

INDUSTRY PAYMENTS ANALYTICS



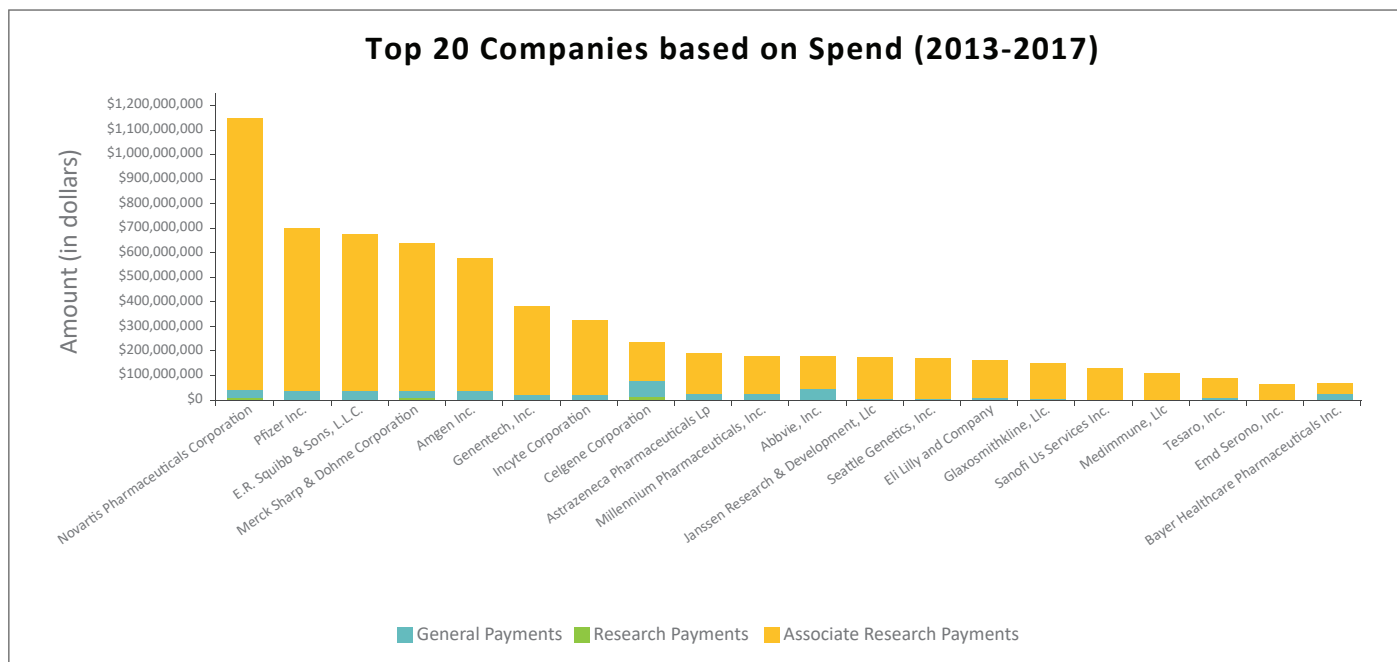
Payments Insights & Trends for **Pfizer**

www.aissel.com/konectar/oncology

Industry Overview

Life Sciences companies need to track HCP Payments to get an understanding of average spends on HCPs, competitor affiliations and overall HCP utilization for different engagements. This can provide valuable insights to plan strategic KOL initiatives and engagements. Payments Analytics uses Open Payments data and creates insightful reports around the industry-HCP engagements.

