

GREATER IMPACT

EXPANDING ACCESS TO HEALTH

Building Sustainable Solutions to Expand Access

We are committed to bringing more medicines to more people and helping to improve health around the world. Our efforts are focused on building sustainable solutions to expand access to medicines and health care for underserved patients worldwide. We continue to explore models and approaches that are tailored to the needs of patients in different geographies with different needs.

It is often suggested that the price of medicine and enforcement of intellectual property rights are the main barriers to access to medicines in poor populations. Access to medicines is a complex issue, with the greatest impact coming from lack of health care infrastructure. We believe that protection of intellectual property and sustainable pricing are essential to our ability to discover and develop new medicines, and bring them to patients in need. Given the complexity of access issues and the need for a holistic approach to solving them, we work closely with governments and other stakeholders to address health care challenges and improve health around the world. We are also taking innovative approaches to pricing, including tiered pricing both across and within countries.



COMMERCIAL STRATEGIES

Developing Viable Business Models to Serve the Underserved

We are developing a portfolio of innovative business approaches and models as part of our strategy to increase access to our medicines and improve health care for underserved populations in both developed and developing countries. We are also taking innovative approaches to pricing in various markets, including tiered pricing both across and within countries, and portfolio offerings that address and balance customers' cost sensitivities.

Providing Important Medicines Through Institutional Buyers

We work closely with global institutional buyers who purchase medicines for the neediest of patients. For example, Pfizer has long-standing business partnerships with both the U.S. Agency for International Development and the United Nations Population Fund to make our injectable contraceptive, Depo-Provera, available to women all across the globe, from sub-Saharan Africa to Southeast Asia to Latin America. We are working to expand our relationship with such institutional buyers to make a broad portfolio of our medicines accessible to as many low income patients as possible.

R&D PARTNERSHIPS

Partnering to Advance R&D for Diseases of the Underserved

Pfizer is committed to and collaborating on developing effective treatments for diseases that disproportionately affect the underserved, including HIV/AIDS, tuberculosis and otherwise neglected tropical diseases.

WIPO Re:Search

[WIPO Re:Search](#) is an R&D consortium dedicated to developing new solutions—including medicines, vaccines and diagnostics—for neglected tropical diseases, malaria and tuberculosis. The consortium was created in partnership with the World Intellectual Property Organization (WIPO), BIO Ventures for Global Health and other leaders in the R&D pharmaceutical industry

ViiV Healthcare

[ViiV Healthcare](#) is a global specialist HIV company established by Pfizer and GlaxoSmithKline in 2009 to deliver advances in treatment and care for people living with HIV. Shionogi joined ViiV Healthcare in 2012. ViiV Healthcare aims to take a deeper and broader interest in HIV/AIDS than any company has done before, while taking a new approach to deliver effective and new HIV medicines, as well as to support communities affected by HIV.

INFRASTRUCTURE AND CAPACITY

Building Health Care Infrastructure and Capacity Worldwide

Pfizer helps build health care infrastructure and capacity primarily in two ways:

1. By working in partnership with non-government organizations, government agencies, multilateral aid organizations and other global health stakeholders to strengthen health care systems and improve care.
2. Through product donation and patient assistance programs that improve access to our medicines.

A synopsis of our social investment programs may be found [here](#).

These investments include programs that provide direct assistance, such as product donations and steep discounts, to help bridge current gaps in health care delivery to various underserved populations. For example, we donate Zithromax to fight blinding trachoma and Diflucan to fight opportunistic fungal infections associated with HIV and AIDS in the developing world. Pfizer Helpful Answers helps eligible patients in the U.S. with their Pfizer prescriptions for free or at a savings and, in some cases, offers reimbursement support services.

Spotlight on Vaccines

We are doing our part to help lessen the societal burden of preventable disease.



EXPANDING ACCESS TO VACCINES

Today, more people benefit from safe and efficacious vaccines than ever before. As Pfizer works to usher in a new era of vaccine innovation—both to prevent and treat disease—we are also working with governments and global health organizations to expand access to these treatments.

National Immunization Programs

We seek to make accessible our potentially life-saving vaccines through national immunization programs (NIPs), an important channel that provides an organized system of vaccine procurement and utilization for countries and agencies around the world. The overarching goal of such programs is to ensure proper delivery and utilization of vaccines in a cost-effective and efficient manner. Over many years, Pfizer has successfully collaborated with more than 60 governments in developed, developing and emerging markets worldwide to establish or maintain pneumococcal disease prevention programs that help to protect nearly 30 million children.

