



Pfizer: Addressing an inequitable distribution of the Covid 19 Vaccine

Undergraduate Division

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Judges will imagine themselves as Pfizer Board of Directors, whereas we are Pfizer's internal ethics advisory council.

Outline:

- Pfizer can address inequity surrounding the COVID-19 vaccine
- There are numerous examples of how the system is failing
- We are internal ethics advisors that make sure Pfizer acts accordingly
- One of the main tools in combatting the pandemic is the vaccine however supply does not yet meet demand
- Pfizer produces the vaccine which gets distributed to states who allocate to organizations
- This unpredictability can cause waste when appointments are not held
- We need to establish stronger relations with our doctors representing our vaccine at the front lines
- Pfizer can establish the standard for a global pandemic
- Legally Pfizer is bound to deliver vaccines
- But nepotism and line skipping have caused irreparable damage to vaccine credibility
- Pfizer understands the need for quality health care and wants to ensure their image is protected
- Fighting misinformation using grass root tactics helps establish truth and trust
- When the short and long-term benefits align with doing the right thing Pfizer is the right company to make it happen
- Expand internationally from what we learned in the United States

Executive Summary:

We are acting as Pfizer's internal ethics advisory board to present ongoing issues with the current distribution system of the vaccine, as well as provide a feasible solution to how this can be solved, all while highlighting the legal, business, and ethical aspects to both the problems and solutions.

We hope to address the prominent inequitable distribution of the COVID-19 vaccine. Specifically, we determined that three chief issues plague the inequitable distribution of the vaccine. These include a weak and unsteady distribution channel, increasing misinformation, and large doses of vaccines being wasted as a result of No shows. We plan to address these issues in two parts, short term and long term. Our short term solution includes creating a task force dedicated to stopping misinformation through social media as well as TV ads and creating smaller vaccine doses which can be used to reduce waste. In our long term solution, we recommend establishing cross sector collaboration with worldwide agencies such as the WHO, UN and distribution services including UPS and FedEx, to strengthen our commitment to global health. Additionally, our long term solution will include extensive research into the supply chain and distribution capabilities that are stifling proper vaccine distribution. We plan to start in the United States first, as the experience we garner within the States will allow us to then implement equitable vaccine distribution internationally.