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September 15, 2003

BY FEDERAL EXPRESS

**Arnold I. Friede**  
Senior Corporate Counsel

Division of Dockets Management (HFA-305)  
Food and Drug Administration (Room 1061)  
5630 Fishers Lane  
Rockville, MD 20852

RE: **Docket No. 2003N-0344**  
**FDA Public Hearing on Direct-to-Consumer Advertising**  
**Presentations for September 23, 2003**

1 8 9 3 ' 0 3 SEP 16 A 9 : 1 4

Dear Sir or Madam:

Pfizer Inc. submits the following three presentations to be delivered on September 23, 2003, the second day of FDA's Public Hearing on Direct-to-Consumer Advertising. The presentations are as follows:

Dr. Neal Masia,  
Assistant Director, Pfizer Economic Policy, Pfizer Inc.  
***Economic Impact of DTC Advertising***

Mike Magee, MD  
Vice President, Medical Relations and Science Policy, Pfizer Inc.  
***Physician-Patient Relationships, Patient Empowerment and the Role of Information***

Mr. Cliff Thumma  
Director, Team Leader, Global Market Analytics, Pfizer Inc.  
***DTC Advertising and Doctor-Patient Interact***

We look forward to participating in this public debate.

Respectively submitted,

PFIZER INC.

By: Arnold I. Friede  
Arnold I. Friede

2003N-0344

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