

Publication Contracting Made Simple

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BACKGROUND AND CONTRACTING CHALLENGES

- Preferred Publication Agency Model
 - Seven (7) Preferred Agency Partners with:
 - Executed Master Services Agreements (MSAs)
 - Negotiated rates:
 - Fixed Deliverable Unit Prices (e.g., editorial support for abstracts)
 - Hourly Rates (e.g., project management and team support)
 - Annual Statements of Work (SOW)
 - New SOWs (~60 per year):
 - Executed at a product or Therapeutic Area (TA) level
 - One SOW per product per agency
 - SOW Amendments (~30 per year):
 - Required for changes in publication plans
 - Annual two-way performance evaluation of Agency Partners and Pfizer



Current Contracting Challenges

- Internal resource constraints within contracting department
- Manual process:
 - Numerous hand offs amongst various internal and external colleagues
 - Execution of final SOW (e.g., wet signatures)
 - Lack of clarity around the status of in-progress SOWs
 - Inadequate version control
- Multiple forms to support process:
 - SOW request form
 - SOW templates
 - Excel spreadsheets detailing contracted work

Average cycle time (~45 business days) not adequately supporting business

OBJECTIVES

- Pfizer's Goal
 - Explore new and innovative ways to improve the contracting process
 - Reduce cycle time, through reduction in manual processes, without increasing costs
 - Maintain compliance with company policies
 - Establish a repository of all SOWs

