

# Public Affairs Council

## ***Creating an Integrated International Public Affairs Campaign***

*January 13, 2016  
Webinar*

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Vice President, Worldwide Public Affairs & Policy  
Pfizer, Inc.

Pfizer External



# Today

## Topic:

- ✓ Integrated PA Campaign
- ✓ International
- ✓ Strategy to Tactics
- ✓ Practical Lessons Learned

## Case Study:

Pfizer's efforts to combat the abuse of medicine in athletic competitions



# “Integrated Public Affairs” Journey

Government  
Service



Lobbying  
and Law



**PARTNERSHIP**  
for New York City

Public Relations  
& Communication



Corporate  
Affairs



# Pfizer – *We Invent Medicine*



Founded in 1859

Among largest bio-pharma  
Medicines & Consumer Products

175+ Markets

Revenue: \$50 Billion (2014)

R&D: \$7 Billion/year

78,000 Colleagues (2014)

Pfizer's Purpose - *Innovate to  
bring therapies to patients  
that significantly improve their  
lives... The Patient is Waiting*

# Pfizer & Anti-Doping

Integrated PA effort vs. silo

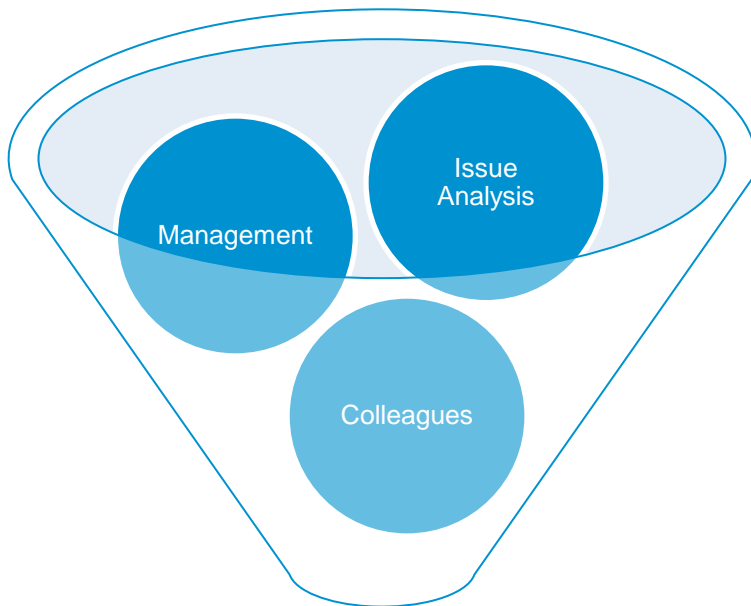
**Stakeholders:** Corporate, R&D

**Audiences:** Health and Sports

**Resources:** limited

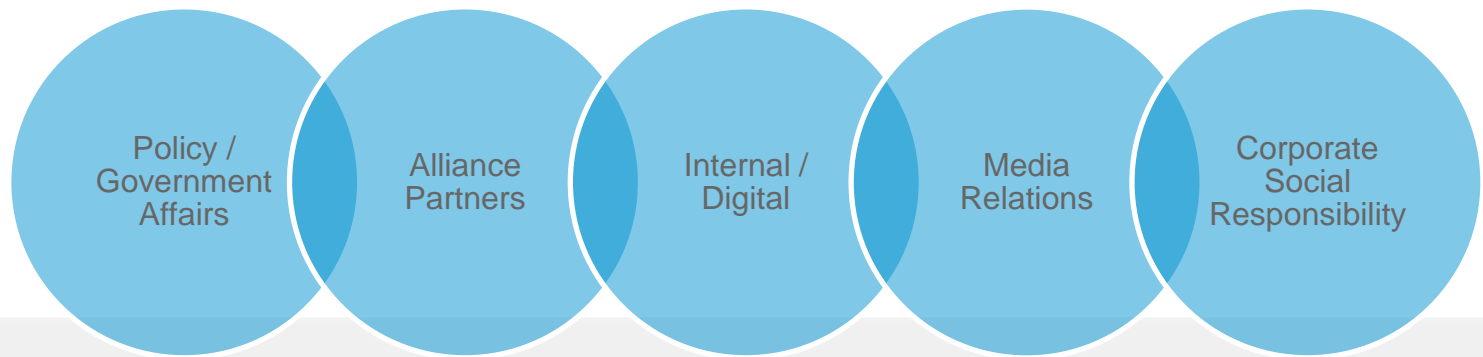
Launch x2 and ongoing

**Measurement:** Qualitative



Public Affairs Idea  
(Content)

Public Affairs Program  
(Execution)



<Insert HSI Classification>

# PA Issue Identification: *Athletic Doping - Growing Concern*

## Medicines in R&D

- Clinical trial deviation
- Counterfeits before approval
- Use of discontinued drugs

## Marketed medicines

- Adverse events
- Stocks stolen
- Improper use

## Image / reputation

High profile scandals

Negative media attention

Government challenges

Global issue

➤ **Public Affairs was listening – proactively**

➤ **Via Intelligence / Alerts**