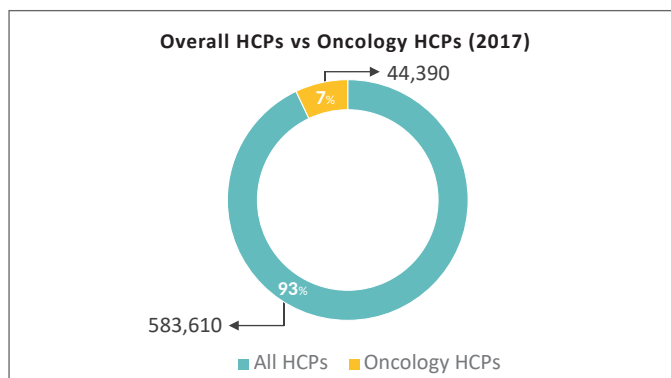
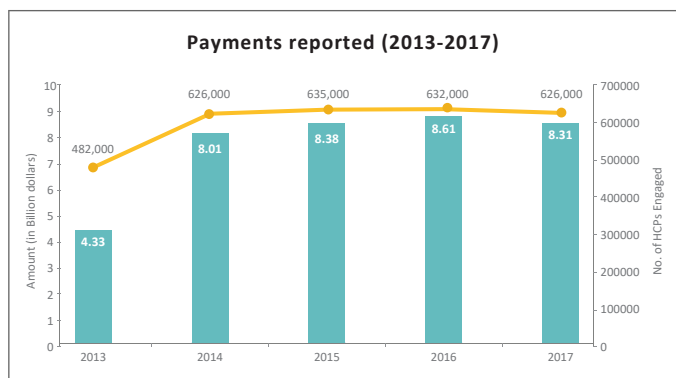
An overview of the top 20 Oncology companies and their spend (2013-2017)



Sunshine Act and its Significance for Life Sciences Companies

The Physician Payments Sunshine Act (PPSA) requires medical product manufacturers to disclose to the Centers for Medicare and Medicaid Services (CMS) any payments or other transfers of value made to physicians or teaching hospitals. It also requires certain manufacturers and group purchasing organizations (GPOs) to disclose any physician ownership or investment interests held in those companies.

Life Sciences companies payments trends (2013-2017)



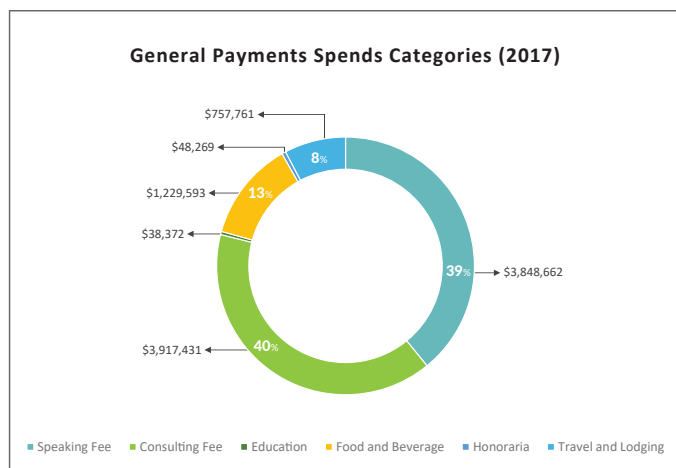
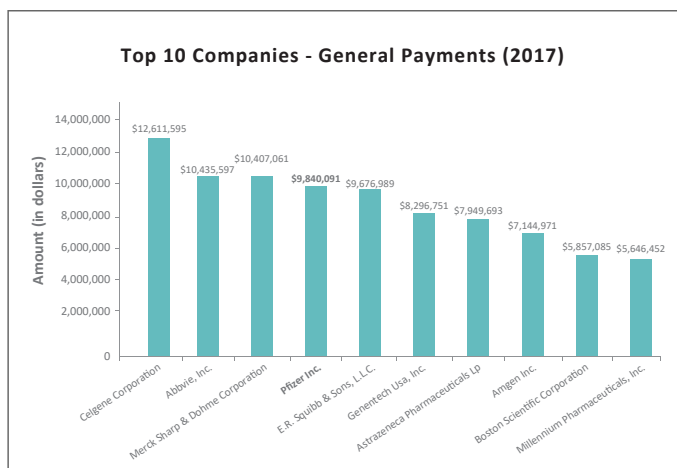
In 2017, Life Sciences companies spent \$8.31 billion on 626,000 HCPs.

