

We believe that patients, physicians, governments, the scientific community and industry must work together in order to meet the growing demand among Europeans for sustainable, long-term quality healthcare. Working together, we can successfully meet our shared healthcare aspirations for the 21st century.

Pfizer and the Future of Health in Europe

*Pfizer
Life is our
life's work*

*Saving and improving
lives is what motivates
Pfizer to develop
innovative medicines*

*Adding years to life, and
life to years, of people
around the world drives
all of Pfizer's activities*

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A New Age

An unprecedented demographic change is transforming the face of Europe. Thanks to advances in public health, education, medical technology and innovative medicines, people are living longer than ever before. Today, European men at age 60 can expect to live for an additional 17 years, and women of the same age can expect to live another 22 years. At the beginning of the twentieth century average life expectancy for both sexes was only 55 years.

Wellness & Prevention

By 2050 an estimated 40 percent of Europeans will be over the age of 65, compared to 20 percent today. In light of this increasing longevity – and the increasing pressure on health systems to meet public demands for optimal care and services – wellness and prevention of disease must become national priorities. Many prevalent conditions, such as cardiovascular disease, osteoporosis and loss of vision, may be preventable through healthy lifestyles that can help people to remain active and productive later in life with benefits to all of society.

Medicines are another key factor in keeping people healthy and active. Over the past 30 years they have made a significant contribution to reducing costs related to the use of hospital beds for many major conditions, including ulcers, mental illness and infectious diseases.

For example, treatments for Alzheimer's disease have helped patients to lead more active lives and delay or avoid costly long-term nursing care. Similarly, more than 50 innovative AIDS treatments developed in the last 20 years have made the disease more manageable and enabled patients to lead more normal lives.

When medicines are used to treat an illness, both direct and indirect costs, such as surgery, extended hospital stays and lost workdays, can be avoided or decreased. It is estimated that cardiovascular and respiratory diseases cost EU countries tens of billions of euros a year in treatments and lost workdays. These huge drains on public funds could be significantly lowered through wellness and prevention programmes, and the appropriate use of prescription medicines that can cost as little as €2-3 a day.

Restoring Europe's Science Base

In the last 20 years, the innovative pharmaceutical industry has played a decisive role in the discovery and development of new medicines. However, during this period, Europe's share of the world's pharmaceutical research and development (R&D) has noticeably decreased.

From 1998 to 2002, there were 85 new product launches in the United States, compared to only 44 in Europe. This is a notable reversal in trend, as from 1993 to 1997, 81 products were launched in Europe, compared to 48 in the United States.

A robust and vibrant research and development environment is indispensable to Europe's future economic and social prosperity. Although European governments recognize that economic competitiveness depends on innovation, they have been slow to provide incentives for R&D investment in Europe and continue to impose pricing and reimbursement barriers to new pharmaceutical products.

Safeguarding the Future of Innovation

Despite the EU goal of dedicating 3 percent of the gross domestic product (GDP) to research and development by 2010, the EU's total R&D expenditure as a percentage of GDP grew only from 1.82 to 1.93 in the past four years. At this rate, the 3 percent target will be only achieved by 2045, and, according to the OECD, the number of extra researchers needed to close this gap could exceed a half million, raising questions about the future availability of science and technology workers.

Despite the deteriorating R&D environment, the pharmaceutical industry continues to be a driver of innovation in Europe. In 2003, the innovative pharmaceutical industry invested over €21 billion in R&D in Europe, which is equal to approximately 15 percent of the total private research expenditure in the EU. The pharmaceutical industry also employs over 100,000 people in the area of research and development in the EU.

In order to safeguard the tradition of health innovation and medical excellence in Europe, governments will need to provide the necessary policy framework, infrastructure and incentives for universities, research-driven industries and public healthcare institutions to continue investing in the complex, long-term and systematic search for new medicines.

Providing Information to Patients

Research shows that European citizens believe that the first step towards improving healthcare is access to high-quality health information. While doctors and nurses are the main and most trusted sources of healthcare information, there is a growing demand among citizens for direct access to information from other reliable sources, including the pharmaceutical industry.

Patients recognize that relevant and science-based health information will enable them to engage in a more meaningful dialogue with their physician in matters of prevention, treatment choices and optimal compliance. At the same time, 80 percent of 1,550 physicians surveyed across 14 European countries agreed that they could treat their patients more effectively if the public had more information about healthy lifestyles and preventive medicine.

Empowering Physicians

The same survey shows that many European physicians believe that increasing administrative demands afford them less time to spend with their patients. Additionally, they are concerned that government restrictions in the choice of treatment options limit their ability to provide patients with the best available care. Over all, they believe that government interference has contributed to a general decline in the quality of healthcare.