Bringing Prevenar 13 to Children in Need

We are committed to helping protect millions of infants and young children in the developing world from pneumococcal disease, the leading cause of vaccine-preventable death in young children. Under the auspices of the GAVI Alliance's Advance Market Commitment (AMC) for pneumococcal vaccines, Pfizer will supply up to 480 million doses of Prevenar 13 through 2023. Within only two years of the launch of the AMC, Prevenar 13 is available in 20 GAVI-eligible countries, with many additional launches planned.

Pfizer's Investments in Health

Our social investments focus on effective and sustainable health care delivery for underserved patients while empowering our colleagues, strengthening our stakeholder relationships, and ultimately having a positive impact on society and our business.

For an interactive map of all our access-related programs, see [here](#).

OWNING IMPACT



PROGRAM	DESCRIPTION	TARGET REGION	IMPACT
Pfizer Helpful Answers	Provide Pfizer medicines for free or at a savings to patients who qualify.	U.S.	Enabled more than 3.4 million uninsured or underinsured patients to get access to nearly 39.2 million Pfizer prescriptions from 2008 to 2012.
Infectious Disease Institute	Build capacity for prevention, treatment, training, research and clinical services in Uganda.	Africa	Provide ongoing care and treatment to more than 36,500 patients, with outreach to 688,000 individuals; more than 10,300 health care workers from 28 countries received training in HIV/AIDS since program inception.
Global Health Fellows	Improve access, quality and efficiency of health services for underserved populations through individual three to six month assignments and two to three week team volunteer assignments.	Global—Africa, Asia, Latin America, Europe, U.S.	Since 2003, 377 colleagues have completed an estimated 334,000 hours of skills-based volunteering, which is valued at approximately \$49 million of pro bono service to partner organizations throughout the world. Through GHF, Pfizer has partnered with more than 40 international development organizations in more than 40 countries. 2013 marks the 10th anniversary of the program.
International Trachoma Initiative	Goal to eliminate trachoma by 2020 through the donation of Zithromax and an integrated public health strategy.	Africa, Asia, Latin America	Pfizer has shipped more than 340 million Zithromax treatments to date.
Mobilize Against Malaria	Educate treatment providers and patients to improve malaria treatment.	Ghana, Kenya, Senegal	Over 1,200 Licensed Chemical Sellers trained to correctly dose and administer ACTs, and to recognize and refer complicated malaria cases in Ghana. Over 1,600 staff trained to advise women on prevention and treatment of malaria in Kenya. Over 200 community health workers and nurses trained in malaria diagnosis and treatment at 24 health huts in Senegal.
Global Health Partnership	Strengthen innovative public health partnerships that address challenges in cancer and tobacco control, in support of the noncommunicable diseases movement.	47 countries in Asia, Latin America, Europe, Africa, North America	More than 97,000 patients served and 266,000 health care workers trained from 2008 to 2011.
Diflucan Partnership Program	Donate Diflucan for the treatment of two opportunistic infections associated with HIV and AIDS: cryptococcal meningitis and esophageal candidiasis.	63 countries in Africa, Asia, Latin America	Over a 12-year period, the program has provided over \$1.3 billion in medicine to more than 2,600 sites in 63 countries.

GREATER IMPACT

PATIENT SAFETY

Innovations in Patient Care and Safety

As a leader in biopharmaceutical research, we have great interest in new tools that help physicians and other health care professionals improve patient care and ensure patient safety, including mobile health platforms. Our collaboration with Epocrates—the leading mHealth software provider, used by more than 1 million physicians in the U.S.—improves real-time decision-making by providing health care professionals with detailed, up-to-date clinical information on Pfizer products, as well as one-click access to doctors working with Pfizer. In addition, Pfizer remains the only major biopharmaceutical company whose website expedites a direct link for patients to file adverse event reports with the FDA.

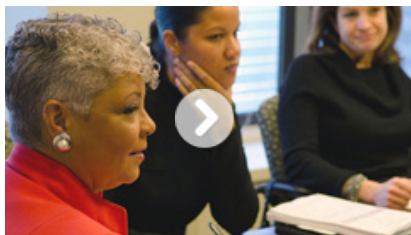


OUR FIRST PRIORITY

“Patient safety is a core value and our absolute first priority—from the moment a compound is cleared for clinical trials, to its approval by regulators for use by patients, through its manufacture and distribution, and for as long as it is for sale and in use anywhere in the world.”

