration combines Regeneron's extensive biologics expertise, including bispecific antibody discovery, with Telix's radiopharmaceutical development platform, global manufacturing capabilities and supply chain infrastructure. The collaboration will include multiple solid tumor targets from Regeneron's portfolio of antibodies, generated from *VelocImmune®* mice. With a shared commitment to precision oncology, the parties also plan to develop radio-diagnostics to support patient selection and treatment response assessment.
- **Vertex Pharmaceuticals** will acquire **Crinetics Pharmaceuticals** for US$10 billion. The transaction marks Vertex's largest deal ever and brings Vertex's a newly approved blockbuster, *Palsonify*, to its rare disease pipeline. Vertex already has *atumelnant* in its portfolio, an investigative treatment for congenital adrenal hyperplasia, which also has shown potential as a therapy for Cushing syndrome.

(Sources: Company Press Releases Drug Store News, FiercePharma, Pharmaceutical Commerce, Pharma Japan, PharmaVoice and World Pharma News)

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