

Rich Bagger's Talking Points for ECOSOC

- (Audience acknowledgement)
- Was asked to tackle the question: **What are innovative ways that corporations can deploy their core competencies and strengths in the fight against NTDs?**
- Before tackling that—let me talk about Pfizer, since we bring a interesting set of core competencies to this fight—and deploy them so that the sum of our results is more than a collection of various efforts.
- First and foremost—we have the world's largest privately funded biomedical research group—investing about \$8 billion in 2008.
- We also have one of the world's most ambitious programs of striking alliances and partnerships to advance the art and science of medicine.
- In biomedical research, we do take a different approach. We “mainstream” research into neglected diseases and make it integral to our overall R&D efforts...rather than “hiving it off” into a separate group.
- We believe it's better for all the scientists working on infectious disease, for example, to be under one roof, physically together, so that they can follow the science, rather than fracturing such research across several sites.
- This approach harnesses the energy that comes with lots of smart people working in close contact.

- It also helps us capitalize on research done into specific disease targets—research which might lead to treatments for a range of diseases, not just one.
- We are “following the science” in discovery, and it is leading us to insights that we can either follow, or pass on to groups more closely engaged in NTD work.

(Pause)

- As for building partnerships, we are finding that collaborations with not-for-profit and academic groups can capitalize on the strengths of both parties.
- For example, Pfizer opened its compound library to groups such as the WHO. This library has more than FOUR MILLION compounds—including ONE MILLION already proven safe in humans.
- We can also bring a new perspective to these groups, helping them sort out which compounds in their research pipelines have the best chance of succeeding.
- We can also work closely with them to determine the best approach for clinical trials. We have a tremendous amount of clinical trial know-how, and our partners have a sharp sense of what will work in the field. This kind of collaboration can be very powerful.

(Pause)

- One point we have to make concerns the age-old question of sustainability. The most powerful driver of sustainability, we believe, is the partnership emerging with a medicine that is commercially viable.

- Even though we are one of the world's largest corporate donors of any type, and believe in long-term philanthropic partnerships...we have gone a step further to form the Emerging Markets Business Unit.
- Our goal: find new ways to serve the FOUR BILLION people who find our current marketed portfolio out of their financial reach.

(Pause)

- This kind of partnering is working well with the Medicines for Malaria Venture, where Pfizer and the Italian company Sigma-Tau are working hand-in-glove with MMV on a new combination therapy to fight malaria.
- Ultimately, if the medicine makes through approvals, Pfizer will have the rights to market it to some customers, Sigma Tau will have the rights to others, and MMV will benefit from a sustainable source of funding and technical help.
- Each partner gets to do what it does best...and the final result, we believe, will be a medicine that can be made widely accessible.

(Pause)

- In answering the opening question...What can companies do?...my advice on building public-private partnerships would be the same that I would give for any kind of business partnering.
- Simply...**Live In The Deal.**

- By that I mean that when these partnerships are struck, we have to make the interests of the respective parties subordinate to the goals of the partnership.
- We have to be willing to invest in the partnership over the long haul.
- Pfizer’s work with the International Trachoma Initiative, for example, started more than ten years ago, and has a vision that runs through 2020.
- That vision, to eliminate blinding trachoma by 2020, cannot even take shape if those in the partnership don’t give their fullest commitment to it.
- Long-term commitment is particularly important in building and sustaining health care infrastructure—something just about every company can help do.
- Africa is littered with projects that had good intentions, and even initial enthusiasm, but not enough people interested in “living in the deal.”
- Hard as it is in these days of self-interest, putting the partnership first ensures the best chance of success and helps the partnership overcome the challenges that inevitably arise after the first blush of enthusiasm.
- There is no shortage of willing partners who have worthy approaches and goals when it comes to NTDs.

- Many of them have superb records of achievement, and are more than willing to involve the corporate community.
- I advise a sharp focus for companies just getting started in alliances...and taking a look at best practices from other companies.
- One best practice we adopted at Pfizer came from none other than the American Peace Corps.
- Six years ago, Pfizer launched our Global Health Fellows program.
- We began sending medically trained professionals out to work alongside those of NGO partners fighting infectious diseases in Africa.
- We started modestly and we had to overcome the mistrust of some who believed that this was just “public relations.”
- We also learned a great deal—notably—that these partners wanted more than just doctors and nurses.
- What many of them more desperately needed were financial experts, supply chain managers, communications professionals, and other specialties.
- Today, Pfizer’s Global Health Fellows is one of the longest-standing partnership programs of its type.

- It's expanded throughout Africa, to Asia, Latin America, and even Europe and the United States—and it's an important “best practice” to consider for companies wanting to ramp up their involvement in the fight against NTDs.
- In summary, the roles that corporations can play in this fight are limited only by our respective imaginations...and by our willingness to put partnerships ahead of company interests.
- That's a hard road, but public-private partnerships are the only road that will take us to where we want to go—taming the diseases that are all too often out of sight and out of mind.
- Thank you.