ACCESS TO MEDICINES
Providing adequate access to medicines and health care is one of the most challenging issues facing society today. While scientific knowledge and health care products and services have advanced exponentially over the last generation, millions of people around the world still die from preventable and curable diseases because they lack access to basic medicines and medical services. Disparities in health and health care remain pervasive and problematic. The World Health Organization estimates that one-third of the world’s population is unable to get even the cheapest essential drugs for common diseases. And this issue is not limited to the developing world—in the current economic environment, individuals in developed nations increasingly face serious challenges in obtaining good-quality medical care.

The implications of existing disparities are dramatic. Poor health impedes individuals’ ability to seek educational opportunities, to attain regular employment and to reach full lifespans. Disparities in health and health care are not only a burden on communities and individuals, but are also a considerable cost to our society.

The barriers to access are significant and entrenched throughout health care systems. In developing countries, health care infrastructures are often inadequate to provide care and distribute medicines, and in the developed world, these systems are often beyond the reach of the uninsured. Additionally, pharmaceutical companies have not traditionally focused on diseases of the developing world due to the limited potential for return on investment, especially considering the extent of investment required for novel drug development.

**Pfizer’s Approach**

We believe that improving access to medicines around the world is one of our most pressing responsibilities. We recognize that we have yet to meet our full potential, as reflected in pharmaceutical company rankings such as the Access to Medicines Index ranking, and value the feedback and insights provided by the many stakeholders we engage and partner with on access to medicine issues. This year, we launched a two-pronged approach to help people get the medicines and services they need:

- **A Global Access Strategy within the Emerging Markets Business Unit**, dedicated to exploring and developing new business models that will improve access to quality medicines in a commercially viable, socially responsible manner to patients facing cost as a barrier to basic health care.
- **A robust portfolio of global health programs to improve access for patients and build health care capacity globally.**

We believe that by integrating our new commercial access strategy into the business, and supplementing it with strong global health programs, Pfizer will be best positioned to meet public health needs in a sustainable manner, now and in the future.
Our recognition of these opportunities, along with input from many global health organizations, has led to the creation of a Global Access team within the new Emerging Markets Business Unit. In many developing countries, health care infrastructures are weak and funded through governments or charitable organizations, and awareness of disease prevention and health care is limited.

Approaching the underserved as valued patients and customers offers new opportunities and challenges for Pfizer. We will continue to define our overall approach and explore a variety of frameworks, and have committed to testing several pilot strategies:

**DEVELOPING NEW COMMERCIAL MODELS**

We aim to increase access to affordable, high-quality medicines. For example, in a move that could change health care delivery for millions of people, Pfizer Venezuela has launched Comunidad más saludable or “Healthier Community,” a sustainable, locally-designed, community-based initiative aimed at improving access to care for the nation’s poor. Comunidad más saludable utilizes community sales representatives who visit health clinics in low-income neighborhoods with which they are familiar to promote Pfizer products and encourage health care professionals’ education and diagnostics capabilities. At the doctor’s office, patients receive—together with their prescription—direct discount coupons for improved access to Pfizer products. Patients also enroll in value-added disease management programs to improve treatment compliance.

**ENGAGING INSTITUTIONAL BUYERS**

We are creating a business model to enable business expansion and to support efforts to make quality medicines available to the poor in developing countries through key agencies such as UNICEF and USAID. Given the input of many stakeholders, including the members of Pfizer’s Emerging Markets Customer Advisory Board, we see several opportunities for customers to work with Pfizer to build a sustainable business model. The Advisory Board helps Pfizer better understand economic and health policy trends, market dynamics and socio-political developments unique to emerging markets. Through this group, Pfizer engages global business leaders, health care stakeholders, academic experts and representatives from nongovernmental and multilateral organizations.

**CONDUCTING R&D FOR DISEASES OF THE DEVELOPING WORLD**

We are leveraging Pfizer’s existing programs in diseases that are prevalent in the developing world to address neglected diseases.

