

Pfizer Idea Exchange • MY PAGE

Hi Felicia!
Welcome to the Pfizer Idea Exchange!

Click the **"Start Now"** button on the right to participate in Project Speak Up! This is a new initiative where PCH colleagues globally will have the opportunity to submit their ideas on solutions to problems or opportunities and then selected submitters will be invited to present their ideas directly to Gordon Knapp, Rick or Claus Egstrand.

ACTIVE SESSIONS

New! **Do's and Don'ts - A Case For Change**
Help us facilitate positive cultural change at PCH.
[Join now!](#)

New! **Cough/Cold/Sore Throat**
Help us understand the problems and frustrations you experience treating your Cough/Cold/Sore Throat symptoms, or those of other family members.
[Join now!](#)

New! **Global Upper Respiratory**
Help us understand the problems and frustrations you experience treating your allergy symptoms, or those of other family members.
[Join now!](#)

Wild Wild West
All Your Quick Thoughts in one session!
[Join now!](#)

Exploring New Delivery Forms
Help answer the question, "What new delivery forms should PCH go-to-market with in the future?"

Spotlight Session
Cough/Cold/Sore Throat
Help us understand the problems and frustrations you experience treating your Cough/Cold/Sore Throat symptoms, or those of other family members.
[Click here to join!](#)

Quick Thought!
Got an idea? Want to react to something you've seen or heard? Take a second and **Give us your Quick Thought!**

Meet a fellow Contributor!
"For me innovation is a heady iterative process where I embrace the unknown."
-Tom McMillian
Director of Relationship Marketing, Consumer Healthcare

Idea Exchange Poll
The Skin Care team is exploring ideas for a liquid hand sanitizer, which of the following would you prefer to purchase?

START NOW

Simplifying Life with Diabetes:
Introductory Workshop in Interactive Marketing

BAYER DIABETES CARE

[simplewins](#) | **Bayer HealthCare**
Diabetes Care

TRAINING, DEVELOPMENT, AND INNOVATION PROGRAMS

Direct to Patient Marketing (DTP) at Bayer Diabetes Care

An introduction and guide to everything you need to know



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Welcome, felicia!

Thanks for participating. You can help by clicking on the sessions below. You can also be a Dreamer and share your ideas in the open text box to the right. I'll make sure the right people at Pfizer Consumer Healthcare hear your ideas.

Sara Campbell
Pfizer Consumer Advocate

Share your voice now!
Start a session below

- Zantac 75**
Tell us how we can make products easier and more convenient to use and take out of the home.
[Join in.](#) [Start Now!](#)
- Allergy Session**
Tell us how we are doing and how we can get better.
[Join in.](#) [Start Now!](#)
- Pfizer for Living Health e-Notes Newsletter**
What topics should we cover next for you?
[Join in.](#) [Start Now!](#)
- On-the-Go Healthcare**
Tell us how we can make your fast paced life a bit easier.
[Join in.](#) [Start Now!](#)

Calling all DREAMERS!
Have a neat idea? Have an unmet need you want us to solve? Use the text box below to tell me. I'll make sure the right people at Pfizer Consumer Healthcare hear your ideas.

Enter your thought here:

[Send my thoughts!](#)

Dreams of the day!
Below are some ideas recently submitted by other consumers. What do you think of them?

If you really like one of them or you have one that's even better, please let me know. Just submit your new idea directly above in the "Calling All Dreamers" text box. Thanks!

"A children's mouthwash with a great taste would make it so much easier than getting them to floss!!!"