

Teamwork for a Global Health Crisis



A Message from Paul Lucas

President & CEO,
GlaxoSmithKline, Canada

GlaxoSmithKline has long believed in the value of partnerships in promoting healthier communities.

An excellent example of such collaboration in Canada is the PRIISME program, a GSK initiative launched in Quebec in 1999. The program is considered by many health professionals in Quebec as the gold standard in optimal management of respiratory diseases and diabetes.

As noted in the accompanying story, PRIISME has now been introduced in five Ontario centres, three sites will be launched in Alberta, and discussions are underway to expand this initiative to other provinces.

We also view our community as being much larger than Canada. As the other story highlights, GSK is committed to playing a leading role in improving the lives of patients in developing countries. Among other initiatives, we invest in community health programs to help those suffering from preventable and treatable diseases. These global collaborative programs, as well as our local community investments, are making a difference to millions of people in Canada and around the world.

Along with our partners, we are helping people both at home and abroad do more, feel better and live longer.

The management of infectious diseases is one of our planet's most pressing issues. Each day, more than 38,000 people worldwide die from these diseases—the great majority of them in the developing world.

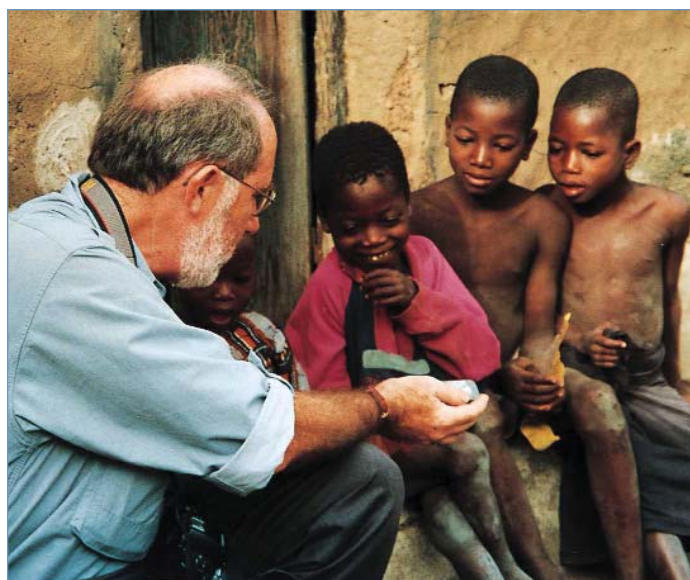
GlaxoSmithKline has for years been at the forefront in addressing this global crisis, alongside governments, non-governmental organizations and others. We contribute through research into diseases of the developing world, not-for-profit pricing of medicines, and investments in community health and education programs.

"The challenge of managing infectious disease in the developing world is too large for any one government, agency, or company to tackle on its own," says Paul Lucas, President of GlaxoSmithKline. "But by working together, we are achieving progress."

Last year was particularly active for GSK. Our Positive Action program, which partners with community groups to provide HIV/AIDS education, care and support to

patients and families, funded 38 initiatives in 34 countries during the year. So far, we have invested over \$82 million in programs in the fight against HIV/AIDS.

In addition, GSK is supplying its anti-retrovirals at not-for-profit prices to 63 countries, benefiting HIV/AIDS patients on the UN's list of Least Developed Countries. We also granted a voluntary license to several generic manufacturers to produce our key HIV/AIDS medicines across Sub-Saharan Africa, and discussions are underway on a similar license throughout Africa.



A member of the Global Alliance to Eliminate LF visits children in a village in Togo, Africa, where lymphatic filariasis (LF) is endemic. Tragically, no immediate signs of the disfiguring disease are visible until the victims' early teens.

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GSK's largest initiative is its work with the World Health Organization and others to eradicate lymphatic filariasis or elephantiasis, a disfiguring tropical disease that affects 120 million people in 80 countries. Last year, we donated 94 million treatments of albendazole, a preventative drug, representing one of the pharmaceutical industry's largest single donation programs worldwide. As a leading member of the Global Alliance to Eliminate LF, we expect to donate six billion tablets over a 20-year period at a cost of more than \$1 billion.

"GSK is proud to be a partner in the worldwide fight against infectious diseases," says Mr. Lucas. "Our ongoing dedication to programs such as the effort to eradicate LF demonstrates our resolve to support people in need around the globe."

For more information, see our recently released *Corporate Responsibility Report 2003* (available at www.gsk.com).

Leading the Way in Chronic Disease

PRIISME – a Partnership that Works

An innovative, new approach to the management of chronic disease that has enjoyed tremendous success in Quebec has now been launched at five health-care sites in Ontario.

PRIISME provides personalized education to patients and specialized training to health-care professionals—with a view to improving the management of asthma, diabetes and COPD (chronic obstructive pulmonary disease) and reducing the pressure on acute care settings.

The first five Ontario sites for the program are The Ottawa Hospital, St. Joseph's Health Care London, The Kingston General Hospital and Mississauga's Trillium Health Centre and Credit Valley Hospital. As well, three programs will be launched this year in Alberta and discussions are underway in Atlantic Canada, with the potential for further expansion nationally.

"PRIISME is designed to help health-care professionals be more consistent and integrated in managing chronic diseases," says Dr. Terri Paul, Endocrinologist and Assistant Professor, Endocrinology and Metabolism, St. Joseph's Health Care London. "It helps our patients take charge of their disease to the greatest extent possible and improve the quality of their lives."

Among those who benefit most from PRIISME are primary care practitioners, who are under increasing strain to manage patients suffering from chronic diseases. One-in-three Canadians is dealing with a chronic illness, either as a patient or family member, and close to 90 per cent of these patients receive their care in primary settings.



Louise Brodeur credits the PRIISME program with helping her daughter Laurence get her asthma under control. They received education tailored to their specific needs, such as controlling environmental influences like mildew and dust levels in the home, and information about the different medications available and how to use them.

Introduced by GlaxoSmithKline and health-care partners in Quebec in 1999 to improve the management of asthma, PRIISME has since been expanded in that province to include diabetes and COPD. Today, there are more than 30 PRIISME projects in Quebec. The program has provided specialized training to more than 4,000 physicians and approximately 40,000 patients have received personalized education about managing their disease.

According to Louis P. Brisson, executive director of the Quebec Lung Association: "PRIISME projects are breathing life back into the health-care system by highlighting the pressing need for all those working in respiratory care to pool their efforts."

Evaluations of PRIISME projects in asthma by regional boards in Quebec have demonstrated an increase in patients' quality of life, a decrease in emergency room visits and hospitalizations, a reduction in absentee rates and more appropriate use of medications.

PRIISME, funded by GlaxoSmithKline, provides each site with the flexibility to determine what support is needed for their own particular community.

GlaxoSmithKline in Canada

GlaxoSmithKline is committed to bringing the power of science to the needs of people to help them do more, feel better and live longer. GSK is a leader in four major therapeutic areas—respiratory ailments, gastrointestinal/metabolic disorders such as diabetes, central nervous system disorders and infectious diseases—as well as vaccines.