

## Lilly SA announces appointment of first local MD in over a decade and introduces Diabetes Conversations at this year's SEMDSA / DESSA Congress



Jacques Blaauw, 37, has been appointed as Lilly's new managing director for South Africa and Sub Saharan Africa. He is the first local MD in over 12 years. Jacques takes over from American Jim Ringer who has been heading Lilly South Africa for the past three years. Ringer returned to Lilly's global head office in Indianapolis, Indiana.

Blaauw, who studied Town Planning at Potchefstroom University and was Senior Town Planner for the Johannesburg Metropolitan Council prior to joining Lilly, started with the company as a sales representative on the East Rand 12 years ago. He has worked his way up through the ranks, with roles including Diabetes Brand Manager, National Sales Manager and was most recently, Head of Marketing & Funder Access.

Blaauw, who obtained his MBA through Bond University Australia, says that he is humbled and excited about his appointment.

Blaauw's appointment comes at a particularly challenging time within the pharmaceutical industry, and the greater economic environment locally and globally. "Our industry is facing a cycle of unprecedented change. Compare the many different strategies multi-nationals currently display when positioning for the future and one realises that change is inevitable. The era of blockbuster products for large patient populations will likely change to an era

of smaller scale, target-specific products for very specific patient populations," he explains. "As for Lilly South Africa and Lilly globally, we remain committed to improving individual patient outcomes through not only first-in-class and best-in-class products, but also through practical solutions supporting Patients, Caregivers & Health Care Professionals."

We all know that diabetes has become a global epidemic, affecting people around the world, rich and poor alike.... With a staggering 380 million sufferers expected in less than 20 years! Each person living with diabetes faces individual challenges that require individual solutions. We're committed to providing healthcare professionals and their patients the treatments, tools, education, and support they need to make the journey a successful one... one person at a time.

Diabetes Conversations is such an initiative. Developed by Healthy I, in collaboration with the International Diabetes Federation, and sponsored by Lilly, Diabetes Conversations is an education programme that utilises conversation maps and allows patients to engage actively with each other while learning about their illness. It's a patient-focused facilitation tool for diabetes educators to draw patients into meaningful conversations around their health care.

Designed for groups of 3-10 people, the conversation maps are integrated with questions to elicit dialogue and conclusions. The maps cover most of the issues associated with diabetes, and provide a template for diabetes nurse educators to build on and add their own practices to. Diabetes Conversation Maps™ are transforming health education throughout the world by engaging Patients, Caregivers & Health Care Professionals in meaningful Conversations.

At this year's SEMDSA / DESSA congress, Lilly offers training on this new program to all interested Diabetes Nurse Educators. Diabetes Conversation Kits valued at over R1500-00 each will be supplied to participants **free of charge**. "Through our ongoing efforts we hope to foster even greater dialogue and learning between health care professionals and their patients. To date, our local investment on this program has been over R300 000 and we believe that our journey to improve the outcomes of individual patients through Diabetes Conversations has only begun" says Blaauw.

To learn more, visit the Lilly exhibition and speak to any of our passionate & friendly employees.