

Pfizer 2015

Disclosure Code Transparency Report

Methodological Note

Pfizer Lithuania

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1. Introduction

We regularly work with healthcare professionals (HCPs) and healthcare organisations (HCOs) who advise us on a range of topics such as medicines development, the role of a medicine in a patient treatment pathway; health economics and clinical best practice. These working relationships are essential to gaining the real-world information we need in order to deliver treatment choices that improve the health of patients and to share information that may be relevant to clinical decision making.

We want people to know, and understand, what we do and how we do it. We are committed to transparency about how we operate as a business and about the relationships we have with HCPs and HCOs. Sharing information about these relationships in a straightforward and open way will, we hope, help explain the critical value these relationships bring to patient management.

We believe that transparency is essential to building and maintaining confidence in us and in our medicines and strongly support the work being done by The European Federation of Pharmaceutical Industries and Associations (EFPIA) to improve transparency across the pharmaceutical industry.

The EFPIA Disclosure Code provides a common basis for reporting across Europe in relation to transfers of value. In Lithuania this Code was implemented by adopting the Code of Ethics for Pharmaceutical Marketing approved by the Innovative Pharmaceutical Industry Association on 26 November 2013 and by the Pharmaceutical Manufacturers' Association on 16 January 2014 (the Code of Ethics). For more information on this Code visit: <http://transparency.efpia.eu> or <http://ifpa.lt/en/etikos-kodeksas-2/atskleidimo-kodeksas/>

In Lithuania disclosure of payments made to HCPs and HCOs during 2015, will be available no later than 30th of June, 2016 on the website www.pfizerdisclosure.lt

This report discloses all the transfers of value made to Health Care Professionals (HCPs) and Health Care Organisations (HCOs) in 2015. This methodological note presents some of the key aspects of how the transfers of value are categorized and in what format they are disclosed.

The transfers of value disclosed in this report cover all the payments made by Pfizer to HCPs and HCOs resident in Lithuania.

2. Pfizer activities per EFPIA category

The following table defines what activities are reported in which EFPIA category and subcategory.

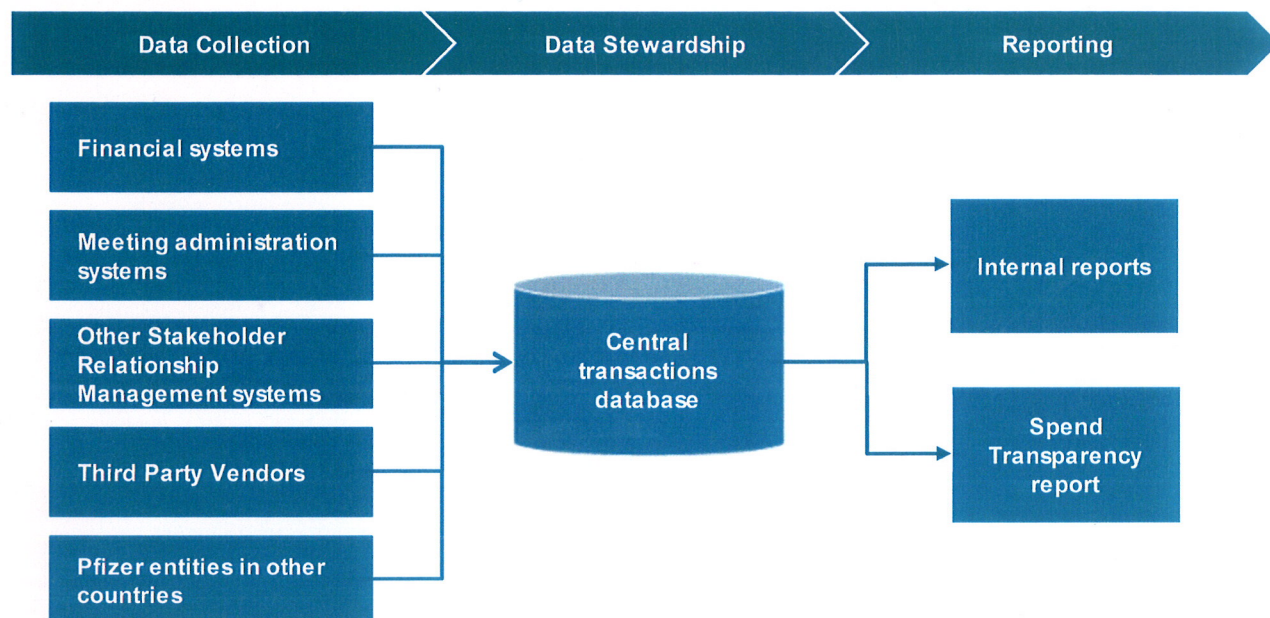
EFPIA category	EFPIA subcategory	Activities
Donations and Grants (HCOs only)	n/a	<ul style="list-style-type: none"> • Charitable contributions • Business Donations • Educational grants (e.g. fellowships, courses provided by a HCO where the Pfizer does not select the individual HCPs participating) • Sponsoring of speakers/faculty which by nature of purpose and funding are classified under educational grants
Contribution to Cost of Events	Sponsorship agreements (HCOs only)	<ul style="list-style-type: none"> • Placement of a brand logo in a conference program or invitation communication in exchange for supporting the program • Funding an event in return for a display booth • Funding an event in exchange for advertising space • Other advertisement space (in paper, electronic or other format) • Satellite symposia at a congress • If part of a package: Name badges, drinks, meals etc. provided by the organisers (included in the sponsorship agreement) • Any other activity qualified as "Corporate Sponsorship" according Pfizer's Anti-Corruption Policies • Sponsoring of speaker/faculty and sponsoring courses provided by an HCO which are qualified as "Corporate Sponsorship" according Pfizer's Anti-Corruption Policies
	Registration fees	<ul style="list-style-type: none"> • Fees paid for the HCP/HCO to attend events not organised by Pfizer
	Travel & Accommodation	<ul style="list-style-type: none"> • Travel (e.g. flight, train, taxi, car hires, tolls, mileage reimbursement, parking) • Accommodation • Visa • Health Insurance linked to travel requirement