**PROVIDING ACCESS TO INNOVATIVE PRODUCTS**

Incorporate global access elements in planning for new products to meet the needs of underserved populations. More information on this work is available in the Research & Development section of this report.

Throughout 2009, the Global Access team will launch additional pilot programs to assess the strategies above. For instance, we will explore how new business partnerships with other pharmaceutical companies can expand our ability to develop and distribute medicines to underserved patients. We expect that these pilots will lead to a new formal strategy that will be designed to sustainably support our growth in emerging markets as well as to improve access to medicines for hundreds of thousands of the most underserved patients in the world.

**PROVIDING FOR UNDERSERVED PATIENTS IN DEVELOPED COUNTRIES**

Our Established Products Business Unit extends our commitment to access by providing underserved patients in developed countries with affordable medicines characterized by Pfizer’s reputation for quality, safety and innovation. A key component of this work is the exploration of new partnerships, as evidenced by our collaborations with Aurobindo Pharma and Claris Lifesciences over the past two years. In total, we have added 128 generic products, including the basic building blocks of health care such as anti-infectives and pain medications, to our broad range of off-patent Pfizer medicines available in the United States, Europe, Canada, Asia, Australia and New Zealand. We will continue to expand our product offering, increasing access to affordable medicines to a growing number of patients with diverse health care needs.

Quality and supply reliability—both of which are too often lacking in the generics industry—are also important factors in patient access. Pfizer’s broad and deep manufacturing capabilities, and proven track record of safety and efficacy, ensures patients have consistent access to medications they can trust.

Our Established Products Business Unit will also help patients who need treatments that are not readily available on the market. Leveraging our unique scientific and manufacturing capabilities, and taking advantage of scale, Pfizer will make inroads into “niche” categories such as sterile injectables, biosimilars and orphan drugs.
Pfizer and GlaxoSmithKline (GSK) recently agreed to create a new HIV company focused solely on research, development and commercialization of HIV medicines. The new business which combines the pipeline and marketed HIV portfolios of both companies, will be more sustainable and broader in scope than either of the existing companies. The new company will continue GSK’s and Pfizer’s commitments to improve access to HIV medicines for everyone. Not-for-profit pricing for HIV medicines will continue for those countries most in need, and the new company will continue to facilitate new voluntary licenses to diversify production and expand capacity in these markets. The new company will also conduct research and development activities specifically to address access to HIV medicines in developing countries. In particular, the new company will increase its research effort into treatments and formulations for children living with HIV and it will oversee a new fund to help prevent mother-to-child transmission of HIV in the developing world, with a particular focus on Sub-Saharan Africa. An integration steering committee, with representatives from both companies, has been established to prepare for the operation of the new company upon the closing of the transaction.

Pfizer Global Health Programs

Through our collection of philanthropic global health programs, we invest the full range of our resources—people, skills, expertise and funding—to improve global health. These investments, implemented in partnership with national governments, international agencies, nongovernmental organizations, multilateral organizations or academic institutions, address the following key objectives:

- Improving patient access to medicines and health services
- Building capacity and strengthening the knowledge of health care providers and the public health community so they can expand prevention and health delivery systems

Through these targeted strategies, we invest in effective and sustainable health care delivery and we empower our colleagues, strengthen our stakeholder relationships, and ultimately have a positive impact on society and our business.

STAKEHOLDER COMMENTARY

“The Neglected Tropical Diseases are coming to be neglected no more and the most extraordinary part of the story may just turn out to be the role of pharmaco-philanthropy.

This story stands in stark contrast to the view my fellow medical students had of pharmaceutical companies 40 years ago when these young doctors became the first class to return the black bags and stethoscopes that a pharmaceutical company offered. We could not imagine a day when the world’s largest pharmaceutical company; would commit to donate as much Zithromax as necessary to reach the global goal of eliminating blinding trachoma by 2020, as Pfizer did earlier this year. This story represents a true paradigm shift—on many fronts—and it is impossible to overstate its importance. Pfizer’s commitment will help engage and mobilize governments and nongovernmental partners around the world and Pfizer’s pharmaco-philanthropy may be the single most important component in the battle against blinding trachoma.”