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# PA 1<sup>st</sup> Action: (2010)

## *Rally Industry*

### 1. Work through trade association as industry



International  
Federation of  
Pharmaceutical  
Manufacturers &  
Associations

“Geneva Agenda”

### 2. Find credible third party



(1999)

**WADA Code** – (2004, rev. 2009)

**Prohibited List** - updated annually

**UNESCO Convention** (2007):

- provides legal basis
- ratified by 173 States
- *BUT inconsistent implementation, leading to increased interest in regulation*

# PA Global Roll-out (2010-2013)

## *Rally Industry*

### Public Declaration of Support

Agreement between  
WADA and **IFPMA**  
signed 2010

**BIO** endorsement in 2011

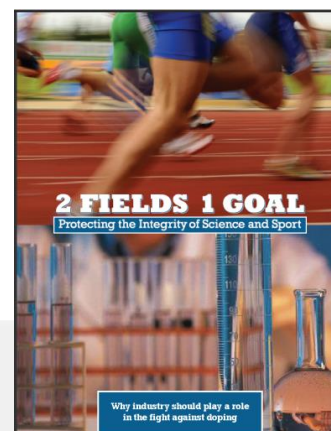
**Local agreements**  
between regulators and  
industry associations

### Thought Leadership and Practical Support

**IFPMA working group**

**Toolkit – 2 Fields, 1 Goal**

Scientific and technical  
**advice**



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# PA 2<sup>nd</sup> Action: Strategic Pivot

## *Pfizer opportunity to commit (2014)*

- ✓ Pfizer 'Problem?'
- ✓ Issue fit within company evolving external objectives
- ✓ WADA proof of concept
- ✓ Added to PA 5-Year Strategic Plan

### Alignment with Pfizer Business Objectives

- **Corporate Imperatives** – *Earn greater respect from society*
- **R&D Three Horizons** - *Shape the health innovation environment*
- **Public Affairs & Policy** – Better engage NGOs, WHO, international partners



# Building the Campaign Inside

*It takes a village*



# Evaluators: *Workable idea?*

## Core Team of Subject Matter Experts



# Evaluators: Business Case

## *“Slam dunk?”*

- ❖ Proof-point for integrity of science and corporate citizenship
- ❖ Strong anti-counterfeit programs and reputation
- ❖ Industry “self regulation” helps avoid Government Regulation

