



Report Summary (Gold Award)

報告摘要 (金獎)

Provided by Pfizer Corporation Hong Kong Limited
本報告摘要由美國輝瑞科研製藥提供

Pfizer Inc. is a research-based pharmaceutical company, founded 160 years ago, headquartered in New York. Pfizer Corporation Hong Kong Limited (Pfizer Hong Kong), a subsidiary of Pfizer Inc, was established in 1956. We are primarily responsible for the sales, distribution and promotion of Pfizer products in Hong Kong and Macau. Our Asia Regional Headquarters and the Asian Logistics Centre also reside in Hong Kong.

“Working Together for a Healthier World” – this statement clearly spells out Pfizer’s mission. Pfizer discovers, develops, manufactures, and markets leading medicines for humans and animals, covering an extensive range of therapeutic areas that span from cardiovascular to central nervous system, urological, anti-infective, oncology, ophthalmology and others.

Pfizer Hong Kong is committed to adding value to our colleagues and customers with the aim to improve the quality of life of the Hong Kong people through quality products, customer service and innovation, and by becoming the centre of talent and excellence in the Asia Pacific region. Our strong commitment to quality is embedded in the Core Values and our employees exemplify the highest standards in the following key business areas:

Leadership

Leadership is one of the Core Values at Pfizer Hong Kong; one that is emphasized throughout all levels of the organization. Strong governance, a passion for continuous learning and improvement, and an atmosphere of innovation all foster a culture where “Everyone is a Leader”.

Pfizer Hong Kong promotes its six Leader Behaviours: “Sustain Focus on Performance”, “Create an Inclusive Environment”, “Encourage Open Discussion and Debate”, “Manage Change”, “Develop People”, and “Align Across Pfizer”. These behaviours serve as our guiding principles. Senior leaders walk the talk

美國輝瑞藥廠是一家科研製藥公司，其總部設於紐約，距今已有逾一百六十年歷史。在一九五六年，於香港成立分公司－美國輝瑞科研製藥（香港輝瑞），專責產品在香港及澳門的營銷業務，其亞洲總部及亞洲物流中心亦設於香港。

輝瑞的使命是「同創健康未來」。透過發明、開發、生產及推廣醫治人類及動物的主要藥物，以達至其使命。輝瑞的產品類別非常多元化，可治療不同的疾病，包括：中央神經系統、泌尿科、傳染疾病、心血管疾病、眼科、腫瘤科等。

香港輝瑞致力為同事及顧客增值，以改善香港市民的生活質素。為此，香港輝瑞努力透過優良產品、客戶服務及創新，以及成為亞太區人才匯萃和卓越品質中心。我們以公司的核心價值兌現優質服務的承諾，致力把工作達至最高的標準。

領導才能

領導才能是香港輝瑞的其中一個核心價值，主要強調實踐其價值於公司各階層。優良管治，不斷求進的熱誠及創新的環境，均能培育所有同事具領導才能，以至他們能獨當一面。

香港輝瑞積極推廣六項領導行為，並視為日常工作的指引：「維持高水準表現」、「建立一個包容的文化環境」、「鼓勵自由討論和辯論」、「勇於改變」、「保持緊密合作及培育人才」。香港輝瑞視所有同事為領袖，領導層言行一致樹立榜樣，以鼓勵同事擔當領袖的角色。



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in their daily interactions, acting as role-models to encourage all employees to take up leadership roles as well.

Strategic Planning

We formulate our short and long term plans through comprehensive research of the environment, followed by internal debate on our path forward.

Success is a journey not a destination. We believe that creating strategic partnerships are essential in taking our company to new heights.

Customer & Market Focus

Our results are not solely focused on our financial achievements. Pfizer Hong Kong places great emphasis on adding value to our internal and external customers.

The “Pfizer Club” was established to make sure consumers have the most up-to-date information on health and disease management.

Pfizer Hong Kong proactively seeks customer feedback through our daily interactions, Pfizer’s Medical Information Centre, consumer hotlines, external surveys, and patient focus groups.

Measurement, Analysis, and Knowledge Management

Pfizer Hong Kong utilizes state-of-the-art business technology to enhance quality. We monitor our services, products and practices through performance metrics. These metrics are benchmarked with other Pfizer global entities and with our industry competitors.

Information is managed through a centralized technology platform which ensures data confidentiality, integrity and accessibility.