Fee for services and consultancy	Fees	<ul style="list-style-type: none"> • Speaker engagements • Advisory Boards* • Study-related engagements • Preceptorships • Post-marketing surveillance studies • Medical writing • Data analysis • Development of educational materials • General consulting / advising • Speaker training if linked to a speaker engagement • Any other activity which qualifies as General Consultancy according to Pfizer's Anti-Corruption Policies
	Related expenses	<ul style="list-style-type: none"> • Travel (e.g. flight, train, taxi, car hires, tolls, mileage reimbursement, parking) • Accommodation • Visa • Health Insurance linked to travel requirement
Research and Development Transfers of Value	n/a	<ul style="list-style-type: none"> • Clinical Trials • Data Monitoring Committees related to studies • Non Interventional Studies • Investigators Initiated Research (IIR) • Clinical & Research Collaboration

* excluding Data Monitoring Committees related to studies which are disclosed in aggregate under R&D

3. Sources of Information

The data for the transfers of value disclosed in this report are taken from a variety of source systems within Pfizer. Below is a high-level overview of the processes for collection and reporting of the data.



The transfers of value are collected from the internal and external data sources and systems and then fed into a central database where data is validated and stewarded. From the database, the disclosure reports are generated.

4. Definition of the Transfers of Value

This section outlines some key aspects of how the transfers of value are defined.

Definition of HCP: Physicians as well as other persons that are members of the medical, dental, pharmacy or nursing professions or any other person who, in the course of his or her professional activities, may prescribe, purchase, supply or administer a medicinal product and whose primary practice, principal professional address or place of incorporation is in Lithuania. For the avoidance of doubt, the definition of HCP includes: (i) any official or employee of a government agency or other organisation (whether in the public or private sector) that may prescribe, purchase, supply or administer medicinal products and (ii) any employee of Pfizer whose primary occupation is that of a practising HCP, but excludes (x) all other employees of Pfizer and (y) a wholesaler or distributor of medicinal products.

