

SECURE THE FUTURE

CARE AND SUPPORT FOR WOMEN AND CHILDREN WITH HIV/AIDS



BRISTOL-MYERS SQUIBB: A GLOBAL COMMITMENT TO HIV/AIDS

Since the discovery of the HIV virus in the early 1980s, HIV/AIDS has grown into a global pandemic, while the field of HIV/AIDS research has moved into a new era of therapeutic advances. Within this constantly changing arena, Bristol-Myers Squibb Company has remained strongly committed to extending the survival and enhancing the lives of people with HIV/AIDS. As a leader in this field, Bristol-Myers Squibb will continue its efforts in the areas of patient education, clinical research, health provider training, and collaboration with government, academic and non-governmental organizations (NGOs) to bring the benefits of medical research to HIV-infected patients worldwide.

THE GLOBAL CRISIS

UNAIDS, the joint United Nations program that is the world's leading advocate for global action on HIV/AIDS, estimates that there are currently 34 million people living with HIV/AIDS around the world, with 16,000 new HIV infections occurring daily. Of these new cases, 90 percent are in developing countries. This growing gap between developed and developing nations underscores the need for outreach efforts to stem the spread of HIV/AIDS. While developing countries struggle to compete in the global economy, they also face the human and economic impact of HIV/AIDS. With poor public health infrastructures and limited resources, many developing countries are still struggling to provide such fundamental services as safe drinking water and proper sanitation. In these countries, while some treatment is taking place, the disease remains largely untreated. Cultural and logistical barriers challenge health providers in their educational efforts.

BRISTOL-MYERS SQUIBB OUTREACH EFFORTS

An integral part of Bristol-Myers Squibb's commitment to enhancing the lives of people with HIV/AIDS is the company's strong support of numerous community programs that share that commitment. These include:

UNAIDS Access Program: Bristol-Myers Squibb is one of only a few pharmaceutical companies to participate in the UNAIDS Access Program, first launched at the Geneva World AIDS Conference in July 1998.

Bristol-Myers Squibb is now providing financial support for this program, which includes education and outreach, training, diagnosis and treatment, and aims to increase access to medicines for people infected with HIV/AIDS in Uganda and the Ivory Coast. In these countries, where systems have been established to ensure effective distribution and use of HIV/AIDS medicines, Bristol-Myers Squibb will provide HIV/AIDS treatment at reduced cost.

Included in this access program is the full range of Bristol-Myers Squibb's HIV/AIDS medicines, including *Zerit* (stavudine, d4t), *VIDEX* (didanosine, ddl) and *Megace* (megestrol acetate) Oral Suspension, as well as a number of antibiotics to treat opportunistic infections.

Programs in North America: In the U.S., the company is actively involved in the support of educational outreach to the HIV/AIDS community, sponsoring numerous conferences and symposia throughout the year. To ensure an ongoing dialogue, Bristol-Myers Squibb has established four regional boards, composed of physicians and community leaders, that meet regularly to discuss HIV/AIDS issues. To further its outreach

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efforts, Bristol-Myers Squibb supports a number of Web sites, including those at the Johns Hopkins Medical Institutions and the University of California, San Francisco, which provide updated clinical data and information about treatment trends. Additionally, the company provides physicians with educational materials targeted to the lower literacy levels of many underserved communities.

Through the Infectious Disease Unrestricted Research Grants Program of the Bristol-Myers Squibb Foundation, more than US\$8.5 million in unrestricted funding has been committed to research institutions since 1991. Recognizing the shift in demographics of HIV/AIDS incidence toward women and minorities, the Foundation provided support through the American Foundation for AIDS Research for the first national program to improve the recruitment and retention of women in clinical trials of new HIV/AIDS therapies.