25% (\$2 Billion) of the overall Payments was made to 7.6% (44,390) Oncology experts in 2017.

Pfizer Industry Payments Trends

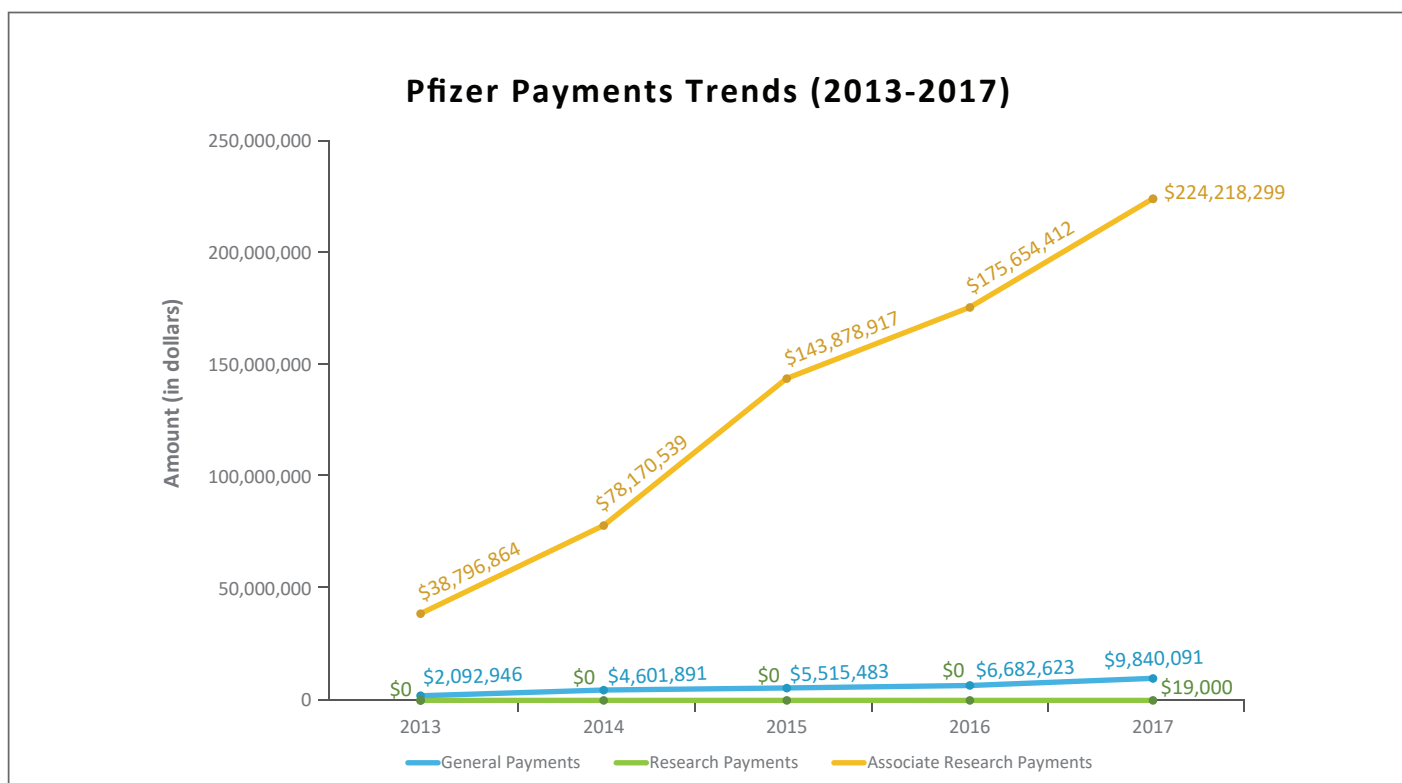
Pfizer is one of the world's premier innovative biopharmaceutical companies, discovering, developing and providing over 160 different medicines, vaccines and consumer healthcare products to help improve the lives of millions of people around the world. Pfizer focuses on areas that include Anti-Infectives, Inflammation & Immunology, Internal Medicine, Oncology, Rare Diseases and Vaccines.

