



Medical Education Group

Dear CME Professional,

Summary

Pursuant to a recent Pfizer settlement with the state Attorneys General, any medical education grant request currently under review that includes faculty who have spoken on similar topics in a promotional capacity for Pfizer in the 12 months prior to the date of the grant submission will be declined.

Background

Per the settlement, Pfizer is required to abide by the following requirements related to support of CME activities:

- a) Pfizer shall not provide funding of CME when Pfizer has knowledge at the time of the decision to fund CME that a proposed CME faculty member has conducted a promotional speaking engagement on similar topic(s) on behalf of Pfizer in the past 12 months.
- b) CME faculty members who provided speaking services for Pfizer at a promotional engagement who are on the faculty of a subsequent CME program (1) in which the product that the faculty member spoke about for Pfizer is in the same therapeutic category as the subject of the CME program; and (2) that occurs within 12 months of the promotional engagement in which the faculty member provided services or received compensation from Pfizer, must disclose the nature and purpose of the promotional services including the therapeutic categories that were the subject of the program. CME faculty members must make such disclosures (1) to the CME provider for inclusion in the written materials for the CME program; and (2) verbally to the participants of the CME program. This is the responsibility of all Pfizer promotional speakers who are scheduled to be on faculty at a CME program that have been approved and funded by Pfizer but that have not yet taken place. This requirement has been incorporated into each Pfizer speaker's services agreement.

The terms of the settlement are effective as of October 22, 2008; thus, all grant requests currently under review that included names of faculty members who spoke for Pfizer at a promotional program on related topics in the prior 12 months will be declined automatically, unless we receive subsequent written assurance that you will not utilize them. We will contact you proactively during the period up to December 5th to make this assessment. After December 5th, when our new grant window period commences, any grants received with promotional speaker bureau faculty included will be declined without exception. This does not mean that Pfizer promotional speakers cannot be

utilized for independent medical education activities; however, if any Pfizer colleague is aware of the potential use of a Pfizer promotional speaker during the time a grant request is under review, it must be declined. We would encourage you to seek funding from other sources when you see the potential for such conflicts. Please recognize that we take the issue of content validity and potential conflicts of interest very seriously. No Pfizer personnel should be discussing potential faculty with you. If this occurs, please report it to the Medical Education Group and/or call our Compliance Hotline at 1-866-866-7349 to report this. Also, please be aware that any provider that actively contributes to this non-compliance will be excluded from eligibility for future grants.

External Environment/Resources

Many external factors independent of Pfizer's obligations mandated by the settlement are influencing the environment for faculty. We believe these factors alone would have led to such changes in the very near future and that this recent standard for conduct will more than likely be adopted by the industry as a whole based on the recognition of the potential legal risks. In fact, we were already considering a change to our policy in this area in support of AAMC Task Force recommendations, but would not have implemented this without an advance dialogue with the CME community. A few of these factors include:

- Merck settlement requiring separation of promotional speakers from supported independent CME
- Continuing perceived public and professional confusion about the difference between independent education and promotion
- Association of American Medical Colleges recent guidelines encouraging academic medical centers to adopt policies restricting academic faculty from involvement in promotional programs (*Industry Funding of Medical Education Report of an AAMC Task Force*, see page viii, <http://www.aamc.org/meded/start.htm>)

Various initiatives are underway to foster faculty understanding of the many issues related to today's environment and potential for conflict of interest including an online tool, "The National Faculty Education Initiative", which educates faculty on the variations between Certified CME and promotional activities. More information can be found at <http://www.nfeinitiative.org/>. As a CME professional dedicated to improved patient health outcomes and patient safety, we encourage you to utilize these resources and apply these standards to accelerate the adoption of innovations that align the mutual healthcare improvements of the healthcare professional, patients, Pfizer and the biomedical research community through development and support of independent professional education interventions.

Your comments and suggestions on how we can better serve your needs are always appreciated on these issues.

Sincerely,

Pfizer Medical Education Group

Mike Saxton: Mike.Saxton@pfizer.com

Meg Mullen: Meg.Mullen@pfizer.com

Educational Area: Educational Quality & Leadership

Mid-Atlantic (DC, MD, NJ, PA, VA)

Maureen Doyle-Scharff: Maureen.Doyle-Scharff@pfizer.com

Amanda Fetterly: Amanda.Fetterly@pfizer.com

Educational Area: Infectious Diseases, Ophthalmology, Endocrinology

Northwest & Midwest (AK, IA, ID, IL, IN, MI, MN, MO, MT, ND, OH, OR, SD, WA, WI, WY)

Robert Kristofco: Robert.Kristofco@pfizer.com

Zoryana Matarelli: Zoryana.Matarelli@pfizer.com

Educational Area: Central Nervous System, Arthritis & Pain Management

Southeast (AL, FL, GA, KY, LA, MS, NC, SC, TN, WV) & Puerto Rico

Sarah Krug: Sarah.Krug@pfizer.com

Jaclyn Tarnok: Jaclyn.Tarnok@pfizer.com

Educational Area: Oncology

Northeast (CT, MA, ME, NH, NY, RI, VT) & International

Jacqueline Mayhew: Jacqueline.Mayhew@pfizer.com

Laura Bartolomeo: Laura.Bartolomeo@pfizer.com

Educational Area: Cardiovascular, Metabolic, Urology, Respiratory

Southwest (AZ, AR, CA, CO, HI, KS, NE, NV, NM, OK, TX, UT)