

“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.”

## OWNING TRUST

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

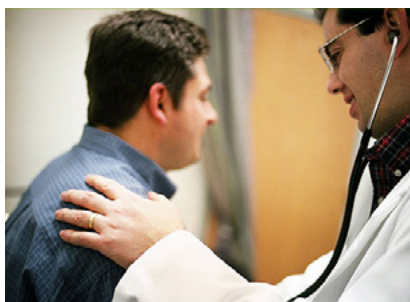
## Empowering Physicians and Patients

We work tirelessly to help doctors and patients use our medicines and vaccines safely, effectively and appropriately.

Physicians and other health care professionals empowered to write prescriptions are the key “gatekeepers” of our products. A prescription for a Pfizer medicine means that the patient and the health care professional have made a careful decision on a course of treatment. Around the globe and around the clock, we provide call services so that questions from doctors and other prescribers can be answered in a timely way by our well-trained medical staff. We also provide online and mobile resources, and are working on point-of-care smart phone apps, for even faster response. For patients and caregivers, we offer a variety of websites to help maintain and improve health, and to assist in the safe, effective and appropriate use of our products. Our [Medicine Safety Education website](#), for example, shows how a medicine’s safety profile is determined, monitored and communicated, and even includes a direct link to MedWatch, the U.S. FDA’s Safety Information and Adverse Event reporting program.

We provide such information so that prescribers and patients alike can make the best health care decisions and have the opportunity for the best health care outcomes. Keeping people informed will become even more important in the years to come, as medicines become more precise and are developed to meet the needs of very specific subgroups of patients. We are committed to continued leadership in keeping prescribers and patients fully informed about our medicines.

**+100,000** UNIQUE VISITORS  
To Our Medicine Safety Education  
Website



**+800,000** PRESCRIBER INQUIRIES  
Answered per Year



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



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



### Ensuring Data Integrity

People must trust the systems that enable regulators to evaluate the safety of new medicines and vaccines. We conduct hundreds of audits a year to affirm the integrity of the data we provide to regulators, with a special focus on making sure our clinical trials are executed properly.