



Working Together For A Healthier World



MALAYSIA



A tree returns all that it receives from the earth. As such corporations must return to society what it takes from it.



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Inclusive Responsibility.....

From the Medicine Cabinet of the Country Manager



“Through our varied programs, we have enabled access to better health care, created awareness that saves lives, changed mindsets and attitudes towards disease management, provided financial assistance and above all, led by example.”



As the world’s leading research based pharmaceutical company, Pfizer does more than just discover, develop and manufacture market leading prescription medicines. We envision a world where everyone has access to better healthcare and where each person is proactively responsible in ensuring one’s wellness.

It is this vision that drives our dedicated service to the local community, worldwide. Over the years, our philanthropic efforts have earned worldwide recognition and Pfizer was named the No. 1 corporate donor in 2006 by The Chronicle of Philanthropy.

Pfizer Malaysia is committed to corporate responsibility; and this is evident via our involvement and engagement with our stakeholders be it patients, customers, colleagues, investors, business partners and regulators. This booklet highlights our investment in educating communities on healthcare issues.

And we do not work alone. We partner with organizations to make this happen. All our partners have made it possible for us to make a difference in the lives of Malaysians through the projects highlighted in this report.

Through these initiatives, we believe we’re one step closer in attaining our vision of “Working Together for a Healthier World”.

A handwritten signature in black ink that reads "Ahmet Genel".

Ahmet Genel
Country Manager
Pfizer Malaysia

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M A L A Y S I A

Working together for a healthier world™

“Bearing in mind our mission of applying innovative science to improve world health, we are committed to taking new approaches to healthcare solutions.”



The Pfizer legacy began in 1849 when cousins Charles Pfizer and Charles Erhart founded the small chemical firm in Brooklyn, New York that grew into the world’s largest research-based biomedical and pharmaceutical company. Pfizer then and now, remains dedicated to discovering and developing new, and better, ways to treat and prevent disease and improve the health and quality of life for people around the world.

Pfizer Malaysia began operations in 1964 and became a fully registered company in June 1978. Today, Pfizer has a strong presence in Malaysia with our headquarters in Shah Alam and branches in Penang, Ipoh, Malacca, Kota Bahru, Kuantan, Johor Bahru, Kota Kinabalu, Kuching and Bandar Seri Begawan in Brunei as well as Singapore.

Pfizer Malaysia is committed towards *Working Together for a Healthier World*. We practice this by playing an active role in the community and through good business practices and standards of behaviour in making available our strong portfolio of innovative, value-added products to improve the quality of life of Malaysians and help them enjoy longer, healthier, and more productive lives.

Vision and Mission



Pfizer's Emerging Markets Business Unit covers Latin America, Middle East, Africa, Central/Eastern Europe, Russia, Turkey, and emerging markets in Asia. As part of the Emerging Markets Southeast Asia/Korea region, Pfizer Malaysia plays an important role in helping the group meet its goal of improving the health of billions of patients through innovative, socially responsible and commercially viable initiatives.



Pfizer Emerging Markets Vision

We want to be recognised for meeting the diverse medical needs of patients in emerging markets around the world in an innovative, socially responsible and commercially viable manner.

Pfizer Emerging Markets Mission

1. Develop bold and innovative partnerships to distinguish Pfizer in the eyes of patients and stakeholders.
2. Reach more patients than ever before by targeting diseases of the developing world through our global access programmes and work to develop socially responsible, sustainable, and commercially viable healthcare solutions.
3. Provide patients with more affordable medicines and services and to do this in innovative ways.
4. Be recognized for having the best talent in our industry – encourage empowerment, flexibility, risk-taking, ability to challenge status quo, commitment to performance, and adaptability.
5. Become the leading pharmaceutical company in emerging markets and touch more patients and lives than we have ever touched before.





“It is our fundamental belief at Pfizer, that values help advance our mission to improve health for people around the world and create value for our diverse stakeholders. We focus not simply on what we do but also on how we do it.”



