

Legal  
Pfizer Inc  
235 East 42nd Street  
New York, NY 10017-5755  
Tel 212 733 6542 Fax 212 573 3977  
Email arnold.i.friede@pfizer.com



6240 '03 SEP 22 A9:30

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**

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.

September 16, 2003

Dockets Management Division:

Please note that my letter of September 15, 2003 omitted to mention that Pfizer is also submitting to this Docket the following study: Market Measures/ Cozint DTC Doctor Dialogue Studies: High Cholesterol and Mood/Anxiety Disorders Accordingly, please file this updated letter with the material we sent yesterday. Thank you, Arnold I. Friede for Pfizer Inc.

By: Arnold I. Friede  
Arnold I. Friede

2003N-0344

CR 1