Pfizer - HCP Engagements Payments Trends (2017)

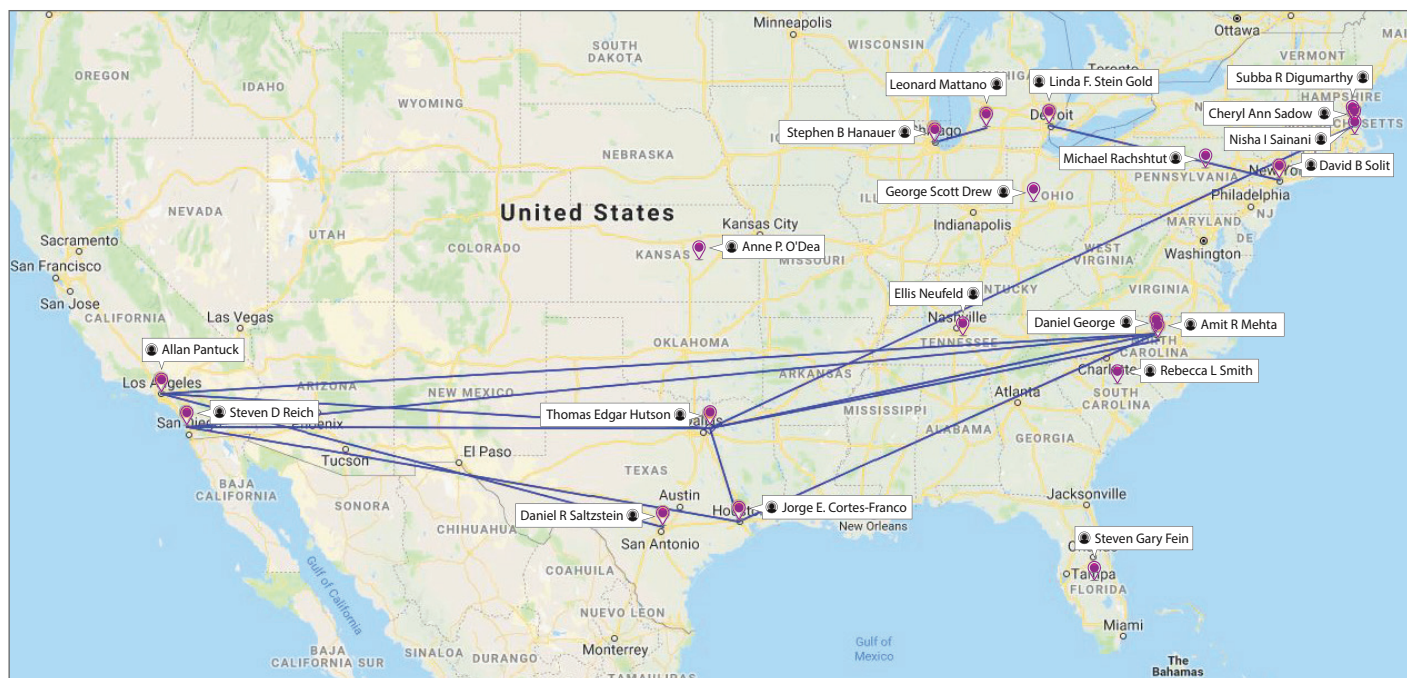


Pfizer spent \$9,840,091 on 13,339 Oncology experts (General Payments) in 2017.

Pfizer has spent \$3.9mn as Consulting Fee and \$3.8mn as Speaking Fee in 2017.