Encapsulating Our Pfizer Values

In Pfizer, our core values remain as they are, despite the ever changing business environment. These enduring principles define who we are and guide our actions every day. We constantly re-invent ourselves in the environment that we operate to ensure we bring these Values to life; everyone, everyday, every moment, in every encounter.



Customer Focus | We are deeply committed to meeting the needs of our customers, and we constantly focus on customer satisfaction.



Innovation | Innovation is the key to improving health and sustaining Pfizer's growth and profitability.



Integrity | We demand of ourselves and others the highest ethical standards, and our products and processes will be of the highest quality.



Performance | We strive for continuous improvement in our performance, measuring results carefully, and ensuring that integrity and respect for people are never compromised.



Respect for People | We recognize that people are the cornerstone of Pfizer's success. We value our diversity as a source of strength, and we are proud of Pfizer's history of treating people with respect and dignity.



Teamwork | We know that to be a successful company we must work together, frequently transcending organizational and geographical boundaries to meet the changing needs of our customers.



Community | We play an active role in making every community in which we operate a better place to live and work, knowing that its ongoing vitality has a direct impact on the long-term health of our business.



Leadership | We believe that leaders empower those around them by sharing knowledge and rewarding outstanding individual effort. We are dedicated to providing opportunities for leadership at all levels in our organization.



Quality | Quality is ingrained in the work of our colleagues and all our Values. We are dedicated to the delivery of quality healthcare around the world. Our business practices and processes are designed to achieve quality results that exceed the expectations of all of our stakeholders.

Every Pfizer employee is actively engaged in articulating our Pfizer -Values in our workplace. This way, we are laying the groundwork to develop a strong culture of opportunity, accountability and inclusion that is translated into ethical handling of business in the marketplace so the core values are entrenched throughout the value chain.



Investing in Health... Malaysian Wellness Factor

Healthcare systems in developing and developed nations are moving from “patient care” to a more holistic approach to health. The focus now is on deploying extraordinary cures and advances from science as well as through education and capacity building.

We at Pfizer aspire to better human health. We believe in a world where everyone has access to adequate medicines, where we need to engage with health care providers and patients, boost healthcare capacity and proactively partnering with local healthcare professionals who are rendering medical care at the ground level.

Pfizer, a prime mover in the global pharmaceutical industry, has a role to play in advancing the practice of medicine and in the transformation of healthcare systems within the local communities that we do business. In Malaysia too, we do it by investing our expertise and resources in the smart delivery of healthcare services to both the urban and the rural communities. More importantly, we do so in a sustainable and multi-lateral approach. Our Pfizer approach touches on 4 vital areas of support – **TREAT, TEACH, BUILD** and **SERVE**.

- We **TREAT** by improving access to medicines and healthcare services
- We **TEACH** in order increase patient education and health worker training on health issues and prevention
- We **BUILD** and strengthen healthcare organizations and expand their ability to service and patients and communities
- We **SERVE** by advocating better healthcare for the underserved and sharing best practices in health care delivery.



Local Prescriptions

“Pfizer Malaysia advocates taking strong actions that will benefit the local communities in an impactful manner by partnering stakeholders to bring about positive change. Community is a Core Value embedded in the heart of all Pfizer employees and we encourage our employees to reach out, drive and take on the inspiring role of enabler and community catalyst to bring about positive change.”

Pfizer Care-A-Van

As part of our support initiative to TREAT with care, Pfizer's Care-A-Van has been criss-crossing Malaysia for the last 10 years, offering medical accessibility to poorer communities. Conceived in 1998 and launched in August 1999 to coincide with Pfizer's 150th and Pfizer Malaysia's 35th anniversary, it was the first big scale venture in Malaysia by any pharmaceutical firm. Pfizer committed monetary and human resources to fill unmet medical needs in the semi-urban and rural areas nationwide.