Freda Lewis-Hall, M.D.
Chief Medical Officer

OWNING TRUST



**WATCH DR. FREDA LEWIS-HALL
DISCUSS MIGRAINE ON *THE DOCTORS***



**WATCH DR. FREDA LEWIS-HALL
DISCUSS ARTHRITIS ON *THE DOCTORS***





Communicating Safety Information

We empower patients, their caregivers and the public with up-to-date, meaningful information—clearly explaining the benefits, risks and proper use of our medicines—to drive the best possible patient outcomes.

Pfizer's External Medical Communications team has hundreds of medical professionals standing ready to discuss with doctors and other licensed prescribers how our medicines are properly prescribed, and to answer questions about their risk and benefit profiles. [PfizerPro.com](#) and [PfizerMedicalInformation.com](#), both available exclusively to prescribers, provide extensive information on Pfizer medicines and an array of patient support resources, including patient assistance programs.

The [Pfizer Medicine Safety Education website](#) shows how a medicine's safety profile is determined, monitored and communicated. It includes a direct link to MedWatch, the U.S. FDA's Safety Information and Adverse Event reporting program.

+800,000

Prescriber Inquiries Answered per Year

+100,000

Unique Visitors to Our Medicine Safety Education website

Protecting Patients from Counterfeit and Substandard Medicines

Counterfeit medicines are relatively easy to make and pose a serious public health risk. Pfizer has taken a leadership position among pharmaceutical companies to protect patients, working in close coordination with many national authorities and multinational coalitions to fight the counterfeiting of medicines. Our partnerships with enforcement authorities are key to our progress.

We are also experimenting with direct-to-consumer models that reduce the possibility of counterfeit medicines entering legitimate supply channels, including pilot programs to give patients a trusted online alternative source for medicines such as Viagra, the most counterfeited medicine in the world.

160 MILLION

Counterfeit Doses of Pfizer Medicines Seized Since 2004

1 IN 2

Odds of Receiving a Counterfeit Medicine When Ordering from a "Rogue" Pharmacy—One Concealing Its True Location

106 COUNTRIES

Countries Where Counterfeit Pfizer Drugs Have Been Found

\$0 COST

Cost to Authorities to Test Suspected Pfizer Products

GREATER IMPACT

ENVIRONMENT

Committed to a Sustainable Future

To all of us at Pfizer, the commitment to advancing health includes being good stewards of the environment.

PFIZER'S GREEN JOURNEY

Our “green journey” program focuses on three areas key to our business: helping to mitigate climate change and its impacts; minimizing the environmental impact of our products and processes by advancing stewardship across the supply chains and life cycles of our products; and managing water resources in a sustainable way. We take an entrepreneurial approach to sustainability practices that produce measurable value for our business and society in reducing reliance on energy and water and looking for innovative ways to better manage waste.

For a comprehensive view of our contributions to a sustainable future, see [here](#).

A MILESTONE ON PFIZER'S GREEN JOURNEY



20 %

Met a second, five-year public goal of reducing greenhouse gas emissions by 20 % after only four years.

Celebrated a decade of Green Chemistry leadership, recognizing significant solvent and waste reductions, safer chemistry methods and greener processes.

25 %

Obtained 25 % of our Electricity from Solar, Wind, Hydro and Cogeneration.

Issued guides for colleagues to adopt greener practices in travel, printing, and energy savings.

Achieved outstanding sustainability ratings in the health care sector from influential groups: #1 Bloomberg Maplecroft, #6 Newsweek, #3 CDP Performance, #10 CDP Disclosure.

Mapped locations for operations in water scarce areas, including top suppliers.

Participated in creating industry carbon footprint guide for the National Health Service.

Pharmaceuticals in the Environment

Pfizer has an active program to assess and address the issues associated with pharmaceuticals in the environment. We help to educate patients on the proper disposal of medicines, and we participate in product take-back programs in locations that operate them. To aid U.S. hospitals and health care clinics on responsible disposal of unused medicines, Pfizer, in collaboration with Waste Management, introduced an online guide listing disposal information for our products—a first in the industry.

For more on our approach to pharmaceuticals in the environment, see [here](#) or go directly to [Pfizer's Position Statement](#) on the topic and to the [Pfizer Responsible Disposal Advisor](#).



Managing Environmental Risk

People at all levels of our company are involved with managing environmental risk and liabilities, beginning with oversight by the Audit Committee of the Board of Directors, governance by our Environmental Sustainability Council, and execution through teams at each of our major sites.

For more information on our environment, health and safety program, including compliance and environmental remediation, please see www.pfizer.com/ehs.

