



Eli Lilly LillyDirect

A direct-to-consumer (DTC) digital healthcare platform by Eli Lilly providing an end-to-end experience for accessing select Lilly medicines via telehealth, discounted self-pay pricing, and home delivery or retail pickup.

<https://www.lilly.com/>

Overview

LillyDirect is Eli Lilly's direct-to-consumer (DTC) digital healthcare platform, launched to simplify the patient experience for those managing chronic conditions like obesity, type 2 diabetes, and migraine. It is positioned as an "end-to-end digital healthcare experience" designed to improve access and affordability of select Lilly medicines, such as Zepbound, Mounjaro, Trulicity, and Emgality.

Key Features and Capabilities:

The platform offers several core services to streamline the patient journey:

Access to Telehealth Providers: LillyDirect connects patients with independent telehealth providers (partners include FORM, 9amHealth, and COVE) who can assess the patient's condition and, if appropriate, issue a prescription. This provides an alternative or complement to in-person care.

LillyDirect Pharmacy Solutions: This digital pharmacy channel, powered by third-party fulfillment services (like EVERSANA and Fuze Health, formerly Truepill), manages prescription fulfillment. It offers convenient options for patients to receive their medication.

Direct-to-Consumer (DTC) Pricing: The platform provides discounted self-pay pricing for select Lilly medicines, often representing a significant discount (e.g., 50% or greater) compared to the list price of other similar medications.

Flexible Fulfillment: Patients can choose between free home delivery directly from the LillyDirect third-party pharmacy or convenient local pick-up at a partner retail pharmacy, such as Walmart.

Digital Prescription Management: Patients can manage their prescriptions, check insurance benefits, and access savings programs through the digital platform.

Target Users and Use Cases:

The primary target user is the individual patient (consumer) living with conditions treated by Lilly's key medications. The main use cases are: chronic weight management (Zepbound), type 2 diabetes treatment (Mounjaro, Trulicity), and migraine prevention (Emgality). The platform is designed for patients seeking a simplified, direct path to their prescribed medication, especially those who are self-pay or face high out-of-pocket costs.

Key Features

- Access to Independent Telehealth Providers
- LillyDirect Pharmacy Solutions (Home Delivery)
- Direct-to-Consumer (DTC) Pricing for Select Medicines
- Retail Pharmacy Pick-up Option (via partners)
- Prescription Management and Refill Services
- Insurance Benefit Check and Savings Card Access

Pricing

Model: subscription

Direct-to-consumer (DTC) self-pay pricing for select Lilly medicines. Example: Zepbound single-dose vials start at \$349 per month for the lowest dose (2.5 mg), with higher doses up to \$499 per month. Multi-dose pens are available from \$299 to \$449 per month. Prices are available to patients with a valid, on-label prescription regardless of insurance status.

Starting at: USD \$349

Integrations

EVERSANA, Fuze Health (formerly Truepill), Walmart Pharmacy, FORM (Telehealth), 9amHealth (Telehealth), COVE (Telehealth)

Compliance & Certifications

HIPAA

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