Kg. Seri Aman, Keningau resident, Azizah Lee, 54, learns about breast self examination from Care-A-Van Nurse Manager Lee Lip Fong



Pfizer Medical Director, Dr. Wong at a CAV screening in Sri Sejahtera Old Folks Home in Seri Kembangan



Endorsed by the Malaysian Ministry of Health and assisted by physicians and employee volunteers from Pfizer, the blue and white van goes each fortnight to provide free health screening and health talks on disease prevention and management both of which comes under our TEACH initiative.

So far, the Pfizer Care-A-Van has screened more than 90,000 Malaysians in more than 500 locations. In the process, we have been able to BUILD a strong team of dedicated medical professionals and a committed volunteer base willing to SERVE and administer the health screening, vision tests and health talks needed by the suburban and rural folks throughout the country.

The Care-a-Van project is an excellent example of how Pfizer colleagues demonstrate the value of 'community' by reaching out directly to those most in need. Today, the Care-a-Van remains one of the country's longest-running community health initiatives.



A Pfizer CAV volunteer registers patients at a screening in Johor Bahru



A nurse uses a tonometer to check on a patient's intraocular pressure



A nurse checks a villager's blood pressure at a CAV screening in Keningau, Sabah

MENCARE

Male Support for Breast Cancer Screening



“For a large number of women, their greatest fear is the reaction of their husbands, and that their husbands may neglect or abandon them,” said Datuk Ramani Gurusamy, Deputy President of the national Council of Women’s Organizations (NCWO) on why women hesitate to undergo breast screening. Through MenCare, Pfizer hopes to BUILD a groundswell of proactive interest in breast cancer screening and awareness.

What can men do about breast cancer? Lots! Once seen as purely a woman’s issue, breast cancer is also a man’s concern and Pfizer under its TEACH support pillar makes it a point to have its medical practitioners and social workers rope the men in to encourage their women to go for periodic screening.

Pfizer Malaysia together with the Pfizer Foundation introduced the MenCare Project or Male Support for Breast Cancer Screening in 2006. The National Council of Women’s Organization (NCWO) was roped in for this collaborative project because despite the many breast awareness programs in Malaysia, the uptake of screening among women stayed low.

MenCare started as a nationwide training and advocacy program to generate greater awareness of breast cancer and instilling an attitude of care and concern amongst the male population. Health experts, healthcare service providers and organization SERVE as advocates to bring the message to the men while offering their consultation and advisory skills to develop the necessary training manuals, handbooks and information booklets needed.

A book of testimonials from MenCare participants, comprising of both breast cancer survivors and their husbands, titled “His Story Her Story” was launched in 2008 by the Minister of Women, Family and Community Development and has been translated into several vernacular languages to complement the Ministry’s Mammogram Subsidy Program. The book is given out for free by Pfizer and NCWO. The experiences in implementing MenCare have also been shared at the Pfizer Global Health Program Symposium (26-27 August 2008, Geneva) and at the 2008 World Cancer Congress (27-31 August 2008, Geneva). MenCare has now evolved into an advocacy effort to enhance the impact of NCWO’s initiative.



Dr. Ang Eng Suan, the principal module writer of the MenCare Training Manual and Handbook



The launch of 'His Story Her Story' by Y.B Dato' Sri Dr. Ng Yen Yen, Minister of Women, Family and Community Development



The MenCare handbook



Colleague Community Engagement SWAT or Sharing with a Touch

Pfizer is no stranger to employee engagement in community centric programmes. SWAT or Sharing With A Touch puts into action Pfizer's corporate motto of Working Together for a Healthier World.



Pfizer colleagues help Paint-A-Home at the new premises of Agathians Shelter

SWAT comprises Pfizer volunteers who contribute their time and talent for a greater cause. SWAT signifies the spirit espoused in their actions – sharing with the community and with a warm personal touch. Pfizer's SWAT team's aims to TEACH them how to be project managers with a difference, making a real difference in the community.



