

## Information about the New Pfizer MAINTAIN™ Program

### A Free Medicines Program for Newly Unemployed Americans

#### About America's Growing Uninsured Population

Nearly 46 million Americans lacked health insurance in 2007.<sup>1</sup> It is thought that this number has grown substantially due to the economic downturn.

- The number of uninsured people is projected to grow by 1.1 million for each percentage point rise in unemployment.<sup>2</sup>
- Unemployment has reached its highest levels in 25 years.

#### About the Pfizer MAINTAIN™ Program

The Pfizer MAINTAIN program will help eligible people in financial need continue to get their Pfizer medicines if they have recently become unemployed and do not have prescription coverage. Beneficiaries of the program will get their Pfizer medicines for free for up to a year or until they become re-insured (whichever comes first).

- **Eligibility:** Individuals and their immediate family members are eligible for this program if:
  - They have become unemployed since January 1, 2009
  - They were prescribed and taking a Pfizer medicine for at least 3 months prior to becoming unemployed and enrolling in the program
  - Lack prescription drug coverage
  - Can attest to financial hardship
- **Enrollment:** Applicants will be asked to complete an easy, one-page form, attest to financial hardship and provide proof of unemployment. The program does not require people to verify income and, as the program was designed for people who already have a Pfizer prescription, it will not be necessary to visit the doctor prior to applying to Pfizer MAINTAIN. Pfizer will process applications within two to three weeks. People who think they may qualify should call 1-866-706-2400 or visit [www.PfizerHelpfulAnswers.com](http://www.PfizerHelpfulAnswers.com).
- **Benefits:** People enrolled in the program will get their Pfizer medicines for up to one year, or until they become re-insured (whichever comes first).
- **Duration:** Pfizer MAINTAIN will become fully operational on July 1, 2009 and is open for enrollment through December 31, 2009. The program applies to eligible Americans who have become unemployed since January 1, 2009. People who need immediate assistance can contact the program at 1-866-706-2400 to get help prior to the program's official launch.

#### About Pfizer's Family of Patient Assistance Programs

Pfizer will incorporate MAINTAIN into Pfizer Helpful Answers®, a family of patient assistance programs that helps people without prescription coverage save on many Pfizer medicines, no matter their age or income. People with limited income may qualify to get their Pfizer medicines for free. For information, call **866-706-2400** to speak with a live Pfizer Helpful Answers operator, in English or Spanish, or visit [www.PfizerHelpfulAnswers.com](http://www.PfizerHelpfulAnswers.com). People who call Pfizer Helpful Answers in need of medicines made by other companies will be referred to the Partnership for Prescription Assistance, a pharmaceutical industry initiative that serves to raise awareness of, and boost enrollment in, more than 475 public and private patient assistance programs.

#### About Pfizer's Commitment to Access

Pfizer is committed to helping America's uninsured get access to Pfizer medicines. In the past five years alone (2004-2008), Pfizer has helped more than 5.1 million patients receive more than 51.1 million Pfizer prescriptions for free or at a savings. This equates to nearly \$4.8 billion worth of free medicines and savings.

Pfizer Helpful Answers is a joint program of Pfizer Inc and the Pfizer Patient Assistance Foundation™.

<sup>1</sup> U.S. Census Bureau, "Current Population Survey, 2008 Annual Social and Economic Supplement," Received August 26, 2008.

<sup>2</sup> FamiliesUSA, "Issue Brief: Protecting Unemployed Workers' Health Coverage: What States Can Do," January 2009. Received May 11, 2009.