



TURN TO THE PFIZER JOURNAL®

A VITAL RESOURCE FOR PFIZER BUSINESS

Use TPJ content, quotes, facts, charts, and graphs for

- ◆ Speeches and presentations on commercial and policy issues
- ◆ Marketing materials
- ◆ Sales meetings
- ◆ Team meetings

Order copies of the issues to distribute

- ◆ At commercial exhibits
- ◆ During customer visits
- ◆ As tools for internal team meetings
- ◆ Through the field force

"I don't usually write fan mail ..."

Opinion leaders read and respect TPJ. Use that to your advantage.

"I don't usually write fan mail, but I just had to send you hearty congratulations on the current issue of *The Pfizer Journal*®. I haven't seen a better compilation of the decisions we all face at the end of life; you and your staff have done a great job."

— C. Everett Koop, MD

"An outstanding publication ... it will have a major influence on policymakers and professionals alike."

—K. Srinath Reddy, MD
All India Institute of Medical Sciences

"I simply want to compliment you on *The Pfizer Journal*®. I read it from cover to cover."

— D. Craig Brater, MD
Professor & Chair of Medicine, Indiana University

For more details on the issues and responses to *The Pfizer Journal*® in the past year, contact the External Relations Team for a copy of the Annual Report

The Pfizer Journal®

*Perspectives on Health Care
and Biomedical Research®*



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External Relations

A unique publication, A resource you can rely on

For more than 5 years, *The Pfizer Journal*® (TPJ) has been bringing together world-class panels of experts. The publication features what key opinion leaders are saying about health care and research topics that are important to consumers, policy-makers, and Pfizer.

Use TPJ to reinforce vital Pfizer messages when you meet with your clients, your team, other Pfizer colleagues, and even your friends.

From Hank McKinnell, PhD, Chairman of the Board
and Chief Executive Officer, Pfizer Inc:

"One of the most serious threats to Pfizer's continued growth comes not from competitors, but from public opinion about our industry."
(2002, Stanford University's Institute for International Studies)

"I ask you to become more educated about the issues affecting Pfizer..."
(2003, Letter to Pfizer Colleagues)

Externally Focused - Internally Aligned



to support Pfizer product platforms while demonstrating Pfizer's standing as a good citizen in the health care community.

Marketing Teams can include TPJ in their POAs to support product platforms.

TPJ IN ACTION: The Cardiovascular Team participated in developing and distributing the issue *Heart Disease: An All-Out Attack on Risk*, which contains results of a TPJ-sponsored Harris survey of consumers' knowledge and actions to reduce cardiovascular risk. The issue is prominently positioned in the team's POA planning. Other teams have also participated in developing TPJs that would carry their key messages to the public.

Sales Teams can use TPJ as a value-added, enduring material to enhance outreach. Sales representatives know how the right materials can open a door or extend a visit. TPJ is a well-regarded periodical with relevant and timely information that providers appreciate receiving.

State and Government Affairs Teams can use TPJ to disseminate information internally and externally on Pfizer positions.

TPJ IN ACTION: The Pfizer country office in South Africa needed to educate a large number of people in a short time during the 2001 crisis regarding international patent protection laws. Pfizer South Africa distributed more than 1,000 copies of the Intellectual Property issue of TPJ to help quickly educate area leaders and help colleagues articulate their positions.

TPJ IN ACTION: Pfizer La Jolla made copies available for U.S. and E.U. legislators' visits.



The following notable panelists are only a sample of more than 350 national and global experts who have contributed to *The Pfizer Journal*®.

Donald I. Abrams, MD
Professor of Clinical Medicine
University of California,
San Francisco, School
of Medicine
(TPJ issue on Men and Health)

Floyd E. Bloom, MD
Editor-in-Chief, *Science*
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The Scripps Research Institute
(TPJ issue on E-Health Care)

Robert O. Bonow, MD
President
American Heart Association
(TPJ issue on Cardiovascular Risk)

J. Lyle Bootman, PhD
Dean and Professor
College of Pharmacy
University of Arizona
(TPJ issues on Chronic Disease;
Importance of Innovation)

Richard Church, PharmD
Assistant Surgeon General
Indian Health Service
(TPJ issue on Technology
and Global Health)

Horace B. Deets
Executive Director
American Association
of Retired Persons
(TPJ issue on Baby Boomers)

Andrey K. Demin, MD, MPH
President, Russian Public Health
Association, Moscow
(TPJ issue on Chronic Disease)

Linda F. Golodner
President and CEO
National Consumers League
(TPJ issue on
Patient Confidentiality)

Continued ...

Build on TPJ's reputation for enriching the public debate



to connect with clinicians, professors, researchers, business leaders, and policy-makers in your opinion leader database. TPJ reaches more than 15,000 opinion leaders and key Pfizer contacts. We want to expand the distribution to reach even more key opinion leaders by getting your recommendations of new names. We also want to support the local efforts of key Pfizer contacts by letting them know that they can get extra copies of TPJ to use in their programs.