A Pfizer colleague plays with a child at Rumah Nur Salam

SWAT focuses on creating sustainable programs targeted at NGOs involved with assisting the needy and the disadvantaged, where employees SERVE communities that need their assistance the most. For example, SWAT initiated skills-transfer programs such as baking lessons, photography, information technology and even jewellery making for one NGO, creating opportunities for continued income.

The SWAT also involves colleagues in meaningful projects with direct impact on the community such as from organizing toy drives for children wards in local hospitals, to painting an orphanage or simply spending a festival with the elderly.



A Pfizer SWAT team member shares a moment with a child from Rumah Penyayang Raudhah





Pfizer colleagues assist members of United Voice, a self-advocacy society for persons with learning disabilities, in a baking class



The Pfizer SWAT team with the kids of Ti-Ratana Welfare Society

Pfizer Malaysia – IJN Foundation Patient Assistance Program

The Pfizer Malaysia-IJN Foundation Patient Assistance Programme is a collaboration between both parties to TREAT needy heart patients seeking medical attention at the Institut Jantung Negara (IJN).

Since 2001, this program, has benefited heart patients seeking treatment at IJN and by providing funding which goes towards intensive care unit costs, drugs, surgical fees and post operation visits. Pfizer has contributed more than RM1 million to this cause over 5 years and continues to contribute more, becoming the Pfizer is the single largest corporate contributor to this Foundation.

Two who benefited include Neo Kim Peng and Chumaran. Neo, 37, is a poor, sawmill worker and sole breadwinner for two school going children. He needed a double-valve replacement and endured four painful years before seeking treatment at IJN. Chumaran, a lorry driver had only RM1,000 when he went to IJN. Today both are healthy and have returned to work to provide a better life for their families.



En. Azman



Neo Kim Peng



Chumaran

Thanks to Pfizer Malaysia, Neo and Chumaran were treated and able to get back to their respective families. Today, they SERVE as living examples of how Pfizer Malaysia cares enough to give them access to the treatment and medicines they need for a better life.

PFIZER-KLASS Mini Bus Project



Pfizer colleagues with KLASS and hospital officials at the cheque handover



Pfizer Malaysia SERVES the needs of patients seeking treatment at the Sungai Buloh Hospital by introducing a mini-bus service from the KTM Komuter station to the Sungai Buloh Hospital. Initiated by KLASS – Kuala Lumpur AIDS Support Services, a partner organization of the Malaysian AIDS Council and the Sungai Buloh Hospital, this mini-bus service marks a strategic partnership between Pfizer Malaysia and the Malaysian AIDS Council.



Many patients are forced to travel from KL General Hospital to Sungai Buloh for follow up treatments due to the relocation of the Infectious Disease unit. Pfizer feels that the shuttle service, which complements the consultation hours of the hospital, will ensure patients do not have to wait long hours nor pay exorbitant charges and arrive on time for their appointments.



The mini-bus service has had a positive impact on the community, allowing easy and affordable access to medical facilities and this exemplifies Pfizer’s commitment to the community which is an integral aspect of our core values.

Strengthening Patient Safety

Public accountability and strengthening patient safety are key issues that need to be addressed by responsible healthcare organizations.

Pfizer addresses the key concerns of medicine users and medical professionals via its focused awareness on community centric activities designed to bring about greater transparency and real communication about patient safety.

Patient Safety is Pfizer's top commitment and new actions are implemented from the early stage of drug discovery to the time it lands in the customer's hands.

We recognize the need for full and timely disclosure on the safety, efficacy and optimal use of medicines once they reach the marketplace. We have taken a proactive stance to act with integrity because we, like you, put a very high value on the right to good health.

Health risks are detected early in the medicine's lifecycle and Pfizer has established a new medical governance process that strengthens internal coordination and accountability throughout its products' lifespan. Locally, Pfizer Malaysia is committed to working with regulatory agencies and stakeholders to address the issue of drug and patient safety.