MARK ROSENBERG
EXECUTIVE DIRECTOR, THE TASK FORCE FOR GLOBAL HEALTH

IMPROVING ACCESS

Pfizer is committed to improving patient access to medicines and health care services by:

- Donating medicines and making them available to patients in need;
- Providing treatment or services (e.g., health screenings, surgeries);
- Delivering information to patients about treatment adherence;
- Implementing programs that increase access to prescription medicine;
- Directing people in need to patient assistance services.

Product donation is an important facet of Pfizer’s access to medicine programs. In the U.S., Pfizer offers prescription assistance through Pfizer Helpful Answers®—our family of programs to help people without prescription coverage save on many Pfizer medicines, no matter their age or income. People with limited income may even qualify to get their medicines for free. In the past five years (2004–2008), Pfizer Helpful Answers has helped over 5.1 million patients receive over 51 million Pfizer prescriptions, the equivalent of $4.1 billion worth of free medicines and savings.

In response to the recent economic downturn, Pfizer launched a new program called MAINTAIN® (Medicines Assistance for Those Who Are in Need) to help eligible unemployed Americans and their families who have lost their health insurance maintain access to their Pfizer medicines for free. This program was initiated by Pfizer employees, and their donations will be matched by the Pfizer Foundation.
In the developing world, Pfizer founded and continues to support the International Trachoma Initiative to address the suffering caused by blinding trachoma. Through this joint initiative with the Task Force for Global Health, the World Health Organization, the Bill and Melinda Gates Foundation, the Carter Center, Lions Clubs International, USAID and the Edna McConnell Clark Foundation, Pfizer has donated more than 145 million treatments of the antibiotic Zithromax® (azithromycin) for use in 18 countries. We have also supported the training of thousands of health care workers in trachoma treatment and surgery. This program has helped developing countries such as Morocco move toward the eradication of blinding trachoma as a public health problem.

BUILDING CAPACITY
Pfizer works to expand the prevention of disease and improve health care delivery systems by:

- Working with providers and communities to increase health care worker training and patient education on both disease prevention and treatment options
- Strengthening the organizational capacity of health partners to support access to care, from disease prevention to diagnosis and treatment.

As a key player in the health care system, Pfizer has come to understand we have a role to play in improving health care access and delivery. Pfizer supports comprehensive health care reform that provides affordable health care coverage and improves quality of care. We believe that ensuring increased coverage and better care for everyone is a shared responsibility—of the private sector, the public sector and of individuals.

Within the U.S., Pfizer has taken steps to address many of the problems preventing Americans from being their healthiest. Our approach is described in eight health care reform principles that we believe will provide a solid foundation for achieving patient-centered health reform. These principles can be found on the Public Policy section of our Web site.

Pfizer is actively engaged in the current efforts to reform the U.S. health care system, and shares common goals with the Obama administration’s efforts to change the health care system—improved access, more focus on prevention and wellness, and lower costs for patients. Our CEO, Jeff Kindler, has made U.S. health care reform one of his top personal priorities and speaks on the subject regularly to a wide variety of audiences. For instance, he recently participated in the White House Health Reform Summit along with members of Congress from both political parties, citizens from around the country, and stakeholders representing health care providers, business, labor unions, consumers, and health plans. He also co-authored an opinion piece with Andy Stern, President of the Service Employees International Union—the largest union in North America representing hospital, home care and nursing home workers—on the need for health care reform in the U.S. Jeff Kindler is also using his leadership position in the business community to try to seek consensus among large employers about key aspects critical to the reform efforts.

Pfizer is also involved in health care reform outside the U.S. In the United Kingdom, for instance, Pfizer has been a key participant in dialogues with the National Health Service and health departments of the U.K. to develop a price regulation scheme that improves patients’ access to medicines while promoting pharmaceutical industry innovation and competitiveness. In Ireland, Pfizer has launched a series of National Health Debates designed to engage leading commentators and encourage the general public to articulate perspectives and concerns on health care.