TPJ IN ACTION: TPJ issues have been included in the classroom curricula of such leading business, academic, and health care centers as

- ◆ Georgetown University Medical Center
- ◆ Harvard Medical School
- ◆ Johns Hopkins University School of Public Health
- ◆ Kellogg Business School
- ◆ Rush University Healthcare Management Program

TPJ IN ACTION: Rodney Hammond, CDC Director, Violence Prevention, who was a panelist for *The Pfizer Journal*® Global Violence issue, requested 1,500 copies of the issue to distribute within the CDC.

Let TPJ help you make new connections

The Pfizer Journal® can open the door to developing new relationships with hard-to-reach key opinion leaders or associations and organizations. Let *The Pfizer Journal*® team know the names of people and groups with whom you have been trying to connect. An invitation to participate in a TPJ roundtable or issue can be the spark for a warmer reception. Contact the External Relations department to discuss the new relationships you want to build and how you can use TPJ to help.

Turn to TPJ on the Web

Visit www.thepfizerjournal.com to view the latest, as well as all previous, issues of TPJ online. If you don't find what you are looking for to support your team's agenda, contact External Relations to help you find the issue you need.

Use Google Search on *The Pfizer Journal*® Web site for keyword searches to find quotes, charts, and facts that you can incorporate into presentations and marketing/sales materials. Also, you can search the entire list of TPJ panelists—a catalog of the hundreds of influentials with whom Pfizer has developed relationships through TPJ.

Order copies of *The Pfizer Journal*® on the Pfizer Intranet via the Corporate Online Fulfillment Center site at onlinefulfillmentcenter.pfizer.com. Click on our departmental tab, External Relations, for copies of *The Pfizer Journal*® to be delivered to your office or directly to your target location.



for fast facts, quotes, and graphics

Every issue of TPJ focuses on a timely issue in healthcare, conveying a wealth of research and opinion from experts in the field. Expertly written and eminently readable, TPJ provides not only in-depth information, but also charts, facts, and quotes that you can use in presentations and marketing/sales materials.

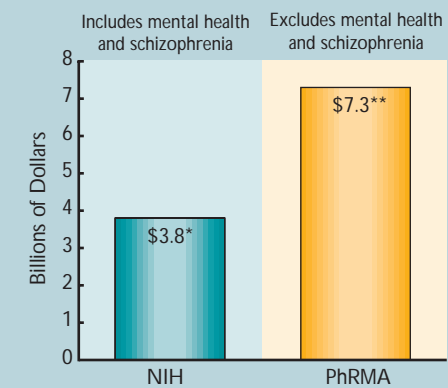
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fact An estimated 1 in 10 children and adolescents has a significant mental illness,²⁷ but only about 20% of those in need of mental health care receive it.²⁸

"The public does not always appreciate the invaluable contributions of drug industry research in identifying the causes of neuropsychiatric disorders."

— Dr. Uhde

Investing in Investigations of the Brain



*Nearly all NIH institutes are involved in neuroscience research at some level. The actual \$3.8 billion spent by NIH in FY2001 on neuroscience research includes basic and clinical biomedical research on the related areas of schizophrenia and mental health, Alzheimer's disease, multiple sclerosis, Parkinson's disease, and other brain disorders.
Source: Office of the Director, NIH. 2003.

**The estimated \$7.3 billion spent on research and development of medicines for neurological disorders in 2001 by the 100+ pharmaceutical and biotechnology companies that are members of the Pharmaceutical Research and Manufacturers Association (PhRMA) does not include any funds invested in R&D for mental health disorders (number not available). The disorders represented in this investment are brain tumors, epilepsy, migraine, multiple sclerosis, pain, stroke, Parkinson's disease, Alzheimer's disease, and other neurological conditions.
Source: PhRMA. 2001 Survey: New Medicines in Development for Neurologic Disorders. At: www.phrma.org/newmedicines/resources/2001-12-17-48.pdf.

Extend your reach with targeted sharing

You can add the names of your influentials to TPJ's mailing list so they can receive their own copies. Also, External Relations can provide targeted sharing of TPJ mailing lists to help Pfizer teams disseminate information and promote important Pfizer publications, programs, and events.

Readership of *The Pfizer Journal*® includes

- ◆ Fortune 500 CEOs
- ◆ Members of Congress
- ◆ State Governors and Key Legislators
- ◆ NIH Leaders
- ◆ Medical School Deans
- ◆ Managed Care and Hospital Executives
- ◆ Pfizer Senior Management

More contributors ...

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Professor of Psychiatry
Johns Hopkins University
(TPJ issue *Genome on Main Street*)

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(TPJ issue on E-Health Care)

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(TPJ issues on Burden of Disease; Global Violence)

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