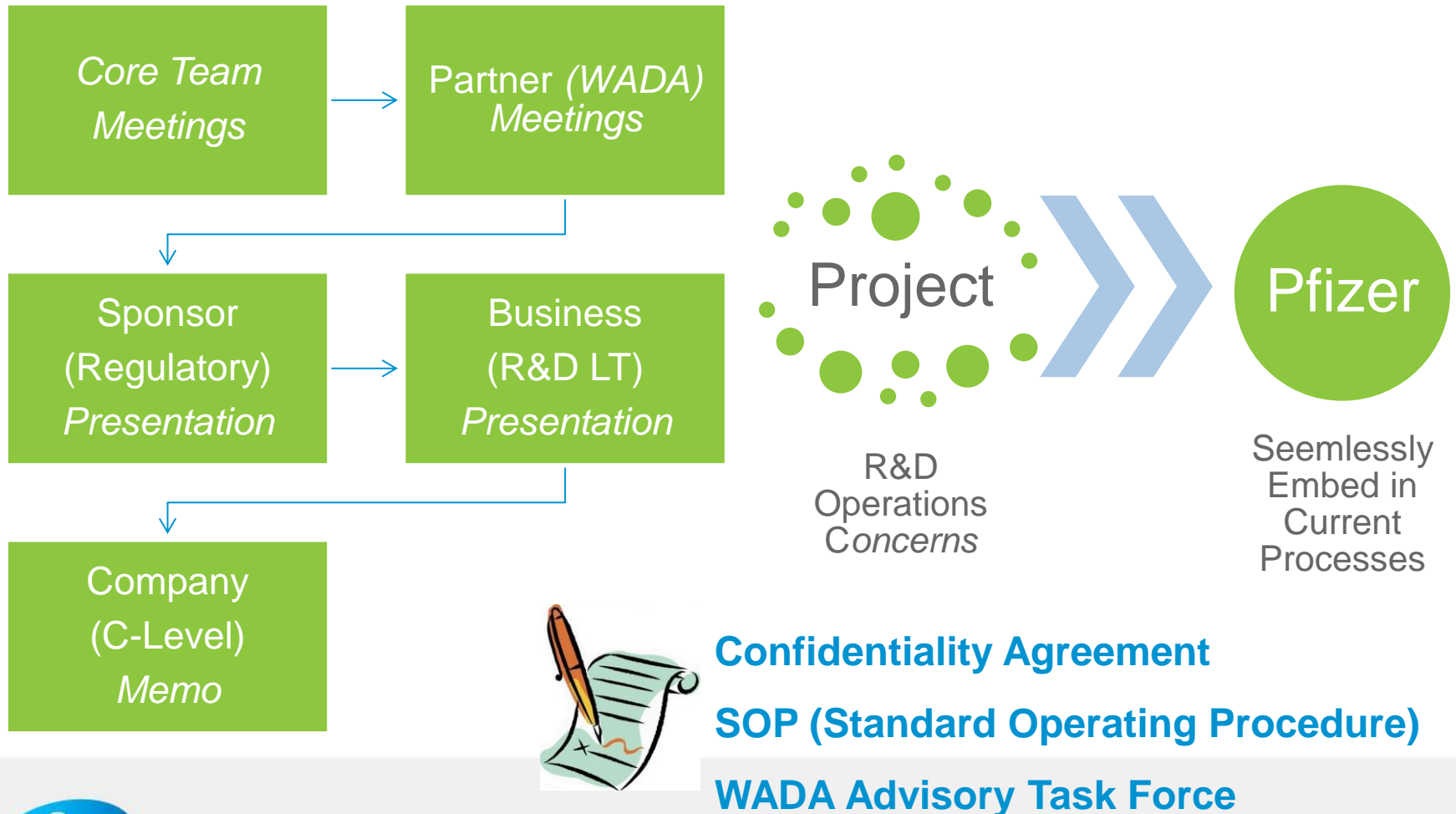
### **Voluntary and proactive collaboration provides tremendous value:**

- Early warning of potential doping candidates
- Support in developing testing methodologies
- Support information campaigns
- Safeguarding drug supply chain for vulnerable compounds