In Japan, Pfizer established the Pfizer Health Research Foundation in 1992 as a nonprofit organization with responsibility to support and develop the field of health research, including pharmacoeconomics and outcomes research in Japan. To promote health research in Japan, the foundation develops advanced research themes and subsidizes precedent studies in the health research field through interdisciplinary academic methodologies. To date, the foundation has sponsored 506 grants covering topics such as health care systems, health care policy, health economics, pharmacoeconomics, health care quality, health care service, patient satisfaction and developing health care resources. The fruits of the granted research are fed back to society with the intent of stimulating government policy.

In 2009 Pfizer and the Turkish Government signed a memorandum of understanding to support pharmaceutical partnerships in research and development in Turkey. The government committed to fostering an innovation friendly climate, enabling access to innovative therapies and building a strong intellectual property framework to support research.
Looking Forward

Access to medicines continues to be both a challenge and an opportunity for Pfizer. Historically, much of the conversation has focused on how the burden of providing access can be shared between pharmaceutical companies and governments. Companies have also struggled with how to balance meeting the global needs for access with the challenges and costs of research and development. Moving forward, Pfizer, in conjunction with stakeholders and partners, will attempt to reframe this debate by focusing less on the tension between philanthropic access and commercial success and more on creating a socially and commercially sustainable Global Access Strategy.

We recognize that there will continue to be challenges around the prices of medicines and health care delivery, especially in the developing world. For many people, any price is cost-prohibitive, and we will need to continue to partner with our stakeholders to find ways to provide access to necessary medicines for those who may be left out of a commercial business model. We also believe that medicines are only one component of providing access to health, and we therefore remain committed to our programs to build capacity for health care delivery around the world.

devastating diseases such as HIV/AIDS, tuberculosis and malaria. During their assignments, Fellows train and support their local counterparts, transferring skills and together creating sustainable local solutions. Since 2003, more than 200 Global Health Fellows have invested over 160,000 hours of service working with nongovernmental organizations in 39 countries to deliver health care and health system support. We have recently piloted a program expansion to the U.S. and Eastern Europe out of recognition that needs exist in both the developing and the developed world. The program was recently recognized by the United States Corporation for National and Community Service for leadership and excellence in pro bono skills-based corporate volunteering.

Our Global Health Partnerships Program, funded by Pfizer and the Pfizer Foundation, is advancing cancer- and tobacco-control efforts by investing $47 million over four years (2007–2010) to support innovative regional and global partnerships in oncology and tobacco control reaching 46 countries. The Pfizer Foundation provides technical assistance, capacity-building, and evaluation support to grantee partners while Pfizer country offices provide local resources and expertise. These partnerships will also serve as global models in improving cancer-related health outcomes. Pfizer is also evaluating program impact, including public education and efforts to address policy and advocacy, changes to patient behavior and attitudes toward smoking and smoking-related disease, increases in the number of patients screened for cancer, and reductions of cancer and smoking-related health problems.

Read more at www.pfizer.com/globalhealth
## Overview of Pfizer’s Investments in Health

### Pfizer Helpful Answers®

**Program**: Pfizer Helpful Answers®

**Partners**: PHA partners with numerous community groups and patient advocate groups to help spread the word about available help. Partners include: the National Association of Hispanic Nurses, the National Urban League, the National Association of Community Health Centers, the Men’s Health Network, and the Hispanic Federation.

**Impact on Society**: In the past five years (2004–2008), Pfizer Helpful Answers has helped over 5.1 million patients receive over $1 million Pfizer prescriptions, the equivalent of $4.8 billion worth of free medicines and savings.

**2009 Program Goal**: Continue to improve access to Pfizer medicines by expanding Connection to Care™ and Pfizer Patients® into Puerto Rico and the U.S. Virgin Islands. These programs provide Pfizer medicines for free or at a savings to patients who qualify.

### Infectious Diseases Institute (IDI)

**Program**: Center of Excellence for prevention, treatment, training and research in Uganda that strengthens regional capacity in HIV/AIDS, malaria and tuberculosis

**Partners**: Makerere University, the Academic Alliance and Accorda Global Health Foundation, the Ugandan Ministry of Health and Mulago Hospital, and the Infectious Diseases Society of America.

