January 22, 2010

Pfizer Helpful Answers – Pfizer’s family of patient assistance programs

Helping the Uninsured and Underinsured Get Access to the Medicines They Need
- Overview of the Uninsured
- Impact on Health
- Pfizer Helpful Answers & Industry Patient Assistance Programs
- Spreading the Word
Current Situation in the U.S.

308 million – U.S. Population
46 million – Uninsured Population – 15%

11.9 million – Undocumented Immigrants
7.02 million – Uninsured Undocumented Immigrants – 59%

More Than 8 In 10 Uninsured Americans Come From Working Families

Sources:
US Census Bureau: Health Insurance Coverage 2008: Highlights. Received September 10, 2009
A Portrait of Unauthorized Immigrants in the United States, Pew Research Center, April 14, 2009
Kaiser Commission on Medicaid and the Uninsured, “The Uninsured: A Primer,” October 2009
% Uninsured by Ethnicity; 2008 Census Data

A disproportionate share of the uninsured are from minority groups, especially African Americans and Hispanics.

Lack of Insurance Can Have a Significant Impact on Health

Health Impact

- Nearly 3 in 5 uninsured adults have gone without coverage for at least two years
- More than 50% of uninsured adults report that they or a member of their household have skipped medical treatment due to cost, compared to only 25% of insured adults
- 1 in 3 uninsured people don’t fill their prescriptions due to costs
- 60% of people with chronic conditions skip medicines if uninsured

Result: The Uninsured Wait Until Conditions Become Critical – and More Complicated and Costly to Treat

Helping Patients in Need

Filling a need for prescription assistance.
Pfizer Helpful Answers is a family of assistance programs for the uninsured and underinsured who need help getting Pfizer medicines.

These programs provide Pfizer medicines for free or at a savings to patients who qualify.

Some programs also offer reimbursement support services for people with insurance.
Pfizer Helpful Answers Facts

- One toll-free number - Someone to talk to in English and Spanish
- Website is easy to navigation – Offers help finding the right program to meet individual needs in English and Spanish
- As of 2009, some programs available in Puerto Rico and US Virgin Islands
- Over 100 Pfizer medicines are available through all of our programs combined
- The majority of the medicines we distribute through Pfizer Helpful Answer – over 95% – are provided for free
- Help available to all eligible residents – Only US address required
- The largest and most extensive assistance program in the industry
- In 2009, Pfizer Helpful Answers was ranked as having “the best PAP image” for the second year in a row

In the last five years (2004-2008), Pfizer Helpful Answers has helped more than 5.1 million uninsured patients get access to more than 51.1 million Pfizer prescriptions
Free Pfizer Medicines

Reimbursement Support Services for Specialty Medicines + Free Pfizer Medicines

Savings on Pfizer Medicines

Industry Programs sponsored by several pharmaceutical companies

† All programs are available to US residents. Some programs are also available to residents of Puerto Rico and the US Virgin Islands. Contact Pfizer Helpful Answers for details.

For more information on any of our programs, call 1-866-706-2400 or visit PfizerHelpfulAnswers.com
Access to Prescription Medicines

1-888-4PPA-NOW • www.pparx.org

- More than 475 prescription assistance programs covering over 2,500 medicines
- America’s pharmaceutical research companies launched the program in partnership with health care, physician and patient advocacy groups
- 1,300 local and national member organizations, including: American Academy of Family Physicians, National Association of Chain Drug Stores, NAACP

<table>
<thead>
<tr>
<th>Public Prescription Programs</th>
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<td><strong>For example:</strong></td>
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<tr>
<td>Medicaid</td>
<td>Together Access</td>
<td>Refers patients to free/low cost health clinics nearest to patient’s zip code</td>
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<tr>
<td>CHIP</td>
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- + Over 180 Other
Spreading the Word About Help Available

Patients
Health care professionals
Third-party groups
Community groups
Other influencers

Earned Media

PHA Print Ads

Events
Innovative Outreach Initiatives

From coast to coast, our innovative outreach initiatives continue to help patients.

- **PROMOTORES INITIATIVE:** A pilot program in Texas that trains Hispanic community health workers (promotores) on patient assistance programs and has already helped 21,000 patients.

- **ARTHUR ASHE INSTITUTE OF URBAN HEALTH PROGRAM:** Created a training program for beauticians and barbers in African American communities to share information on Pfizer Helpful Answers and other industry patient assistance programs.

- **HEALTHY SUNDAY EVENTS WITH MEN’S HEALTH NETWORK:** Events held in local churches in Latino and African American communities where attendees receive health screenings for cholesterol and blood pressure and can learn about Pfizer Helpful Answers and other industry resources.

- **COMMUNITY BRIEFING EVENTS:** Over 100 “train the trainer” briefing events have been conducted across the country in the past 2 years alone (2008-2009).