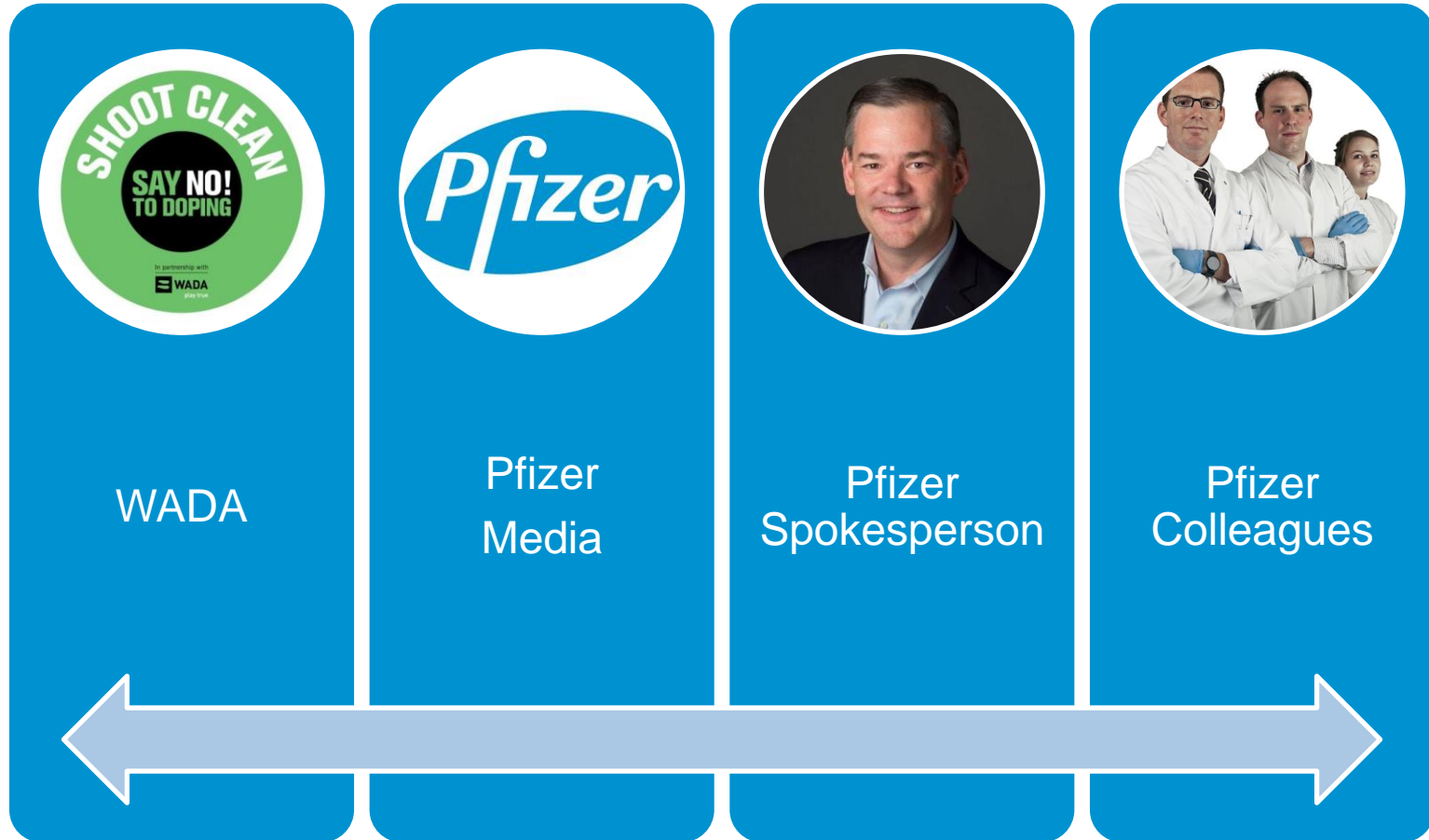
# Endorsers: *Good Idea?*

## Operational and Executive Management



# Implementers: How best to promote?

*Loud, then Quiet*



# Launch: Announcement (December 2014)

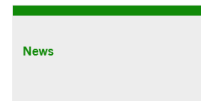
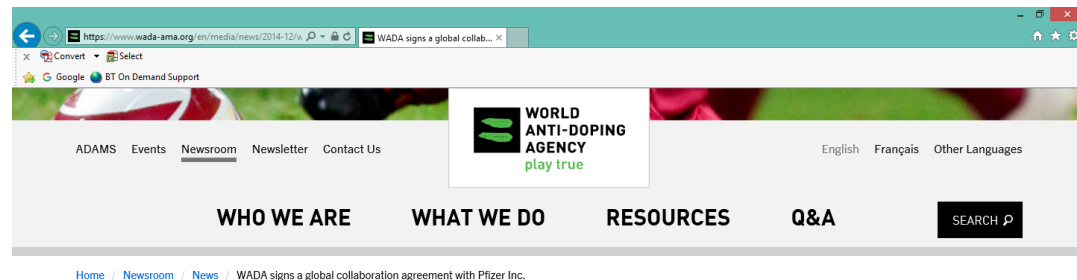
Let third party drive  
launch – *credibility*

Pfizer Spokesperson?

*“Pfizer takes seriously the integrity of science and the use of our innovative medicines only for legitimate health purposes. We are pleased to expand our global efforts to mitigate the abuse of pharmaceutical compounds by officially partnering with WADA to deter athletic doping.”*

SVP, Worldwide Regulatory Affairs

Signing Ceremony?



December 3, 2014

SHARE

## WADA signs a global collaboration agreement with Pfizer Inc.

The World Anti-Doping Agency (WADA) is pleased to announce the signing of a long-term global agreement with Pfizer Inc. that will allow Pfizer to share information on pipeline products that have a potential for athletic performance misuse, and in parallel allow WADA to exchange information with Pfizer on substances that are being abused by athletes.

The agreement, which covers all new medicines being developed by Pfizer, comes before next month's 2015 Tokyo Pharmaceutical Conference and, crucially, as the anti-doping movement enters its next phase with the