

# **Medical Affairs**

## **The Challenge, Our Resources, The Future**

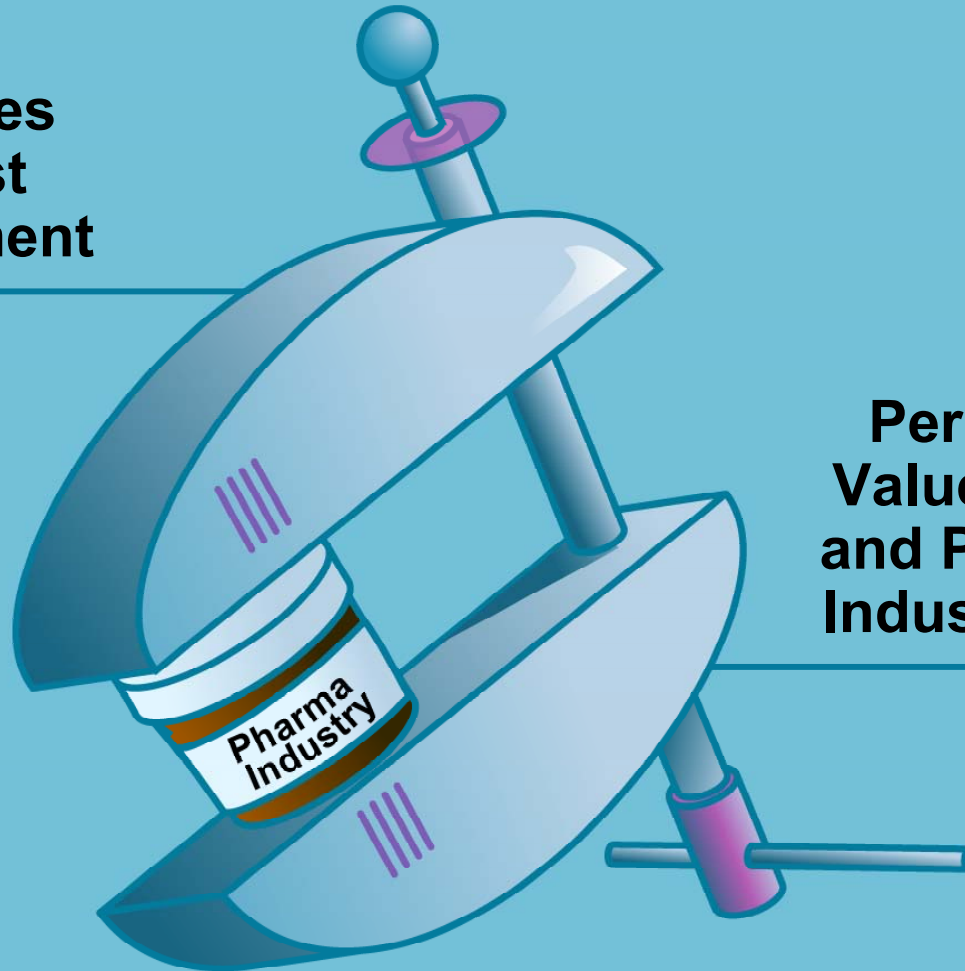


**Eric B. Grossman MD FACP  
Senior Medical Director/Group Leader  
Cardiovascular/Metabolic  
Pfizer Inc**

# The Challenge

*To Industry*

**Pressures  
for Cost  
Containment**

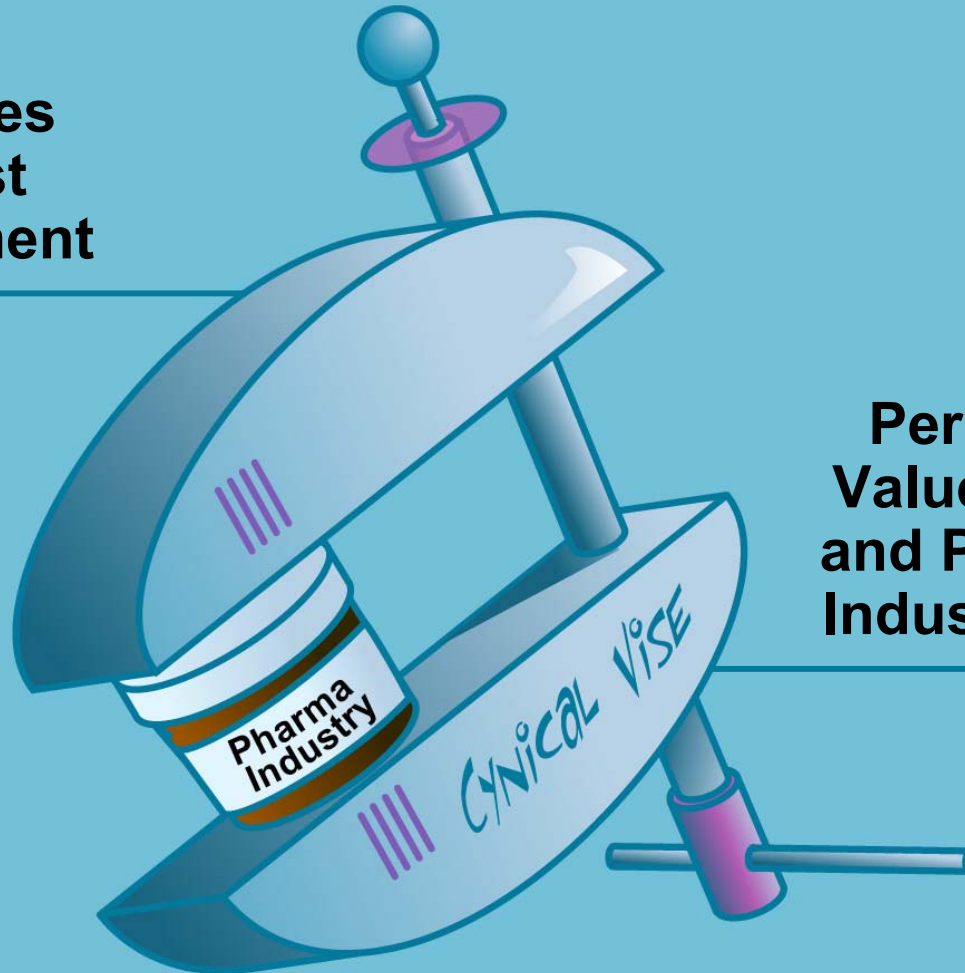


**Perception: Low  
Value of Medicines  
and Pharmaceutical  
Industry Endeavors**

