

January 22, 2010

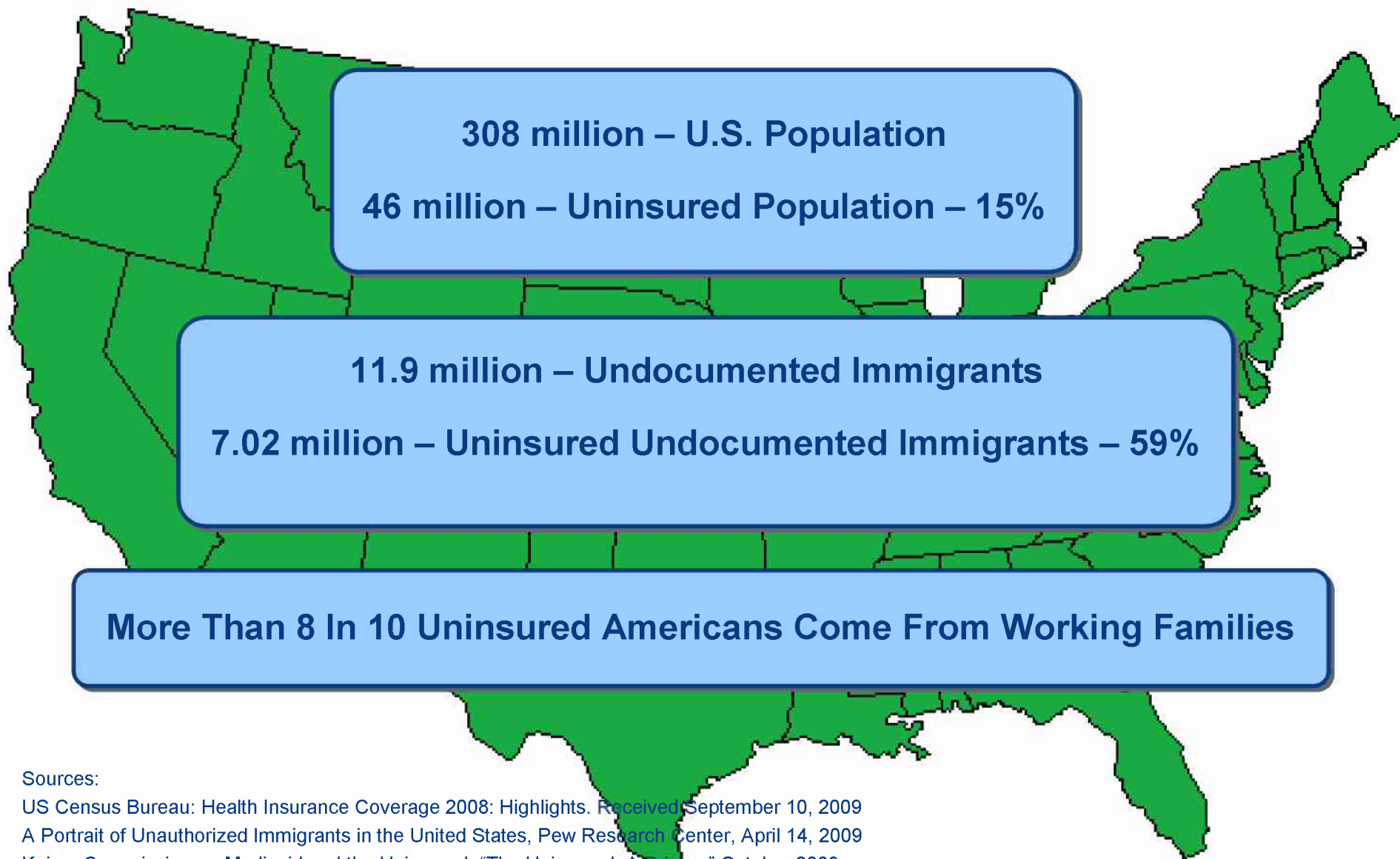
## Pfizer Helpful Answers – Pfizer’s family of patient assistance programs

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.



**More Than 8 In 10 Uninsured Americans Come From Working Families**

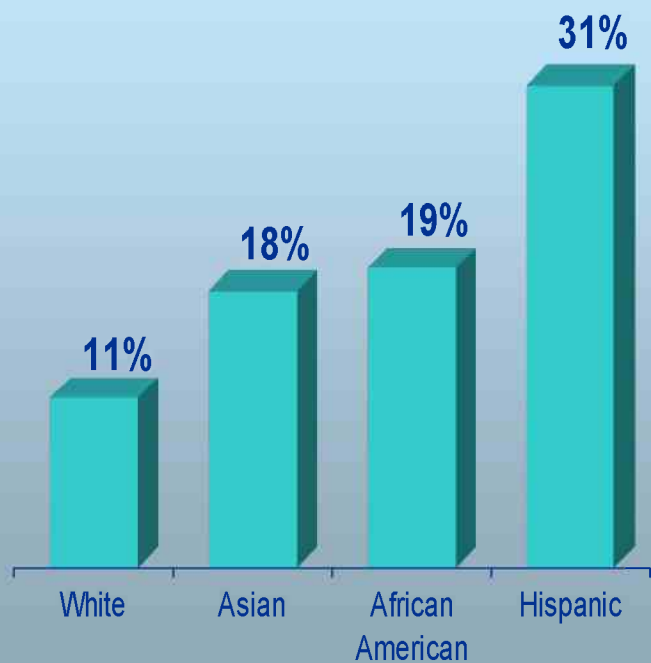
Sources:

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**

Sources: US Census Bureau, Health Insurance Coverage 2008, Highlights, received September 2009; Health Insurance Coverage Status and Type of Coverage by Selected Characteristics: 2008, Asian Alone, received September 2009

## 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

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Filling a need for prescription assistance.



## America's Uninsured & Underinsured Can Get Help Accessing Pfizer Medicines Through Pfizer Helpful Answers



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

866-706-2400

[www.PfizerHelpfulAnswers.com](http://www.PfizerHelpfulAnswers.com)

- ✓ 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](http://PfizerHelpfulAnswers.com)

# Access to Prescription Medicines



**Partnership for  
Prescription Assistance**

1-888-4PPA-NOW • [www.pparx.org](http://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

## Public Prescription Programs

***For example:***

- Medicaid
- CHIP

## Private Prescription Assistance Programs

***For example:***



- + Over 180 Other

## Health Clinic Referrals

- Refers patients to free/low cost health clinics nearest to patient's zip code

# Spreading the Word About Help Available

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

## Earned Media



## PHA Print Ads



## Events



**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).