forthcoming introduction of the 2015 World Anti-Doping Code. The agreement is a central part of WADA's strategy of collaborating with companies in the pharmaceutical industry in order to protect the rights of clean athletes worldwide. This partnership between



# Launch: Media (December 2014)

## *Niche Audiences too*

### Targets — leveraged strengths

- Pfizer - health and bio-pharma
  - WADA - sports and NGOs
  - PR firm — business press
- Message Map
  - Timing - Targeted “slower” news cycle of early Dec. — between US holidays

- Original reporting
- AP and Reuters stories picked up by outlets around the world including online, newspapers, radio and television

**Pharmacy Times**

**LS LawInSport**

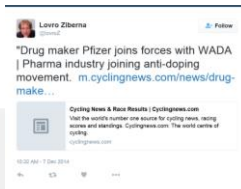


**Cycling WEEKLY**

**Bloomberg BusinessWeek**



**BIG 92.5 COUNTRY**



**THE TIMES OF INDIA**

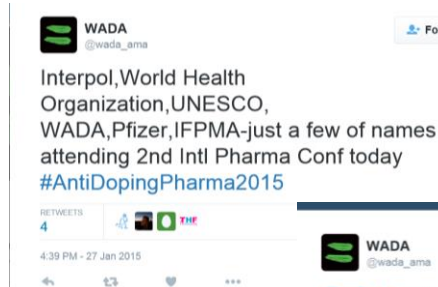




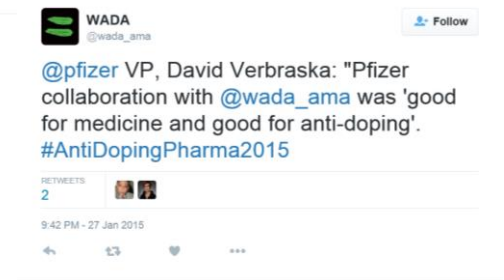
# Launch: WADA's International Conference in Tokyo (January 2015)

**Featured Panel:** “From concepts to achievements to progressing partnerships for clean sport and society”

Co-panelists: Pfizer, UNESCO, Japan Anti-Doping Agency, The White House



## Social Media



WADA Release: “...WHO, Interpol, Pfizer...explored the societal and economic risks of doping, and the impact it can have on the health industry.”