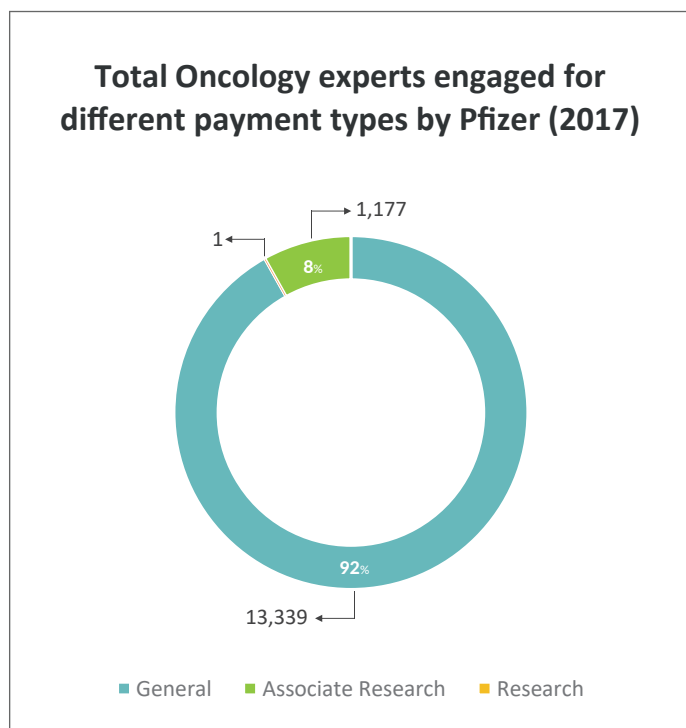
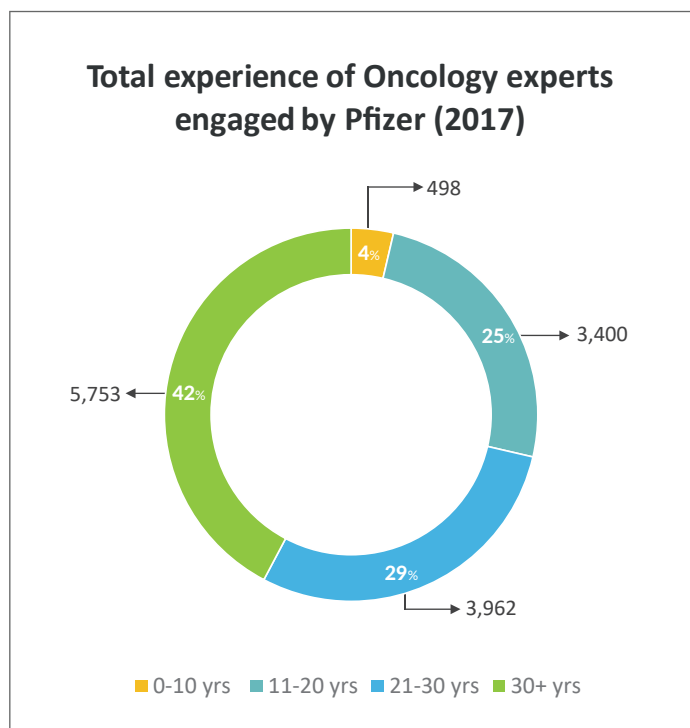