Definition of HCO: any legal person (i) that is a healthcare, medical or scientific association or organisation (irrespective of the legal or organisational form) such as a hospital, clinic, foundation, university or other teaching institution or learned society (except for patient organisations within the scope of the Annex C to the Code of Ethics “Code of Practice on Relationships between Pharmaceutical Industry and Patient Organisations”) whose business address, place of incorporation or primary place of operation is in Lithuania or (ii) through which one or more HCPs provide services.

Timing of transfers of value: This report discloses all transfers of value whose transaction date falls within the year 2015. The transaction date is defined as the clearing date in the financial system. In the case of meetings, it is the last day of the meeting.

Transfer of Value date: The dates to be considered for disclosure are:

- Direct ToV: payment date.
- Indirect ToV related to events and/or meetings: reporting date is the event and/or meeting end date.
- Indirect ToV related to consultancy engagements: payment date to a third party acting on behalf of Pfizer.

Transfer of Value in case of partial attendances or cancellation:

- Cancellation Fees are not reported.
- Transfer of value in case of HCP partially attending an event is disclosed.

Multi-year contracts: Where contracts are valid for more than one year, each individual transfer of value is captured and disclosed in the corresponding reporting period.

Consent from HCPs/HCOs to disclose transfers of value: Pfizer asks HCPs whether they consent to the disclosure of the transfers of value made to them. We do our best effort to advocate for transparency and convince HCP to provide their consent.

If the HCP consents to disclosure, the sum of all transfers of value to that HCP during the reporting period is disclosed under their name.

If there is a transfer of value that the HCP has not provided consent for, all the transfers of value in the reporting period are reported in the “aggregate” section of the report. This means that the

transfer of value is not disclosed under the name of the HCP (i.e. on individual basis), but as part of the total sum attributable to the transfers of value to any HCP who did not provide consent to the disclosure of at least one transfer of value during the reporting period (i.e. by identifying the number and a percentage of all HCPs covered by such disclosure).

Nevertheless for 2015 cross border transfer of values, we were not ready to collect consent and we disclose them in the “aggregate” section of the document.

Consent once provided can also be revoked. If so, Pfizer shall have the good intention the report is to be updated within 14 days after receiving the official declaration personally signed by the HCP.

Since HCOs according to the above definition are a legal entity, Pfizer does not need to collect consent from HCOs.

Over-the-counter medicines (OTC): OTC medicines are within the scope for this report.

Transfers of value from Pfizer legal entities in other countries (cross border transfers of value):

This report includes transfers of value to HCPs and HCOs whose primary practice, principal professional/business address or place of incorporation is in Lithuania. This includes all transfers of value (direct and indirect) made by any Pfizer affiliates in the 33 European countries included in the EFPIA disclosure code. For non EFPIA countries, Pfizer will do their best effort to collect and disclose direct payments made by Pfizer affiliates.

In future disclosures, we will continue the journey to transparency including the continued improvement of our cross borders process.

Currency: Transfers of value are reported in EUR (Euro). Transfers of value made in a different currency were converted to EUR (Euro) when this report was created. The Pfizer standard exchange rates for the transfer of value day of payment were applied.

Value Added Tax (VAT): Transfers of value are reported as gross amount (with VAT where it is applicable).

Other Taxes: Transfers of value related to Honorarium for HCPs are reported as gross amount (with personal income tax, pension social insurance tax from the insured party and health insurance tax from the insured party).

Valuation of in kind donations: Disclosed values of in-kind donations are reported as gross amount (with VAT, if that product is subject to the tax). Valuation of donations in products, which are included in this report as cross border transfers of value, made by other Pfizer affiliates, are disclosed according to the price indicated in the donation transfer acceptance deed and declared to the Ministry of Health of the Republic of Lithuania.

Country Unique Identifier: HCOs are disclosed with Legal Entity's Code. HCPs are disclosed with HCP's stamp ID number.

Self-Incorporated HCP: In case of value transferred to self-incorporated HCP's company disclosure will be made on HCO level through which one or more HCPs provide services.

Group transportation: Transfers of value made in the form of mass group transport for a group of HCPs which cannot be apportioned / allocated to each individual HCP having benefitted from the “Travel and Accommodation” are disclosed in aggregate.