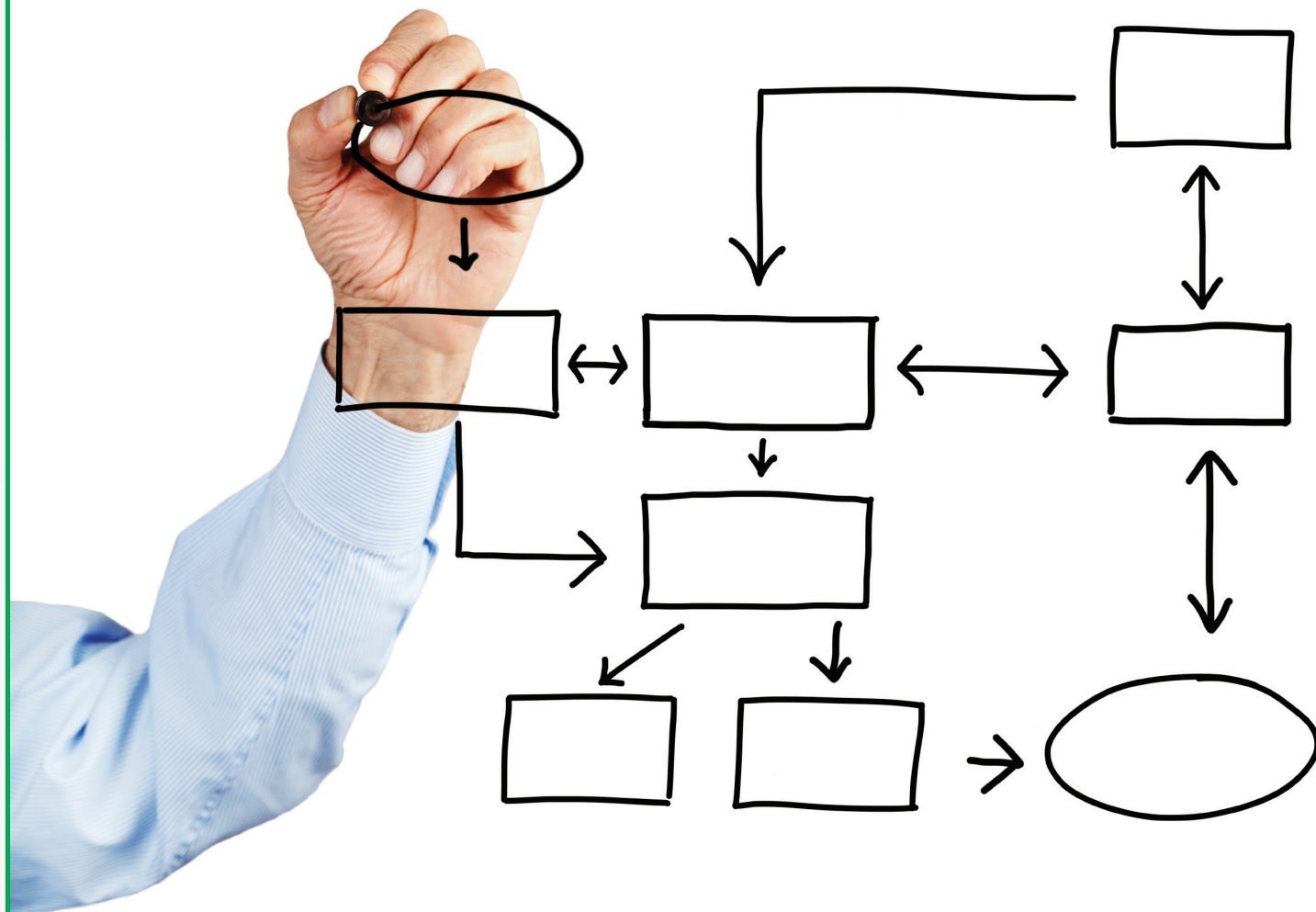
APPROACH

- Two-Phase Approach:
- Phase I: End to End Mapping of Contractual Processes
 - Phase II: Investigate Alternative Methods for Contract Execution

APPROACH SPECIFICS

Approach – Phase I – Process Mapping

- A multi-functional group consisting of members from Procurement, Contracting Organization, and Publication Management Team was formed to evaluate contracting needs:
 - Overall process flow from initiation of contract request to execution
 - Determine steps in process
 - Assess roles and responsibilities
 - Internal Pfizer colleagues vs external preferred agency partner colleagues
 - Evaluate current technology



Approach – Phase II – Alternative Methods

- Method 1: Reduce number of required annual SOWs
 - Agency level vs product level SOWs
 - Pilot results:
 - No reduction in overall cycle times
 - Various challenges encountered pertaining to Pfizer specific processes
- Method 2: Utilize technology
 - Decideware leveraged based on utility in other Pfizer departments

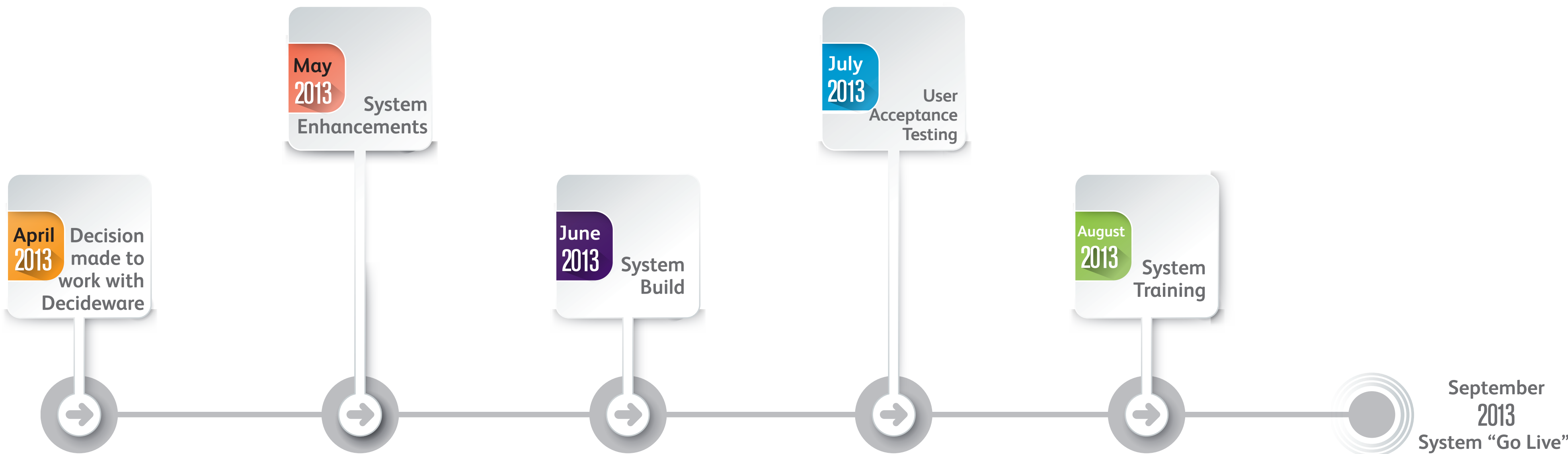
Decideware..... An Agency Lifecycle Management Tool



