



Answers That Matter.

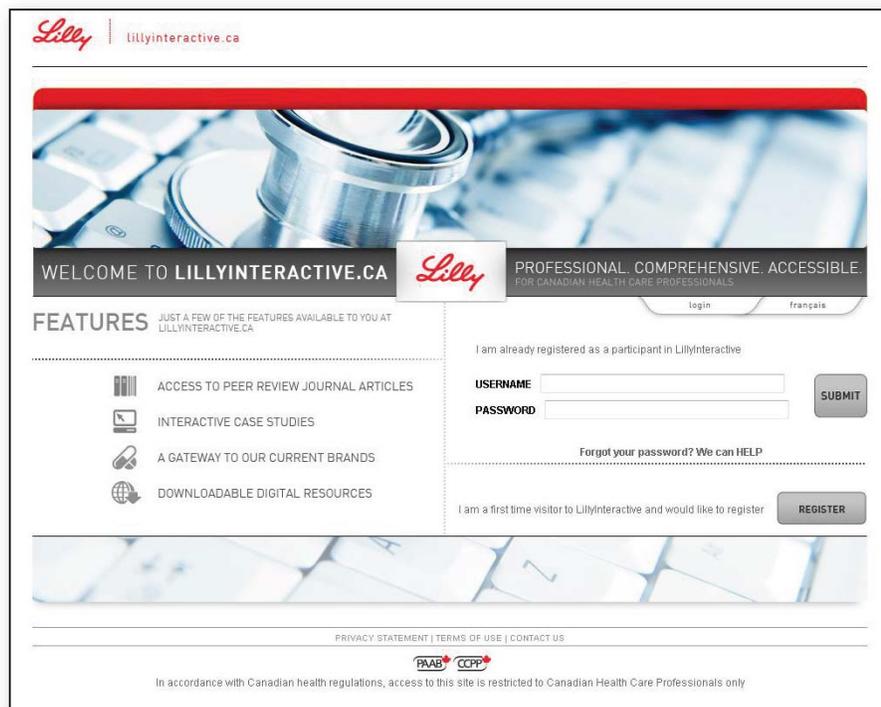
*“Merge has been a critical partner for us as we have grown our e-business platform over the last four years. Their creative and strategic support has helped shape many of our online initiatives. Merge provides us with solutions that meet our evolving needs and they consistently deliver high quality work on time and on budget.”*

- Danny Shenkman  
eChannel Manager  
Eli Lilly Canada Inc.

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## Company Profile

Founded in 1938, Eli Lilly Canada Inc. has since grown to become one of Canada’s leading research-based pharmaceutical companies. Eli Lilly Canada Inc. has repeatedly been recognized as one of the best companies to work for in Canada, and many generations of Lilly Canada employees have sustained a culture that values excellence, integrity and respect for people.

Globally, Eli Lilly and Company employs more than 38,000 people and markets medicines in 143 countries. With major Research and Development facilities in eight countries and clinical trials ongoing in more than 50 countries, Lilly’s work continues to break new ground, placing it on the leading edge in many of today’s most important areas of health care research.

## The Challenge

Lilly Canada was looking for a web based application which would serve as a framework to deploy a unified HCP (Health Care Practitioner) information resource across all of their brands.

The solution had to be flexible both architecturally as well as from a design perspective to allow Lilly to scale the release of new brands on a pre determined or needs frequency.

The solution also needed to provide a robust level of reporting to allow Lilly Canada to gauge effectiveness of messaging and resources as well as track end user activity to a granular level.

## The Solution

MERGE began working on a pilot project with Lilly Canada in 2006 in an effort to provide a solution which would not only solve the aforementioned requirements but also provide an easy to use and manage administrative interface. Based on the success of the initial pilot MERGE began working more closely with Lilly Canada to implement additional brands and work with external agencies to help Lilly realize their vision.

Shortly after launch Lilly Canada realized the need for dedicated internal resources to allow for better management of the solution, at which point LillyInteractive was created. Since the initial launch MERGE has been working with various e-Channel managers and LillyInteractive to deploy several other brands out to the HCP community.

## ROI

With the MERGE Solution Lilly has realized several key benefits. The first being a consolidated approach to delivering key materials to HCPs (Health Care Practitioners) as well as providing a robust framework for additional development efforts.

The solution has also allowed for robust reporting capabilities giving Lilly important insights into user activities relating to content, demographic and region. Additional benefits include supporting a shrinking sales force as well as providing brand support to remote users.

Learn more about how MERGE can help your organization solve real business problems, strengthen relationships, and amplify marketing ROI:

Call Toll Free:  
**1.866.988.9011** (USA & Canada)

Or visit our Website at:  
**[www.merge-solutions.com](http://www.merge-solutions.com)**



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