**Impact on Society**: Since 2004, nearly 4,000 health care workers from 27 countries have received training in various aspects of the prevention and care of HIV/AIDS and related infectious disease and indicate they train, on average, 20 additional health care workers per month. IDI provides ongoing care and treatment to approximately 9,000 HIV/AIDS patients, and conducts regular outreach to strengthen other providers in the region. More than 20 projects are currently underway in IDI’s research department, which works closely with Uganda’s Ministry of Health to improve national policy and practice.

**2009 Program Goal**: Build capacity of health systems in Africa for the delivery of sustainable, high-quality care and prevention of HIV/AIDS and related infectious diseases through training, research and advanced clinical services.

### Diflucan Partnership Program (2000)

**Program**: Partnerships with governments and NGOs in developing countries to donate Diflucan for two fungal opportunistic infections associated with HIV/AIDS and support training of health care providers in HIV/AIDS care

**Partners**: IMA World Health, Avios International, IDA Foundation, governments and NGOs

**Impact on Society**: To date the partnership has provided over $840 million in medicine to more than 2,000 sites in 63 countries, with training and education of 20,000 health care professionals. Trained more than 20,000 health care professionals to help improve patient treatment and care.

**2009 Program Goal**: To provide treatment for two AIDS-related fungal infections—cryptococcal meningitis and esophageal candidiasis—through partnerships with governments and nongovernmental organizations in developing countries with a greater than 1 percent prevalence of HIV/AIDS.

### Global Health Fellows (2003)

**Program**: Volunteer program where Pfizer sends approximately 50 employees each year on 3–6 month assignments to work with NGOs and governments around the world to help improve health care infrastructure for the underserved.

**Partners**: Partner NGOs include: USAID/PEPFAR, mothers2mothers, Health Volunteers Overseas, Family Health International, Population Services International, the Columbia University Access Project, the International AIDS Vaccine Initiative, IntraHealth and Project HOPE.

**Impact on Society**: To date over 200 Fellows have been selected to serve as physicians, epidemiologists, nurse educators, supply chain experts, IT specialists, and business consultants in 39 countries.

**2009 Program Goal**: Strengthen short- and long-term monitoring and evaluation of fellowship assignments, strengthen internal technical teams, elevate regional and global level candidates, and create new partnership opportunities.

### International Trachoma Initiative (ITI) (1998)

**Program**: Program to eliminate trachoma, the world’s leading cause of preventable blindness, through the donation of Zithromax® and an integrated public health strategy that includes training health care professionals, community health education, and water and sanitation improvements.

**Partners**: Founded by Pfizer and the Edna McConnell Clark Foundation; recently partnered with the Task Force for Global Health; additional partners include governments, nongovernmental organizations, corporations, UNICEF, the Carter Center; the Bill and Melinda Gates Foundation, Lion’s Club, agencies of the United Nations and the WHO.

**Impact on Society**: To date, Pfizer, through ITI, has provided 145 million treatments of Zithromax® to patients in 18 countries and trained thousands of health care workers, who, in turn have completed more than 400,000 surgeries to treat advanced cases of trachoma. In 2006, after six years of work, Morocco became the first country to complete the campaign for trachoma control and is working towards WHO certification of disease elimination. Over the last 10 years, Pfizer has provided $1 billion of pharmaceutical and financial donations to ITI.

**2009 Program Goal**: To leverage resources and expertise, creating new partnerships to fight trachoma and other neglected tropical diseases; build on ITI’s success in promoting the SAFE strategy, a comprehensive public health approach that combines treatment with prevention, involving sight-saving surgery, mass treatment with the Pfizer-donated antibiotic Zithromax®, face cleanliness, and environmental improvement to increase access to clean water and improved sanitation.
**PROGRAM PARTNERS IMPACT ON SOCIETY 2009 PROGRAM GOAL**

### MOBILIZE AGAINST MALARIA (2007)

A five-year, three-country initiative that engages and educates treatment providers and patients to improve prompt and effective treatment for malaria in Senegal, Ghana and Kenya.