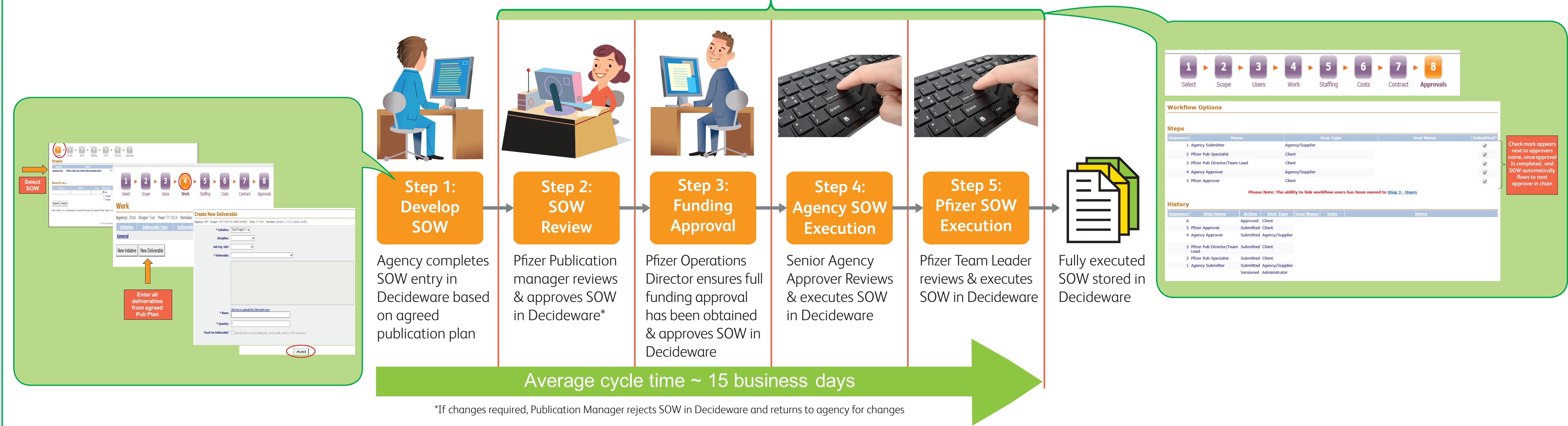
*Currently used to support the Pfizer Publications Management Team

DECIDWARE IMPLEMENTATION SPECIFICS AND TIMELINES

- System Enhancements (one time requirement)
 - Ability to support fixed unit price rates & pass through fees
 - Requirement for additional approvers
- System Build
 - Customization (e.g., process workflow)
 - Populating the tool by system administrator
 - Standard SOW contractual language
 - Addition of Pfizer units (e.g., editorial support for abstracts) with respective prices and hourly rates
 - Product name, publication manager, and SOW approvers
 - User acceptance testing
- System Training
 - Live system training developed
 - Following completion of training:
 - Log-in/sign on provided to trained colleagues
 - Quick reference cards provided to system users



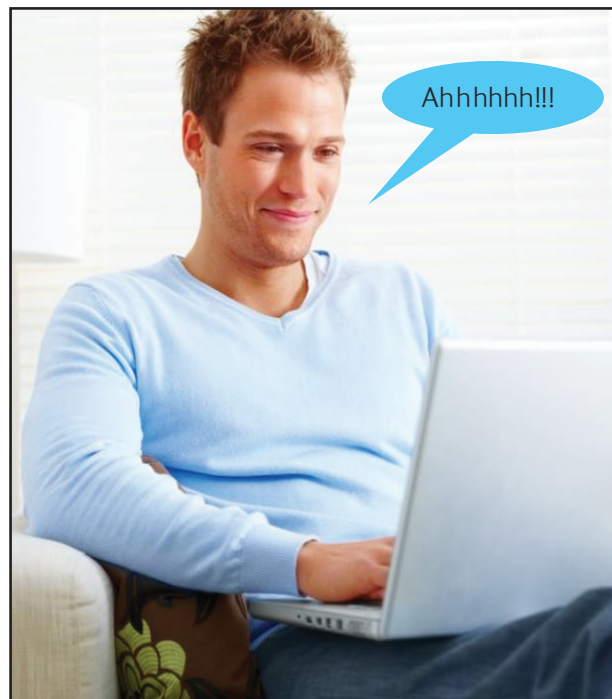
ON THE WAY TO A FASTER EXECUTED CONTRACT – FIVE SIMPLE STEPS



CONCLUSION

Key Benefits of Implementation to Pfizer

- Streamlined contracting approach, utilizing a single technology platform, to manage SOWs
 - 66% overall reduction in contracting cycle time
 - Reduced time spent by Pfizer colleagues on contracting process
 - Ability to easily track the status of all SOWs
 - Robust reporting and analytics, enabling transparency into spend and performance of our agency partners
- Ability to leverage Decideware to conduct annual two-way performance evaluations



Positive Response From Agency Partners

The Decideware program is easy to use, and is a good repository for contracts.

Overall as an agency we are extremely happy with the introduction of Decideware. It truly has facilitated and expedited the contracting process.