Before *VIDEX* received final approval for marketing in 1991, the company provided the drug free of charge to 23,000 HIV-infected individuals through a unique patient assistance program for HIV/AIDS medications, in addition to those who were receiving it through clinical trials. The expanded access program remains in place today throughout the U.S., providing treatment to individuals without the means to purchase it. In Canada, Bristol-Myers Squibb provides *Zerit* pediatric formulation at no cost to children with HIV/AIDS through the Bristol-Myers Squibb Drug Release Program. The company is also part of Back to Work, an industry-supported effort targeting HIV-positive patients that addresses issues around HIV/AIDS management in the work setting and encourages treatment adherence. Bristol-Myers Squibb, in collaboration with HIV/AIDS community groups, initiated a series of public forums in major North American cities to discuss treatment issues and options.

Programs in Central/South America: In this region, HIV/AIDS incidence rates are rising among women and intravenous drug users, two populations on the social and economic margins of society. In Argentina, Bristol-Myers Squibb provides both *VIDEX* and *Zerit* at a discount to two NGOs, Fundacion Huesped and FUNDAI. In Peru, Bristol-Myers Squibb has initiated a program known as White Code, which provides discounts for HIV/AIDS therapies and assures anonymity to those enrolled in the program. In Brazil, the company is participating in a countrywide effort to create HIV/AIDS treatment guidelines with physicians and community leaders. Throughout the region, Bristol-Myers Squibb supports continuing medical education and sponsors national and regional symposia.

Programs in Europe: In Western Europe, new AIDS cases dropped by 3 percent between 1995 and 1997. In many European countries, HIV/AIDS therapies are available to individuals through national health plans. In this region, Bristol-Myers Squibb efforts focus mainly on educational outreach to both physicians and patient populations. For example, in Austria, Bristol-Myers Squibb provides posters and supports a self-care manual and a Web site devoted to patient care. In France, Bristol-Myers Squibb was the first company to formalize relationships with HIV/AIDS advocacy groups. The company produced educational CD-ROMs for physicians as well as the media and funded the first meeting to discuss HIV/AIDS in women and children. In Italy, Bristol-Myers Squibb worked with patient groups to develop a tool to improve drug adherence that is now available in other countries. Additional regional activities include the support of patient advocacy efforts and travel assistance for conference participation in Germany, and the sponsorship of educational handbooks and a Web site in Spain. In Eastern Europe, where there has been a dramatic surge in HIV infection, Bristol-Myers Squibb assists public health leaders by supporting their participation in international and regional meetings. The company currently is developing clinical trial sites in Russia and Poland.

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Programs in Africa: An estimated two thirds of the global population with HIV/AIDS resides in sub-Saharan Africa, including South Africa, Botswana, Namibia, Lesotho and Swaziland – the countries that are the focus of Bristol-Myers Squibb's SECURE THE FUTURE™ program. Of the 2.7 million children who have died from AIDS worldwide, 2.5 million have died in sub-Saharan Africa. The prevalence of HIV-infected pregnant women is as high as 36 percent in certain countries in this region.

Throughout sub-Saharan Africa, Bristol-Myers Squibb has produced educational materials, supported training programs and sponsored conferences. It has worked in close partnership with the Organisation Pan Africaine de Lutte contre le Sida (OPALS), an NGO based in France that has developed a health curriculum on HIV/AIDS for health care providers. Bristol-Myers Squibb also supports AFRICARE in its educational and advocacy efforts. In South Africa and Botswana, Bristol-Myers Squibb has been working with community leaders and government officials to expand access to therapy. In these countries, Bristol-Myers Squibb supports medical education activities for local HIV/AIDS specialists. One project, called AIDSFACT, is designed to educate health care professionals on the management of HIV/AIDS; it is authored by HIV/AIDS experts in South Africa and was distributed to 10,000 general practitioners in 1998.

With the announcement of the program, *SECURE THE FUTURE: Care and Support for Women and Children with HIV/AIDS*, Bristol-Myers Squibb broadens its efforts to fight HIV/AIDS in Africa. With a commitment of US\$100 million to support HIV/AIDS research and community education and outreach, the program is the single largest corporate undertaking of its kind to address HIV/AIDS where it has the greatest impact.