# The Challenge

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**Pressures  
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**Perception: Low  
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# The Challenge

## *To Medical Affairs*

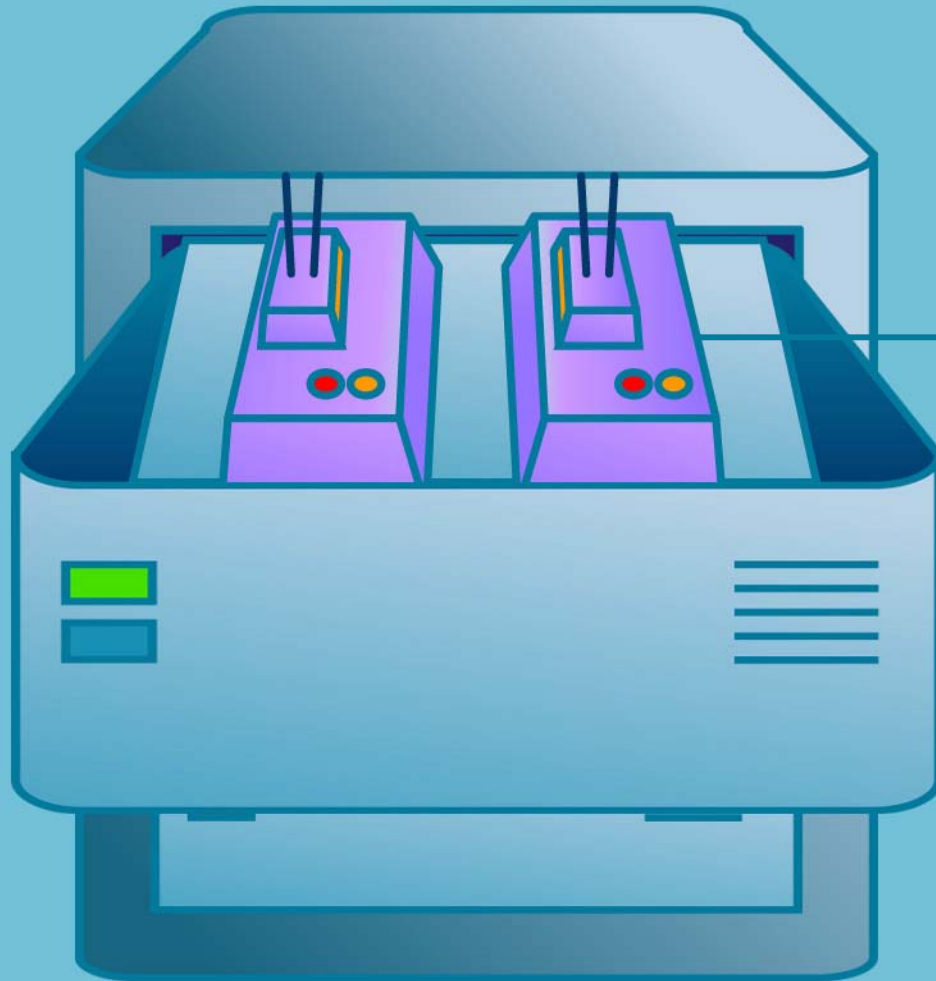
- **Credibility is questioned**
- **Messages are not being heard**
- **Physician choice is being limited**
- **Cost containment has forced “one size fits all” mentality**



