

INITIATING A MEANINGFUL HEALTH INFRASTRUCTURE PROGRAM

RECCOMENDATION : Initiate A Vaccine Distribution Programs

Both the general public and opinion leaders are in strong agreement that strengthening the healthcare infrastructure through programs such as the distribution of vaccines are critical to improving healthcare in the AfME region. Public recognition that improving the infrastructure will improve the overall quality of healthcare more than disease management alone is widespread, particularly in less developed countries. The less developed the country, the more important strengthening the infrastructure is perceived to be. Research shows that working with partners to distribute vaccines can enable us to achieve our objective of being recognized as an active participant in the healthcare system -- which is a critical step towards having a greater voice in healthcare policy - particularly in less developed countries. Other than through its philanthropic activities, we are not currently identified with a hands on role in improving the healthcare infrastructure in any country. Taking an active role in improving the health infrastructure by distributing vaccines could help move Pfizer from its current static image as a company that produces research that results in medicines to a more dynamic and influential position as a company that contributes to health and wellness.

ACTION STEPS

Developing successful vaccine distribution programs will require *communicating, partnering and operating* differently. Clarity of purpose is the key to success in all three of these action plans.

If you select to execute vaccine distribution as one of your two core issues, following these action steps will help you adapt and adjust the overall strategy as you implement your own plan.

° Identify your benchmarks. Determine where the public has the least access to vaccines and review all available data necessary to determine where the need is greatest. Review the statistics on existing and past vaccine programs in your region in order to prioritize its long-term value in enabling Pfizer to finally be seen as thoughtful voice in the healthcare debate and policy formation in your country.

° Develop a regional COMMUNICATION strategy. Develop a name for the new program that reflects the theme you have chosen to convey. Reiterate through the use of an identifying logo, tagline, copy and ‘voice’. Utilize the media and public relations to build interest and awareness of the extraordinary importance of public vaccine programs to the country as a whole. Consistently COMMUNICATE Pfizer’s interest and support. (The single most effective component of any campaign is consistency). Give speeches or

interviews to groups or publications whenever possible. Consider creating or sponsoring private or government-sponsored activities that encourage awareness of the importance of vaccines.

° Identify a list of potential PARTNERS. Groups you may want to consider partnering with include World Health Organization or any other NGO, or doctor programs which are active in vaccine distribution. Evaluate and compare the strength and weakness and area of influence of each organization. Whichever partners you are considering, you'll want to narrow your final list by asking questions like: *Who will be most able to function in the areas of the country most in need? Who is most associated with improving the healthcare infrastructure?*

° Organize internal resources so you can OPERATE differently. Developing a country specific strategy is vital. Identify any internal resources with particular expertise in vaccines and vaccine distribution. Develop new collateral pieces to build public and media awareness of the new vaccine initiative. Make note of any past or present Pfizer philanthropic activities in this arena and evaluate their effectiveness --as well as the efforts of other groups. How could they have been improved? Take an active role in developing the new program in conjunction with your partners.

° KEEP RECORDS. Whether you're operating differently, partnering differently or communicating differently -the final strategy you develop to execute the theme of cardiovascular health should be quantifiable. If you have taken an active role in vaccination distribution and this year Pfizer was responsible for 5,000 children receiving shots- that is a measurable accomplishment. If you gave no speeches on the importance of improving the health infrastructure last year but this year you gave ten that is a clear quantifiable improvement. If you had no partnership programs in place with outreach organizations last year and are now developing five new alliances that is measurable partnering change. Only by using metrics, measurement tools and other such systems, can Pfizer chart our progress towards being seen as a constructive and active partner with NGO's, patient groups, university hospitals and voters.