

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.

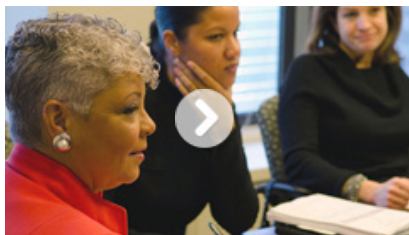


OUR FIRST PRIORITY

“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