Geo Location & Network of Top 20 Oncology Experts Engaged by Pfizer 2017

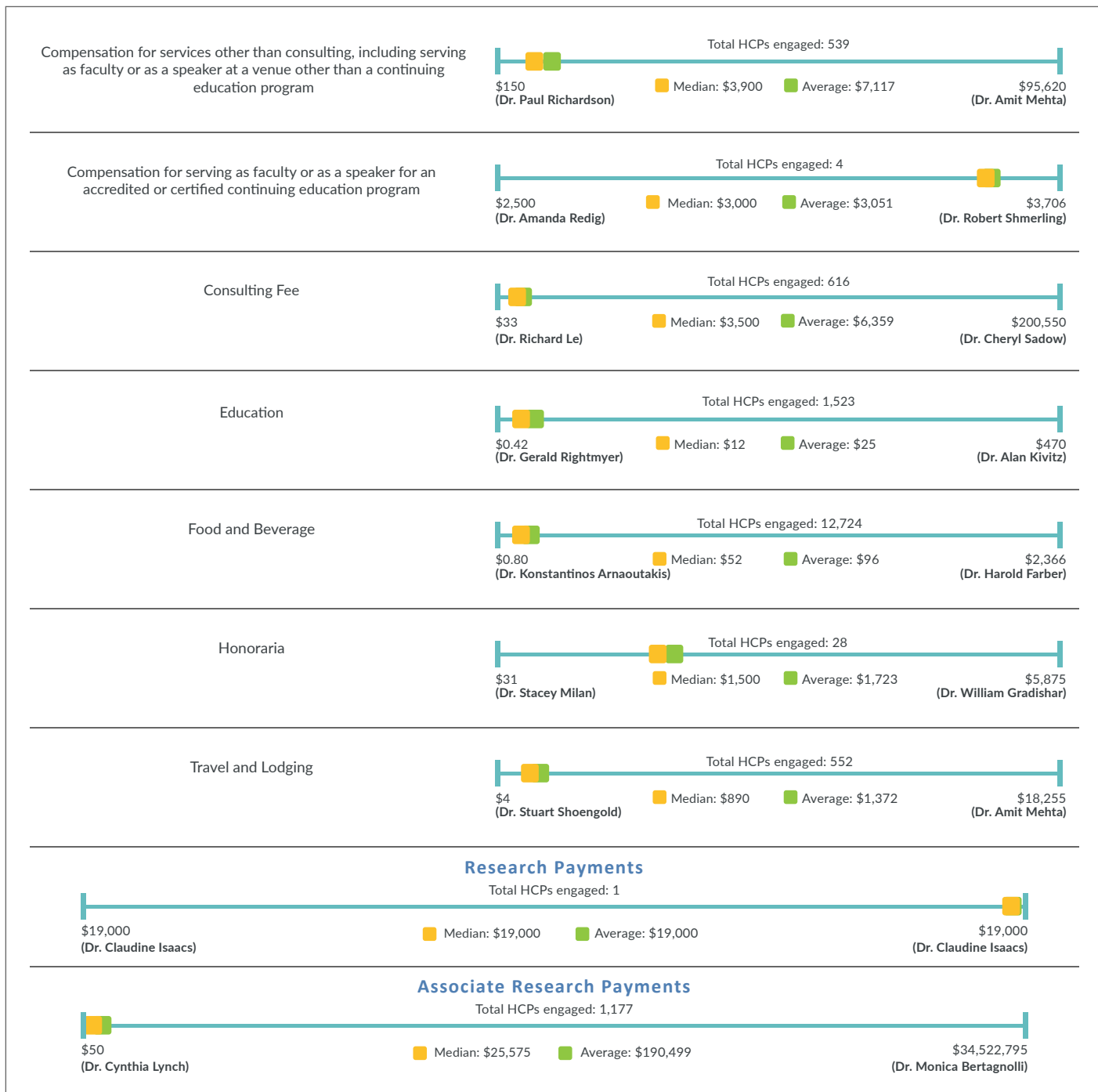


Professional Network and Geo locations of Top 20 Oncology experts engaged by Pfizer (General Payments 2017). The network is based on co-authorship, research activities, speaking engagements and organizations of Oncology Experts.