Programs in Asia: More than one in five people worldwide living with HIV/AIDS – or about 6.4 million people – are believed to reside in Asia and the Pacific region. Rates of infection vary greatly from country to country, as does the means of transmission. While Thailand's epidemic has been well documented, other areas lack the same level of monitoring. Bristol-Myers Squibb has focused on educational efforts for public health and medical professionals to help these countries address this emerging health problem. Bristol-Myers Squibb has sponsored a regional train-the-trainer program for Asian leadership. In Hong Kong, Bristol-Myers Squibb sponsored a government health department publication for health professionals as well as a symposium for HIV/AIDS specialists. In Thailand, Bristol-Myers Squibb donated *Zerit* to the AIDS Division of Health to treat health care workers who may have been exposed to the virus through pin-pricks or other aspects of their work.

Programs in Australia: Educational efforts and access to therapies have had a positive impact on the fight against HIV/AIDS in Australia. Bristol-Myers Squibb has sponsored several national meetings on HIV/AIDS awareness and care. Bristol-Myers Squibb is participating in efforts by the Australian Society for HIV Medicine to coordinate medical education for HIV/AIDS specialists. The company also is sponsoring a study of physicians who treat HIV/AIDS to determine their information needs.

DEVELOPING INNOVATIVE HIV/AIDS THERAPIES

Guided by its mission to extend and enhance human life, Bristol-Myers Squibb has been a leader in the search to find effective therapies for HIV/AIDS since the 1980s. *Zerit*, the company's flagship HIV/AIDS product, combines excellent efficacy with patient convenience and tolerability. As a result, *Zerit* has outpaced AZT in the U.S., becoming the thymidine nucleoside analog of choice.

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VIDEX, an earlier nucleoside analog brought to market by the company in 1991, has amassed the most extensive clinical research database of any HIV/AIDS drug and remains one of the most effective anti-retroviral drugs. Bristol-Myers Squibb continues to develop improved schedules and formulations of *VIDEX* and to study its efficacy in combination with many other anti-retroviral drugs.

Bristol-Myers Squibb also markets *Megace* (megestrol acetate) Oral Suspension for AIDS-related anorexia/cachexia and unexplained weight-loss; *Fungizone* (amphotericin B) Oral Suspension for oral candidiasis in HIV-infected patients; and in the U.S., *TAXOL*[®] (paclitaxel) injection for AIDS-related Kaposi's sarcoma.

Bristol-Myers Squibb has long been a leader in antibiotic research. In 1943, the company completed the first crystallization of penicillin, which greatly improved the drug's quality and safety and paved the way for mass production. In 1944, the company opened the largest penicillin production plant in the world. And in 1945, the company crystallized streptomycin, ushering in the next generation of antibiotics after penicillin. Since that time, the Bristol-Myers Squibb Pharmaceutical Research Institute (PRI) has become a global research and development organization dedicated to discovering and developing a broad range of innovative and cost-effective medicines that improve the health and quality of life for people worldwide.

Today, infectious disease drug discovery and development continues to be an important part of the PRI's efforts. Research to develop novel antibacterials, antivirals and antifungals is ongoing, particularly in areas of largest unmet need, such as HIV/AIDS, hepatitis and drug-resistant bacterial infection. Bristol-Myers Squibb is committed to developing new and innovative products to extend and enhance the lives of people with HIV/AIDS. The company is currently supporting more than 125 HIV/AIDS clinical trials worldwide. These trials are designed to improve the understanding and use of the company's existing HIV/AIDS products, *Zerit* and *VIDEX*, and elucidate the role of potential new treatments such as hydroxyurea. Bristol-Myers Squibb is also actively involved in discovery research studies exploring the role of many other new agents.

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