



# Grameen Health and Pfizer Announce Novel Partnership to Explore Sustainable Healthcare Delivery Models for the Developing World

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Partnership Supports Business Models To Help Address Health Needs Of 4 Billion People Around the World Who Live on Annual Incomes of Less Than \$3,000

(BUSINESS WIRE)--Pfizer Inc and Grameen Health, an affiliate of Grameen Bank, the pioneering micro-financing organization in Bangladesh that shared the Nobel Peace Prize in 2006 for its work to alleviate poverty, today announced that they will work together to identify sustainable models for healthcare delivery in the developing world.

The partners will jointly evaluate ways to improve Grameen Health's existing healthcare delivery systems and primary care clinics in rural Bangladesh. At the end of one year, they will identify appropriate business models that ultimately can be replicated in other countries, addressing the needs of the 4 billion people around the world whose annual income is less than \$3,000. As part of its commitment to the collaboration, Pfizer is dedicating key employees to provide technical and advisory support.

"As we address the challenges of global health access, we are pleased to partner with Pfizer who shares our belief that solutions to improving access to medicines and healthcare can be socially responsible and sustainable, yet commercially viable," said Professor Muhammad Yunus, who shared the 2006 Nobel Peace Prize with Grameen Bank, which he founded and now directs.

"We believe Grameen's demonstrated success in providing innovative financial solutions for the poor, coupled with Pfizer's healthcare experience, human capital, and extensive

portfolio of medicines, have the potential to improve the lives of millions of patients,” said Jean-Michel Halfon, area president of Canada, Latin America, Africa, and Middle East Pharmaceutical Operations, Pfizer Inc. “This partnership is the first of many initiatives in support of Pfizer’s broader Global Access strategy, which aims to develop non-conventional, efficient, and sustainable health financing and delivery models.”

During the next year, the partnership will focus on the following areas:

Analyzing ways to expand and improve the current low-cost micro-health delivery and insurance programs at Grameen Health’s 38 existing Kalyan clinics. Reviewing operating efficiencies and scope of services (e.g., telemedicine, mobile healthcare) at Grameen Health’s Kalyan clinics.

According to the World Health Organization (WHO), among the biggest obstacles to improved health outcomes are inadequate health delivery and financing mechanisms that place the heaviest burden on the poor and sick, who are the least able to pay.

In addition to its partnership with Pfizer, Grameen is partnering with GE Healthcare to test the delivery of ultrasound capability in rural clinics for early detection of abnormalities. Grameen also is partnering with the Mayo Clinic to improve the training, efficiency, and retention of staff at existing Grameen Health Kalyan clinics.

“We recognize that improving worldwide access to healthcare is a significant long-term project, and look forward to working with various organizations and thought leaders in support of this global effort,” added Jean-Michel Halfon.

#### About Grameen Health

Grameen Health (GH) aims to extend the success of the micro-finance model to healthcare by designing and developing a bottom-up health care infrastructure built from sustainable best practices in a broad range of healthcare services around the world, and improving upon them to deliver the highest quality healthcare in an efficient and sustainable manner for a broad market, including the poorest of the poor. GH will enable the poor to be self sufficient in addressing their healthcare needs such that they can accept, but not require, outside assistance.

#### About Pfizer Inc

Pfizer is the world’s largest research-based biomedical and pharmaceutical company, with 85,000 colleagues operating in more than 150 countries. According to the World Health Organization (WHO), nearly one-third of the molecules on its “Essential Medicines

List” are Pfizer medicines.

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