## Press Conference / Release / Interviews



# Post Launch: Reinforcement

ident: "Combatting Doping now as important to Society as it is to Sport"

February 2, 2015

SHARE

## **WADA President: "Combatting Doping now as important to Society as it is to Sport"**



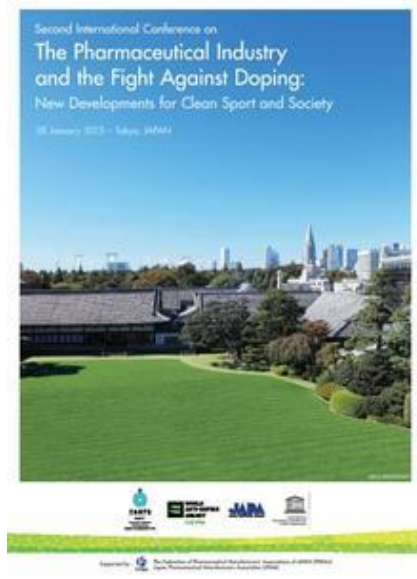
By Sir Craig Reedie, WADA President

I am often asked why sport, and in particular clean sport, matters. In 2015, with sport as commercial, as lucrative, and as big an industry as it is, why – some ask – should we work so hard to preserve the spirit of sport? A spirit that the more cynical members of our society might argue has all but evaporated.

I, and I believe the vast majority of people that work in, and have come to love, sport

## WADA President's Blog (Feb. 2015)

The Vice President of Pfizer, David Verbraska, provided a sporting analogy. He said "As with every good sport's team, we all have a different role to play. We all need to play to our strengths and contribute if we are to succeed." And that is true of pharmaceutical companies, it is true of WADA and it is true of government.



## WADA Conference Report (April 2015)

### The Pharmaceutical Industry and the Fights Against Doping in Sport – 2015 Tokyo Conference Report

Summarized panel and Pfizer comments: "Verbraska illustrated how enthusiastically Pfizer came to a formal agreement with WADA because of their corporate commitment to the integrity of science and public health."

Included Pfizer in "Key Comments" highlighted.

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# Colleague Engagement Business Follow-up

Corporate Social  
Responsibility a  
motivator / validator

*Lots of follow-up interest  
generated*

Public Proof-point

- Annual Report, CSR report,  
R&D President speeches, etc.

## @ Launch:

Pfizer World Story

Coverage in Daily Corporate News

## After Conference:

Pfizer 365 coverage

Advisory group formed from  
spontaneous colleague interest

Intelligence **Alert** for management

**Country office** level advocacy – ex.  
Australia, Norway, Japan



DAY #251

Tackling Doping in Sports



Drug abuse among athletes is a global public health issue. Pfizer is partnering with the World Anti-Doping Agency (WADA) to expand global efforts to reduce doping in sports.

# Future PA Opportunities? (2016 - )

## *Considerations after original launch*

- ❑ Encourage **other companies** to partner with WADA
- ❑ Continue **country level engagements** with regulatory authorities and anti-doping agencies
- ❑ **Media** follow-up on “successes” working with WADA
- ❑ Partner with major **sport associations** and WHO on awareness (and testing)
- ❑ **Health provider** education on detection

# Some Lessons Learned

## Evaluate

- Public Affairs = proactive, solution provider
- NGOs are huge opportunities
- Lawyers are your friends
- Leverage ALL PA capabilities – maximize reach

## Endorse

- Altruism AND business case; Think P/L
- Executive okay not enough; operations! Patience.
- Campaign rationale evolves; expands / contracts

## Implement

- Seek biggest bang for the buck; simplicity okay
- Measures and budget not (always) critical
- Consider ALL audiences esp. colleagues & investors



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