Pfizer - Oncology Experts' Experience and Engagement by Payment Types



Pfizer - Payments across Engagement Types (2017)



Total Oncology experts engaged by Pfizer for Speaking, Consulting and Research (2017)

	Speaking	- 543
	Consulting	- 616
	Associate Research	- 1177

Top 5 Oncology conditions treated by experts engaged by Pfizer (2017)

	Breast Neoplasms
	Prostatic Neoplasms
	Skin Neoplasms
	Endometrial Neoplasms
	Ovarian Neoplasms

Competitor View of HCP Engagement

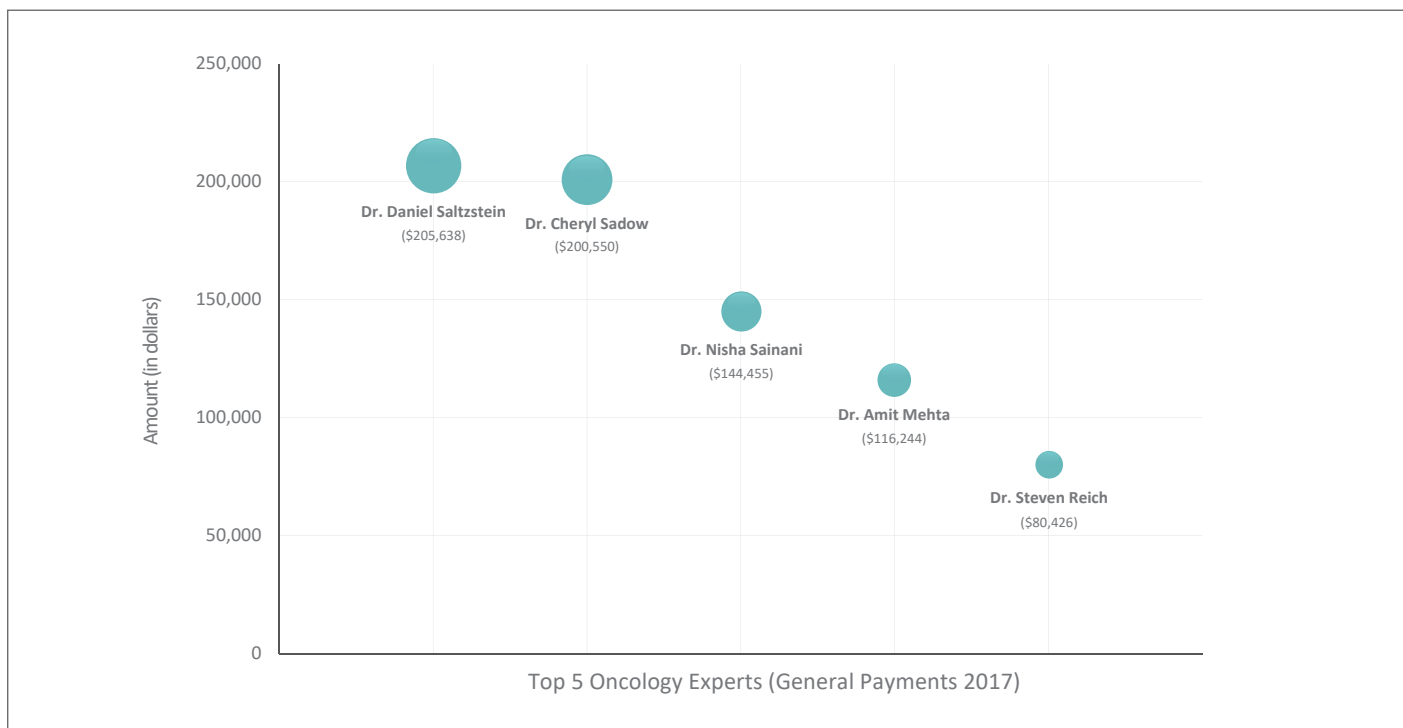
Top 20 Oncology experts engaged by Pfizer and their competitors (General Payments 2017)