策略性規劃

香港輝瑞透過對環境的詳盡研究及內部辯論而規劃出短期及長期工作計劃，向前邁進。

成功是漫長之旅，不是目的地，須不斷進步，我們以此為目標，並相信建立策略性夥伴關係是帶領我們到新領域的重要元素。

客戶及市場焦點

除了業績外，香港輝瑞極為重視內部同事及客戶增值。

「輝瑞會」的成立是確保顧客能得到疾病管理及健康的最新資訊。輝瑞積極地透過不同渠道收集顧客意見，包括日常接觸、輝瑞醫療資訊中心、客戶熱線、問卷調查及病人專題小組。

評估、分析和知識管理

香港輝瑞善用先進商業科技以提升質素，並透過表現評估而監察公司的服務、產品及操守，又與業界及輝瑞其他分公司作基準評價。

資訊管理主要是透過一個中央部門收集、分析、發布及管理資料。此建設能確保資料的機密度、完整性及可用性。

工作團隊焦點

香港輝瑞認為同事是公司最重要的資產。除了改善病人的生活質素外，對同事具有同樣的責任。公司照顧他們的身心發展及專業知識的培育。輝瑞的理想是將香港發展為一個人才匯萃中心，所以致力建立一個學習環境，以實現這夢想。



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Workforce Focus

Pfizer Hong Kong recognizes that our most valuable asset is our workforce. In the same way that we look after the well being of patients we also look after the well being of our colleagues. We take care of their professional development as well as their hearts and minds. Our dream is to make Pfizer Hong Kong a centre of talent. We endeavor to realize this dream by creating a learning organization.

Our culture is **C.A.R.E.**—

Communication

Aspiration

Reward & Recognition

Empowerment & Encouragement

Process Management

In a dynamic environment colleagues are encouraged to develop innovative ideas to increase business productivity. “Lean Six Sigma” was introduced to ensure an objective and systematic approach to problem solving.

Furthermore, in 2008, Pfizer Hong Kong was awarded the Quarterly Technology and Innovation Award by our Global Headquarters, recognizing the improvement of the ordering process implementation.

Results

Pfizer Hong Kong is recognized as an innovator and a pacesetter in the industry. In addition to our outstanding financial results, Pfizer Hong Kong has received awards in the areas of workplace planning, leadership and human resources, corporate wellness, and community services.

- “Human Resources Leadership Award” by the World HRD Congress in Mumbai (2009)
- “Outstanding Brand Award – Western Medicine” by the

香港輝瑞建立「關愛文化」，當中包括「溝通」、「熱誠」、「獎勵與認同」及「增權授能」。

程序管理

香港輝瑞提供一個多元化的工作環境，公司鼓勵同事發展創新意念以提高效率。處理問題方面，香港輝瑞融合更客觀及有系統的方法，提供了「精益六西格瑪專業課程」以培訓同事。

此外，香港輝瑞於二零零八年獲輝瑞總公司頒發分區技術及創新獎，以表揚我們在服務上的不斷進步。

業績

一直以來，香港輝瑞在行內具領導地位，被視為是一間具革新創意精神的科研製藥公司。我們不單從財政表現出對優質服務的承諾，也不斷奪得不同的獎項，包括工作環境規劃、領導及人力資源、企業健康及社區服務：

- 香港輝瑞總經理獲世界人力資源會議頒發「人力資源領導大獎」（二零零九）
- 威而鋼獲香港著名財經雜誌《經濟一週》頒發「實力品牌大獎－西藥組」（二零零九）
- 膽固清獲香港著名財經雜誌《經濟一週》頒發「實力品牌大獎－西藥組」（二零零八）
- 獲香港社會服務聯會選為其中一間「商界展關懷」的公司以表揚其對社會的貢獻（二零零二至二零零八）
- 獲人力資源學會及《南華早報》頒發「卓越人力資源管理獎」（二零零六）
- 獲社會福利署頒發「義工服務工作



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- Economic Digest (Lipitor, 2008; Viagra, 2009)
- “Caring Company” by the Hong Kong Council of Social Service (2002-2008)
 - “People Management Award” by the Hong Kong Institute of Human Resources Management/South China Morning Post (2006)
 - “Gold Award for Volunteer Services” by the Social Welfare Department (2004)
 - “Smoke-Free Workplace Leading Company Award” by the Hong Kong Council on Smoking and Health and RTHK (2004)
 - “Superbrand Hong Kong” (2002-2003)
- 嘉許金狀」 (二零零四)
 - 獲香港吸煙與健康委員會及香港電台頒發「全港無煙工作間領先企業大獎」 (二零零四)
 - 獲選為「超級品牌公司」之一 (二零零二至二零零三)