**Evaluation team:** London School of Hygiene and Tropical Medicine, KEMRI-Wellcome Trust, Health Partners Ghana

**Implementation Partners:** Population Services International (PSI), Family Health International, Ghana Social Marketing Foundation (GSMF), IntraHealth International

**Pfizer’s partners include:** Action on Smoking and Health (ASH), Aliança de Controle do Tabagismo (ACT), Tobacco Control Alliance International, Akebono-Kai, American Cancer Society, Cause Marketing Federation of South Africa, China Tobacco Control Association, Comprehensive Cancer Center at Freiburg University Medical Center, Korean National Council of Women, European Organization for Research and Treatment of Cancer (EORTC), George Washington University Cancer Center, Good Dog Foundation, Heart & Stroke Foundation of Ontario, Health Policy Institute Japan, Health Promotional Foundation, Hellenic Respiratory Society, Hungarian Academy of Teaching Family Physicians, International Union Against Cancer (UICC), Irish Cancer Society, Japan Dental-Medical Association for Tobacco Control, Mexican Council on Tobacco, Philippine Business for Social Progress, QUIT UK/European Network of Quitters, SAMBA, Shanghai Municipal Center for Disease Control and Prevention, The New Hope in Health Foundation, The Ralph Lauren Center for Cancer Care and Prevention and The Veronesi Foundation.

In Ghana, conducting training sessions for Licensed Chemical Sellers enabling more than 660 chemical sellers in 13 districts to provide better malaria education to over 20,000 people, dispense medicines according to national protocol, refer complicated malaria cases and pregnant women to nearby health centers.

**Through grants, technical assistance, evaluation support, and networking resources, Pfizer partners with leading NGOs to find promising interventions that improve utilization and effectiveness of malaria treatment.**

### GLOBAL HEALTH PARTNERSHIPS (2007)

Four-year program to support innovative public health partnerships that will serve as global models in addressing emerging challenges in cancer control and tobacco control in 46 countries across five continents.

**Evaluation team:** Academy for Educational Development, Johns Hopkins University


**To date, the Global Health Partnerships program has supported 29 grantees in 46 countries across five continents addressing emerging challenges in cancer and tobacco control. Our cancer control grantees are developing national networks to build the standard of care in eight countries, providing screening of thousands of persons for early detection of cancer, expanding programs to help patients navigate through complicated systems of cancer care, and providing training to increase the organizational capacity of more than 20 NGOs in Asia, Latin America and North Africa. Our tobacco grantees are helping to build networks and alliances for tobacco control in nine countries, educating thousands of physicians, encouraging thousands of smokers to quit, working to protect thousands of non smokers from secondhand smoke, and increasing awareness about the harm of tobacco use among tens of thousands of people.**

**To date, over 6,000 individuals at high risk for contracting HIV/AIDS have been reached with prevention messaging and educational programs; 573 HIV-positive individuals have learned how to prevent transmission to their partners, 262 HIV-positive individuals were guided through the process of accessing high quality care, and over 300 HIV-positive individuals are improving their adherence to treatment. Funded programs have focused primarily on communities of color, those in economic need, recently incarcerated individuals, marginalized populations, and those in unstable employment and/or housing situations.**

**Strengthen the evaluation capacity of grantees to compile a global evaluation framework around tobacco control and cancer control.**

### CONNECT HIV (2007)

Program designed to complement existing HIV prevention efforts and help stop the spread of HIV/AIDS by supporting integrated approaches that bring together prevention, access to care and treatment.

**Evaluation team:** Academy for Educational Development, Johns Hopkins University


In 29 grantees in 46 countries across five continents addressing emerging challenges in cancer control and tobacco control in 46 countries across five continents.

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**Share promising models and learnings with grantee partners and HIV/AIDS experts to demonstrate the effectiveness of integrated approaches.**

www.pfizer.com/responsibility