↑ = Paid more than Pfizer

↓ = Paid less than Pfizer

No.	HCP Name	Companies				
1	Dr. Daniel R Saltzstein (Texas)	Pfizer \$205,638	Astellas Pharma \$37,396 ↓	Janssen \$25,449 ↓	Uroggio \$6,813 ↓	EMD Serono \$5,086 ↓
2	Dr. Cheryl Ann Sadow (Massachusetts)	Pfizer \$200,550	Merck \$432,522 ↑	Medivation \$144,030 ↓	Janssen \$3,440 ↓	
3	Dr. Nisha I Sainani (Massachusetts)	Pfizer \$144,455	Merck \$355,062 ↑	Eisai \$80,980 ↓	Medivation \$29,705 ↓	
4	Dr. Amit R Mehta (North Carolina)	Pfizer \$116,244	E.R. Squibb & Sons \$86,219 ↓	Astellas Pharma \$66,475 ↓	Amag Pharma \$14,980 ↓	Genentech \$59 ↓
5	Dr. Steven D Reich (California)	Pfizer \$80,426				
6	Dr. Allan Pantuck (California)	Pfizer \$72,426	Dendreon Pharma \$208 ↓	Genentech \$166 ↓	Neotract \$163 ↓	Coloplast \$158 ↓
7	Dr. Anne P. O'Dea (Kansas)	Pfizer \$71,828				
8	Dr. Thomas Edgar Hutson (Texas)	Pfizer \$65,965	E.R. Squibb & Sons \$26,297 ↓	Astellas Pharma \$24,242 ↓	Exelixis \$20,945 ↓	Eisai \$7,862 ↓
9	Dr. George Scott Drew (Ohio)	Pfizer \$65,051	Abbvie \$14,280 ↓	Genentech \$3,153 ↓	Regeneron Pharma \$1,073 ↓	Galderma \$368 ↓
10	Dr. Daniel George (North Carolina)	Pfizer \$64,715	Genzyme \$38,793 ↓	Bayer \$24,093 ↓	Exelixis \$17,611 ↓	Janssen \$2,704 ↓
11	Dr. Subba R Digumarthy (Massachusetts)	Pfizer \$60,000	Merck \$110,745 ↑			
12	Dr. Linda F. Stein Gold (Michigan)	Pfizer \$58,594	Galderma \$77,722 ↑	Allergan \$43,652 ↓	Genzyme \$27,019 ↓	Regeneron Pharma \$20,295 ↓
13	Dr. Michael Rachshtut (Pennsylvania)	Pfizer \$54,417	E.R. Squibb & Sons \$41,030 ↓	Janssen \$209 ↓	AstraZeneca \$146 ↓	Kyowa Kirin \$124 ↓
14	Dr. Leonard Mattano (Michigan)	Pfizer \$53,998				
15	Dr. Steven Gary Fein (Florida)	Pfizer \$53,913	Janssen \$68,010 ↓	E.R. Squibb & Sons \$45,326 ↓	Amgen \$31,093 ↓	Incyte Corp \$20,090 ↓
16	Dr. Jorge E. Cortes-Franco (Texas)	Pfizer \$53,434	Otsuka Pharma \$24,359 ↓	Daiichi Sankyo \$13,311 ↓	Jazz Pharma \$13,175 ↓	Millennium Pharma \$3,340 ↓
17	Dr. David B Solit (New York)	Pfizer \$53,352	Sanofi-Aventis \$249 ↓			
18	Dr. Ellis Neufeld (Tennessee)	Pfizer \$51,571	Genentech \$11,463 ↓	Grifols \$3,041 ↓	Octapharma \$112 ↓	Novo Nordisk \$31 ↓
19	Dr. Rebecca L Smith (South Carolina)	Pfizer \$50,795	Celgene \$209,558 ↑	Janssen \$33,453 ↓	Allergan \$12,837 ↓	Galderma \$6,060 ↓
20	Dr. Stephen B Hanauer (Illinois)	Pfizer \$49,619	Abbvie \$33,026 ↓	Takeda Pharma \$28,035 ↓	Janssen \$22,697 ↓	Amgen \$6,854 ↓

Pfizer - Top 5 Oncology Experts (General Payments 2017)



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