Combating Counterfeit Medicines

The World Health Organization (WHO) estimates that counterfeit medicines account for some 10% of the world supply of medicines. This is a global menace where no country is spared, and its consequences are often dire if not fatal.

Counterfeit medicines mimic the look of real medicines but do not bring about the cure that patients want. Fake medicines are made under unsafe conditions, are not research-based medicines and are not sanctioned by regulators. They pose huge health risks to patients and Pfizer believes it's time to get real about counterfeit medicines, today.

With public awareness of counterfeit medicines here low, the Ministry of Health, the Royal Malaysian Customs and the Ministry of Domestic Trade and Consumer Affairs are collectively engaged in cracking down on those manufacturing and profiting from counterfeit medicines.

Pfizer Malaysia's campaign is aimed at generating greater awareness on the 'real' and present dangers of consuming counterfeit medicines. We proactively propose comprehensive medicine safety plans and conduct rigorous post-marketing studies as part of our commitment to patients and regulators alike.



A workshop with officers from the Royal Malaysian Customs



The inaugural Industry Roundtable on Counterfeit Medicines, initiated by Pfizer Malaysia



Pfizer produces public education booklets on counterfeit medicines available at clinics and hospitals, nationwide

The Right Diagnosis

Pfizer's deep-rooted responsibility to corporate citizenship and community is deeply engrained in the fabric of our culture. One approach of how we exemplify this is by giving back to our communities through support for local partners.

These are just some of the ways we have demonstrated our commitment to the community in the past:

- Partnership with the Malaysian Oncological Society for the HOPE cancer management programme
- Partnership with the Malaysian Parkinson Disease Association for the translation and publication of "Understanding Parkinson's Disease" handbook
- Partnerships with various State Family Planning Associations for screening sponsorship and healthcare education campaigns
- Partnership with Yayasan Sau Seng Lam Haemodialysis to assist underprivileged patients
- Contributions to the Malaysian Liver Foundation, Breast Cancer Welfare Association, National Cancer Society of Malaysia, Hospis Malaysia, Persatuan Mobiliti Selangor & Kuala Lumpur, 2004 Tsunami Disaster Fund as well as other relief efforts.



International Prescriptions

“Globally, we take a frontline and integrated approach to support the range of sustainable healthcare delivery resources in countries where we operate to help the underserved people get the care and treatments they need. Our partnerships with interested stakeholders have resulted in expanding healthcare capacity”

Pfizer Foundation - Global Health Partnerships: Advancing Cancer and Tobacco Control

Pfizer and the Pfizer Foundation launched a new global initiative to support innovative public health partnerships to promote freedom from cancer and tobacco dependence.

With cancer deaths topping the killer diseases in most developed countries and more than a billion smokers globally today, there is an urgent need for innovative strategies to address such public health crises.

This initiative funds programs with measurable impact that will serve as global models in improving cancer-related health outcomes and supporting cancer control efforts.

Pfizer program partners receive funds and technical assistance from the American Cancer Society (ACS) for up to three years, to support expanded detection and screening services for underserved patients and build cancer patient advocacy capacity. The program is also extended to Asian countries such as Taiwan, China, India, Korea and Japan. In Malaysia, the initiative is involved in the advocacy phase of the MenCare program.

Global Health Fellows

Pfizer Global Health Fellows are colleagues called on to utilize their professional skills to help improve access to healthcare in local communities throughout the developing world.

Launched in 2003, it continues to help meet the need for stronger health systems and infrastructure that address pressing medical challenges. Implemented together with non-governmental organizations, Global Health Fellow assignments are designed and implemented to local needs. Fellowships last from three to six months, allowing Fellows to integrate into the local community and host organization and make genuine, impactful contributions.

During their assignments, Fellows TREAT, TEACH, BUILD and SERVE their local counterparts, transferring knowledge and skills to ensure sustainability over time, delivering healthcare and health system support to those most in need.



For more information on Pfizer Malaysia, log on to:
www.pfizer.com.my



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Working together for a healthier world™

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