

Pfizer

Healthy Directions

Hank McKinnell, Chairman
of the Board and CEO
Pfizer



Program Overview

A global health care company with 53,000 U.S. colleagues.

Program Goals

The programs share common goals to:

- Provide colleagues with knowledge and tools to help them manage their health.
- Provide colleagues with direct services such as exercise facilities, health screenings, and preventive health measures such as flu shots to ensure they can act easily upon the knowledge they've built.

Program Components

Pfizer has several long-term programs designed to help our colleagues manage their health. They currently include:

- Educational programs—Offer employees coaching on smoking cessation and weight management.
- Employee Wellness Centers—Many of our sites have exercise facilities, and additionally, we offer fitness club discounts for the field force. The centers often serve as points of coordination for additional wellness services such as ergonomics.
- Employee Health Center—Many of our sites have onsite facilities where colleagues can receive physicals, preventative screenings, immunizations and urgent care.
- Colleague Assistance Program—Counseling services.
- Working Solutions—Assessment and referral services to help colleagues find ways to meet the demands of their lives.

Key Findings

In 2005, Pfizer has launched a new comprehensive employee health program called *Healthy Directions*. This program will provide employees and their families with the information to become more knowledgeable about their health care needs and the tools to better manage health conditions and risk factors.

“As a health care company, Pfizer has had unique opportunities to learn critical lessons about managing health. Over the past 2 years, we have partnered with the state of Florida in the innovative *Florida: A Healthy State* program.

“Under this program, high-risk Medicaid recipients and health care providers use tools and incentives to focus on disease management and prevention in order to improve their health and reduce the massive costs of catastrophic health events. The program has already changed the lives of 150,000 Medicaid beneficiaries and realized cost savings of more than \$60 million.

“Now, Pfizer is applying these lessons to our own employee health program. While this initiative is still in its first stages, we are confident that it will lead to a more empowered, healthier workforce for Pfizer, and allow the company to maximize its health care investment.”

THE BOTTOM LINE

“This program will integrate all our currently offered health and wellness activities and our medical benefits to both achieve a healthier workforce and maximize our health care investment.”

