

Honeywell

OPTIMIZING PHARMA MANUFACTURING FROM LAB TO LINE

LEARN MORE

FIERCE PHARMA CONTINUES HERE ▼

Eli Lilly & Co.
Exhibit 2016
BPI Labs v. Eli Lilly
IPR2025-01346
Ex. 2016-001



MARKETING

Lilly makes waves with next-generation diabetes drug, but GLP-1 rivals needn't panic: analysts

By Carly Helfand · Oct 8, 2018 10:40am

Diabetes

GLP-1

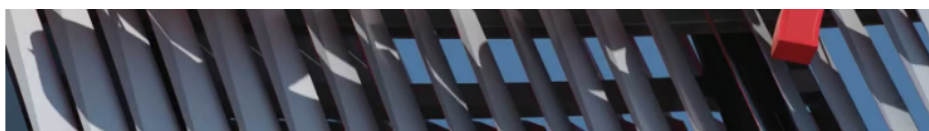
Type 2 diabetes

Eli Lilly



Eli Lilly presented positive data on candidate GIP/GLP-1 RA at the European Association for the Study of Diabetes annual meeting. (Eli Lilly)





Eli Lilly presented positive data on candidate GIP/GLP-1 RA at the European Association for the Study of Diabetes annual meeting. (Eli Lilly)

Last week, Eli Lilly unveiled positive [data](#) for a new diabetes drug with serious potential to disrupt the GLP-1 market. But its rivals don't need to hunker down, analysts said.

At the European Association for the Study of Diabetes annual meeting, the Indianapolis drugmaker presented phase 2b results showing its dual GIP and GLP-1 receptor agonist, known for now as GIP/GLP-1 RA, could significantly reduce blood sugar and increase weight loss.

Specifically, at the six-month mark, the candidate had pared down HbA1c—an important blood glucose metric—by 2.4% compared with placebo and spurred weight loss by 12.7% in a performance that lead study investigator Juan Frias, M.D., called, “unprecedented.”



WHITE PAPER

What separates automation that accelerates progress from initiatives that fall flat?

Sponsored by **Appian**

Strategic automation is transforming pharma as leading companies align people, process, and technology to scale smarter and faster. Download this white paper to learn more.

[Download Now](#)

“The next wave of innovation in the study of incretins for treating Type 2 diabetes is fascinating. We're taking the already proven benefits of GLP-1 receptor agonists and looking at a new molecule that integrates GIP action to see what additional benefits are possible,” he said.

But in the meantime, though the prospect “looks like a real threat,” investors—especially those of key GLP-1 player Novo Nordisk—should “not get carried away,” Bernstein analyst Wimal Kapadia cautioned in a Thursday note to clients.

“While clearly not a positive for Novo we are not overly concerned,” he wrote.

RELATED: [Novo Nordisk results show GLP-1s are job 1. Can its crucial Ozempic launch deliver?](#)

One reason? Lilly's up-and-comer is still a long way off. As Kapadia noted, a potential rollout in early 2023 gives Novo five years to establish Ozempic, its new long-acting GLP-1, and three years to build up another formulation of the same drug, the Danish drugmaker's not-yet-approved oral semaglutide.

“Oral sema will take lots of share from the short-acting GLP-1s ... as well as from orals,” Evercore ISI analyst Umer Raffat wrote in his own note to clients.

FIERCE INNOVATION AWARDS

Life Sciences Edition 2025

[ENTER TODAY](#)

RESOURCE CENTER

SPONSORED

Studying the Effects of Drugs on Driving

Discover how advanced driving simulation technology can deliver faster, safer, and more reliable results that meet regulatory expectations.

SPONSORED

Central Nervous System Active Drugs

Download this guide to uncover the regulatory, clinical, and preclinical strategies you need to navigate Controlled Substances Act requirements and accelerate development with confidence.

Looking for more?

Visit Altasciences' Resource Center for this content and others!

SUBSCRIBE TODAY

GET THE NEWSLETTER

Subscribe to Fierce Pharma to get industry news and updates delivered to your inbox.

Email

Country

[Subscribe](#)

potential rollout in early 2023 gives Novo five years to establish Ozempic, its new long-acting GLP-1, and three years to build up another formulation of the same drug, the Danish drugmaker’s not-yet-approved oral semaglutide.

“Oral sema will take lots of share from the short-acting GLP-1s ... as well as from orals,” Evercore ISI analyst Umer Raffat wrote in his own note to clients.

Plus, as Raffat’s fellow Evercore ISI analyst Josh Schimmer noted in a Sunday missive to investors, the Lilly drug’s performance also came “at the expense of GI symptoms including nausea and vomiting ... go figure how those help control appetite/metabolic disease.”

Still, expect Lilly to do what it takes to gain traction with GIP/GLP-1RA when the time comes—including shifting spending away from its GLP-1 entrant, Trulicity, Raffat said.

“This drug is setting up to be perhaps the most critical part of LLY’s diabetes strategy going fwd ... especially in the face of Novo’s new launches,” he wrote.

Diabetes

GLP-1

Type 2 diabetes

Eli Lilly

Novo Nordisk

Pharma

Marketing

get industry news and updates delivered to your inbox.

Email

Country

Subscribe

I acknowledge that I may receive emails from FiercePharma and on behalf of their trusted partners.

FIERCE

Life Sciences

FIERCE INNOVATION AWARDS

Life Sciences Edition 2025

ENTER TODAY

FIERCE

Life Sciences

Connect with life sciences decision makers.

DOWNLOAD MEDIA KIT

4,500,000

MONTHLY PAGE VIEWS

1,000,000

MARKETING DATABASE

ATTEND EVENTS

- 08-11
SEP

Fierce Pharma Week

Philadelphia, PA
- 10
SEP

Fierce Pharma Marketing Awards Gala

National Constitution Center

“This drug is setting up to be perhaps the most critical part of LLY's diabetes strategy going fwd ... especially in the face of Novo's new launches,” he wrote.

- Diabetes
- GLP-1
- Type 2 diabetes
- Eli Lilly
- Novo Nordisk
- Pharma
- Marketing



ATTEND EVENTS

- 08-11 SEP**
Fierce Pharma Week
 Philadelphia, PA
- 10 SEP**
Fierce Pharma Marketing Awards Gala
 National Constitution Center
- 24-26 SEP**
Fierce Pharma Marketing Virtual Week
 Virtual Event



MARKETING