



AIDS Activist Report Card Pharmaceutical Companies September 2009

Drug Development Committee

ATAC's annual rating of drug company policies and practices

Pfizer	
<i>Grading Categories</i>	<i>Grade</i>
<p>Drug Development Portfolio and Plan— <i>Develops innovative treatments, designs safe and effective clinical trials.</i></p> <p>Pfizer is developing several drugs for HIV and hepatitis. Recruitment of women and people of color for studies of Selzentry (maraviroc) in treatment experienced patients was inadequate, though equivalent to that of other companies.</p>	C+
<p>Access to Drugs— <i>Ensures the earliest and broadest possible access of its HIV drugs.</i></p> <p>Pfizer has a patient assistance program, but no co-pay assistance program. It provides royalty-free access to maraviroc, the active ingredient in Selzentry, for development as a microbicide.</p>	C
<p>Pricing— <i>Prices its products responsibly.</i></p> <p>Pfizer set the price of Selzentry near the price of the most expensive protease inhibitors.</p>	C+
<p>Community Relations— <i>Engages the HIV community on trial design, company conduct and marketing efforts.</i></p> <p>Pfizer meets regularly with U.S. and European treatment activists. Correspondence is acknowledged in writing in a timely manner. Community members have served and are serving on safety monitoring boards and as reviewers of protocols and educational materials.</p>	B-
<p>Marketing Practices— <i>Engages in marketing practices that are ethical and honest.</i></p> <p>Pfizer's marketing of Selzentry has been relatively low-key. The company has received no warning letters from the FDA. It does not prominently advertise its patient assistance programs. Advertising for its older drug Viracept (nelfinavir) has ceased.</p>	C+
Average Grade:	C+
<p><i>Suggestions for Improvement:</i></p> <p>Pfizer needs to improve recruitment of women and people of color in future trials, heed community concerns about pricing, and initiate a Selzentry co-pay assistance program.</p>	