# Our Resources



# Our Resources



## ***Who We Are***

- Qualifications
- Disciplines
- Experience

# Our Resources



## ***Expertise***

- Clinical research
- Education & communication
- Knowledge of each stakeholder in healthcare
- Ability to work in a complex environment

# Our Resources



***Financial***

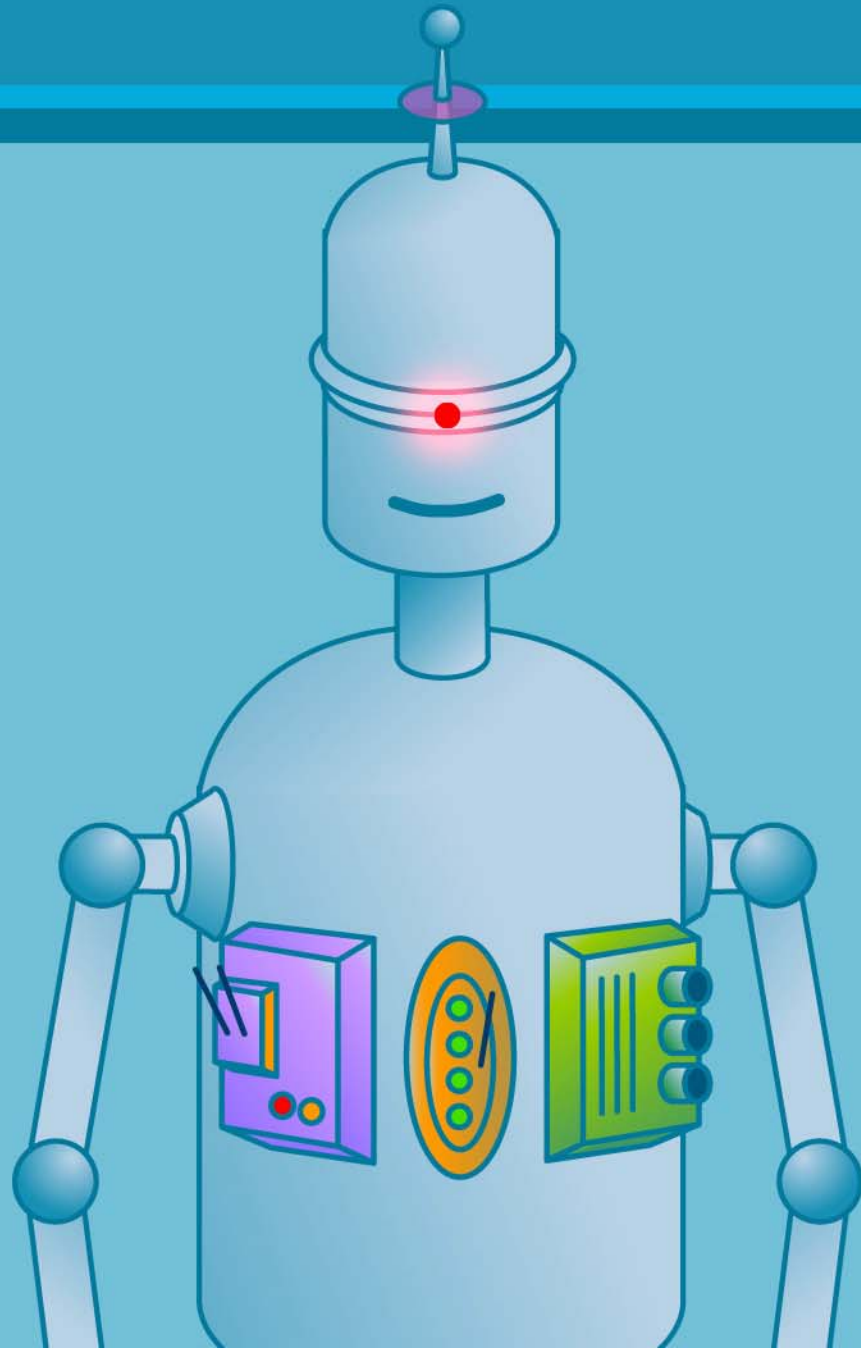


# The Future

**Show Leadership in  
the Medical World**

**Ensure Credibility**

**Become an Engine for  
Providing and  
Demonstrating  
Value**



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