Pricing and reimbursement restrictions often cause many physicians, and therefore patients, to settle for older and less effective treatments despite the clear and demonstrated advantages of innovative medicines. Rather than instituting complex rules to restrict access to medicines, governments can better serve the common interest by creating long-term solutions and reforms focused on reducing the economic and social burden of disease – and improving the quality of public health.

The Power of Partnerships

Pfizer recognizes that there is an important role to play in actively engaging with medical professionals, patient groups, policy makers, non-governmental organizations and other interested parties to develop innovative healthcare solutions.

- Pfizer supports the Brussels-based **European Patients' Forum**, which is a pan-European body that works in partnership with the European Commission, as well as with physicians, pharmacists, politicians and the healthcare industry, to promote patients' interests.
- In **Austria**, Pfizer and government-appointed patient lawyers are working together to advocate for better patient access to innovative medicines.
- In **France**, Pfizer launched a public awareness programme with leading intellectuals highlighting the socio-economic and health impact of France's ageing population.
- In **Germany**, in partnership with a leading medical publisher, Pfizer has launched a web-based Continuing Medical Education programme to keep physicians informed of the latest treatment options.
- In **Italy**, Pfizer has set up a three-year partnership with the Puglia Region to improve the quality and efficiency of health services.
- Pfizer **Portugal** is working with the government to educate the public about the appropriate use of antibiotics.
- In the **Netherlands**, Pfizer provided physicians at the Academic Medical Centre in Amsterdam with mobile handheld devices that provide access to patient information from any location in the hospital.
- Pfizer **UK** and the Haringey Teaching Primary Care Trust, part of the NHS, launched an innovative chronic disease management partnership to encourage patients suffering from diabetes, heart failure and coronary heart disease to take an active and informed role in their own healthcare through individualized support and treatment.

Pfizer's Commitment to the Developing World

Pfizer is working with leading non-profit organizations, governments, the United Nations and the World Health Organization to build partnerships for a healthier world in those countries most in need.

Pfizer Global Health Fellows Programme

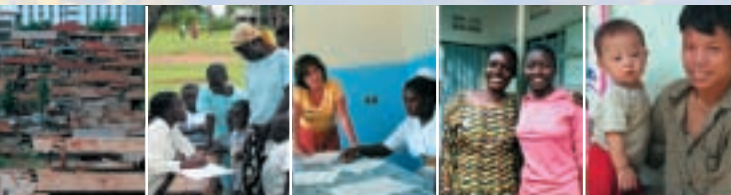
Pfizer sends talented employees with expertise in a variety of fields for up to six months to support non-governmental humanitarian organizations fighting HIV/AIDS and diseases of poverty in Africa, Asia, Eastern Europe, the Caribbean and Latin America.

- Since 2003, more than 50 Global Health Fellows have been selected to serve as physicians, epidemiologists, nurses, educators and business consultants all over the world.
- Pfizer has committed to fund transportation, lodging and other expenses for the Fellows, while maintaining their position within the company.

Infectious Diseases Institute, Kampala, Uganda

Regional treatment and training institute in Kampala, Uganda, established to strengthen local capacity in HIV/AIDS care.

- Partners include Makerere University (Kampala, Uganda), Pangaea Global AIDS Foundation, Infectious Diseases Society of America and The AIDS Support Organization (TASO)
- The facility provides the latest standards of HIV/AIDS care and treatment to thousands of patients each year and trains health care professionals from all over Africa.





Diflucan® Partnership Programme

A partnership to treat two HIV/AIDS-related opportunistic infections in developing countries with a high HIV/AIDS prevalence.

- Active in 34 countries in Africa, Asia and the Caribbean.
- 150,000 patients treated and 19,000 healthcare providers trained in the diagnosis and treatment of opportunistic fungal infections.
- A continuing and expanding partnership in which governments and non-governmental organizations can apply to participate at www.diflucanpartnership.org.

International Trachoma Initiative (ITI)

A partnership dedicated to eliminating trachoma, the world's leading cause of preventable blindness, by 2020.

- Since launching its first country programmes in Tanzania and Morocco in 1999, the ITI has treated over 16 million patients in 11 countries.
- The ITI is successfully eliminating trachoma. For example, in Morocco, trachoma prevalence has fallen 75 percent, and active disease in children has seen a 90 percent reduction.

“At Pfizer, our business is about saving and improving lives. Thus, we measure success not only by our financial results, but by our performance as a corporate citizen and in particular, by our ability to provide access to medicines for all who need them.”

Henry A. McKinnell, PhD

Chairman and Chief Executive Officer, Pfizer Inc

