

2008/2009 GOALS

FOCUS AREA	OBJECTIVE	2009 GOAL	METRIC	MORE INFORMATION
CORPORATE RESPONSIBILITY STRATEGY	Integrate corporate responsibility into Pfizer's core business processes	Increase Board-level oversight of the corporate responsibility function	Provide biannual corporate responsibility updates to the Corporate Governance Committee of Pfizer's Board of Directors on progress on goals and corporate responsibility issues	<i>Governance</i>
		Engage colleagues in all Pfizer geographies and business units in corporate responsibility	Established a Global Corporate Responsibility Colleague Network to link Pfizer colleagues around the world who have corporate responsibility-related roles	<i>Pfizer Corporate Responsibility</i>
		Establish approach for regular feedback on Pfizer's corporate responsibility reporting and performance	Hold an annual multistakeholder forum focused on feedback on the 2008/09 Corporate Responsibility Report	<i>Pfizer Corporate Responsibility</i>
FACILITATE RESPONSIBLE TRANSITIONS DURING THE ECONOMIC RECESSION	Facilitate responsible transitions during the economic recession	Provide laid-off Pfizer employees with resources to find new employment, careers, or other opportunities	Each laid-off Pfizer employee to use at least one of the Pfizer resources (including cash, outplacement and retraining allowances) during their transition	<i>Colleagues & Community</i>
		Enhance internal clarity about changes at Pfizer associated with the proposed acquisition of Wyeth	Implement communications strategies globally to help employees stay aware of impending changes and ease adjustments	<i>Chairman's Letter</i>
ACCESS TO MEDICINES	Improve public health around the world	Explore strategies that improve health care through new, nontraditional business models that are commercially viable, scalable and sustainable	Develop Global Access Strategy to launch pilot programs and innovative partnerships	<i>Access to Medicines</i>
		Broaden access to medicines and strengthen health care delivery for underserved people around the world	Execute on Pfizer's global health programs and publicly report progress.	<i>Access to Medicines</i>
PATIENT SAFETY	Develop and implement a program to protect the integrity of Pfizer medicines	Identify and disrupt major manufacturers of counterfeit Pfizer products	Develop evidence base upon which authorities can take successful enforcement actions including raids, seizures, arrests and filing of criminal charges	<i>Patient Safety</i>
		Develop effective partnerships with enforcement and regulatory authorities around the world	Enlist support of key officials in anti-counterfeiting efforts through Memoranda of Understanding	<i>Patient Safety</i>
		Raise awareness of the risks that counterfeit medicines pose to patients	Provide fact-based support for Pfizer's policy initiatives with respect to anti-counterfeiting activities	<i>Patient Safety</i>

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RESEARCH & DEVELOPMENT	Improve patient health worldwide by developing promising new medicines to treat the world's most serious diseases	Continue to advance our development pipeline from Phase I through registration, especially in the high priority disease areas	Deliver 15–20 Phase III starts in 2008-2009; 24–28 programs in Phase III by end of 2009; 15–20 regulatory submissions from 2010 to 2012	<i>Research & Development</i>
		Use the new Business Unit (BU) model to ensure that these efforts remain responsive to the changing needs of patients worldwide	Handoff research projects from R&D to Business Units at proof of concept stage. Research Units and Technology Units led by Chief Scientific Officers, supported by strong Partner Lines, with full access to large- and small-molecule drug design platforms	<i>Research & Development</i>
		Ensure that our R&D efforts remain aligned with our goal to expand research in neglected diseases	Continue our public-private partnerships in the development of new treatments for malaria (WHO-TDR), our Zithromax/ Chloroquine clinical trials, and Eurartesim®; development of maraviroc as a microbicide for HIV; and the joint venture with GlaxoSmithKline on new HIV/AIDS treatments	<i>Research & Development</i>
		Continue to invest in new technologies that will allow better utilization of our medicines by physicians and patients	Investment in development of biomarkers and diagnostic tools that allow better patient and physician utilization of our therapies	<i>Research & Development</i>
		Expand our commitment to maintaining the highest ethical standards and transparency in our conduct of human clinical trials worldwide	Achieved new accreditation by the Association for the Accreditation of Human Research Protection Programs (AAHRPP) for ensuring the protection of human subjects taking part in early-stage clinical trials; maintain our leadership in publicly posting clinical trial summary results of all of our clinical trials	<i>Research & Development</i>
ENVIRONMENT, HEALTH AND SAFETY	Reduce our impact on the physical environment	Continue to reduce our GHG emissions	Meet our second generation goal to reduce our GHG emissions by 20 percent on an absolute basis between 2008 and 2012	<i>Environment, Health and Safety</i>
		Develop a more strategic approach to environmental sustainability as part of Corporate Responsibility platform	Endorsement of the Environmental Sustainability Strategy by Pfizer senior leadership	<i>Environment, Health and Safety</i>
PUBLIC POLICY	Support U.S. health care system reform	Take a leadership role in U.S. health care reform policy debates	Establish Stakeholder Advisory Board to get input on health care reform and facilitate broader dialogue	<i>Access to Medicines</i>
		Assist in bridging the current gap in prescription coverage for Americans who have recently lost coverage due to unemployment	Provide eligible individuals with free Pfizer medicines for up to a year or until they become re-insured	<i>Access to Medicines</i>