

FOR RELEASE APRIL 23, 11:00 AM AST

## INNOVATIVE PARTNERSHIP AIMS TO REDUCE CARDIOVASCULAR DISEASE IN NOVA SCOTIA

*~ An additional \$412,000 commitment by Pfizer Canada  
to the ANCHOR project to support heart health in the province ~*

*~ Pfizer's total commitment now stands at more than \$2 million to  
the QEII Foundation and its health care partners ~*

HALIFAX, NS – April 23, 2009 – The QEII Foundation announced today additional funding from Pfizer Canada in the fight against cardiovascular disease. Pfizer Canada will contribute an additional \$412,000 to a unique cardiovascular program that will explore avenues for patients to sustain health gains. The ANCHOR (A Novel approach to Cardiovascular Health by Optimizing Risk management) project is a community-applied research study and is a collaborative effort between public and private stakeholders. ANCHOR was first launched in October 2005, and was made possible through an initial \$1.5 million contribution by Pfizer Canada.

“The ANCHOR project is an example of collaboration among government, private industry and community groups to help find important answers to build innovative models for cardiovascular and primary health care that includes prevention, treatment and rehabilitation interventions,” said Dr. Brendan Carr, Vice President of Medicine at Capital Health. “Pfizer’s additional pledge of support to the ANCHOR project is an important and continued step forward in the fight against cardiovascular disease and its huge burden on our national and provincial health care systems.”

Since its inception in 2005 as a funded program of the QEII Foundation’s *Working Miracles* capital campaign for health, the ANCHOR project has utilized a community-based health team approach to managing patients’ cardiovascular risk through behaviour change counseling. Now, with the additional support of Pfizer Canada, the project will move to its next stage: investigating the necessary course of action to help ANCHOR patients maintain their heart health improvements.

Atlantic Canadians continue to have the highest rate of cardiovascular risk factors and the highest risk of dying of heart disease. Residents of the Atlantic provinces are positioned above the national average for all key risk factors associated with heart disease that include smoking, high blood pressure, diabetes, obesity and physical inactivity. ANCHOR provides the opportunity for a multi-disciplinary team of health care professionals to work with patients who are at risk for developing cardiovascular and other chronic diseases.

For ANCHOR participant Michelle MacDonald, the program has awakened her awareness and engagement on the road to better heart health. “The ANCHOR program has had nothing but a positive impact on my life. By helping me identify what my health risks were as well as providing me resources and support, I now feel confident about my health and better equipped in what I need to do to make changes for a healthy active lifestyle.”

“It’s for people like Michelle that the next stage of ANCHOR is important,” said Dr. Michael Vallis. Along with Drs. Brendan Carr, Jafna Cox, and Blair O’Neil, Vallis is a principal investigator with ANCHOR. “Most people drift away from healthcare behaviours once clinical intervention stops. We need to know what minimal interventions will help keep individuals like Michelle on the road to excellent heart health. Pfizer Canada’s commitment to the heart health of Atlantic Canadians is going to allow us to find this out.”

Finding out what it takes to keep individuals on the track to better heart health has implications beyond the 1500 patients who have participated in ANCHOR. As the key successful elements of the project are applied to health system as a whole, the beneficial impact on population health both from a prevention and disease management perspective, could be far-reaching. “We are witnessing an evolutionary change in the way we look at our own health,” added Dr. Carr. “Utilizing a community-based approach to inform and empower patients represents success and the future. We just need to get there.”

“We are very pleased to continue our involvement in this innovative and collaborative project whose goal is to improve the prevention and management of cardiovascular disease,” said Paul Lévesque, President of Pfizer Canada. “For health innovation to come about it requires an environment which supports research, collaborative partners and a desire to focus on improving health outcomes. In Nova Scotia, we know this environment exists and it is the reason we continue to support this important project.”

### **About Pfizer Canada:**

Pfizer Canada Inc. is the Canadian operation of Pfizer Inc, the world’s leading pharmaceutical company. Pfizer discovers, develops, manufactures and markets prescription medicines for humans and animals. Pfizer is a leader in Canadian healthcare research, investing more than \$1 billion in R&D since 2000. Pfizer Canada’s

commitment to helping Canadians live healthier and happier lives extends beyond medication. To learn more about Pfizer Canada's philosophy that to be truly healthy, it takes more than medication, visit [www.morethanmedication.ca](http://www.morethanmedication.ca).

**About the QEII Foundation:**

The QEII Foundation is a non-profit, charitable organization established to strengthen health care for Atlantic Canadians at the QEII Health Sciences Centre. The QEII Foundation raises funds to support excellence in patient care through the purchase of state-of-the-art patient technology, promotion of professional education, advancement of medical research, and involvement with community-based disease prevention initiatives.

The QEII Foundation receives over 41,000 gifts each year from individuals, corporations, organizations and community groups. The Foundation consults with the health sciences centre administration annually to determine the areas of greatest need within the QEII.

In 2007, the QEII Foundation celebrated the successful completion of its *Working Miracles* capital campaign which raised \$43.8 million and serves as the region's most successful capital campaign for health.

- 30 -

For further information, please contact:

Steve Jennex  
QEII Foundation  
Tel.: (902) 473-5591  
E-mail: [steve.jennex@qe2-hsc.ns.ca](mailto:steve.jennex@qe2-hsc.ns.ca)

Rhonda O'Gallagher  
Pfizer Canada Inc.  
Tel.: 514-693-4090  
E-mail: [rhonda.ogallagher@pfizer.com](mailto:rhonda.ogallagher@pfizer.com)