

Pfizer Oncology Patient Centricity Ecosystem (POPCE)



Pfizer Oncology has a long standing commitment to patient centricity. Since 2019, Pfizer has engaged with patient advocacy colleagues through an innovative patient centricity ecosystem designed to facilitate collaboration, sharing of information, and partnership in advancing patient-centric activities.

Pfizer Oncology Patient Centricity Ecosystem

Since its first iteration in 2019, POPCE has been a dynamic and evolving approach to cross-sector collaboration on behalf of patients. From the beginning, POPCE's objectives have included:

- Leveraging multiple touchpoints among Pfizer and advocacy leaders to implement a feedback loop of progress toward our shared goal of improved care for people with cancer
- Engaging real-time input from patient advocacy leaders to ensure Pfizer activities reflect patient priorities and the patient experience



Patient Centricity Advisors (PCA)

Dynamic leaders who are helping Pfizer think through new ways of conducting efforts to be a more patient centric healthcare system



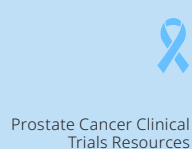
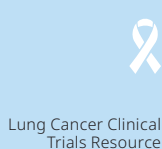
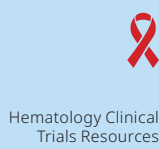
The POPCE approach of leveraging an expert PCA, topic-focused workstreams, and regular all-POPCE touchpoints throughout the year has created a platform for innovation and collaboration, providing key insights to advance Pfizer advocacy activities, generating partnerships among advocacy organizations, and ultimately driving support solutions aimed at improving patient experience and outcomes.

Thank you to our past PCA members who have been part of POPCE since 2019.

POPCE - Pushing the Needle

Through our Clinical Trials Workstream, Oncology CAUSE, and Pop-Ups, we have focused on leveraging AI to support patients, advancing health literacy, and fostering clinical trial diversity. We are also continuing our work in collaboration with the patient advocacy community to address various barriers affecting patient care such as financial literacy and shared decision-making, especially focusing on the dissemination of educational resources and early connectivity with patients to help them prepare for and manage their cancer journey.

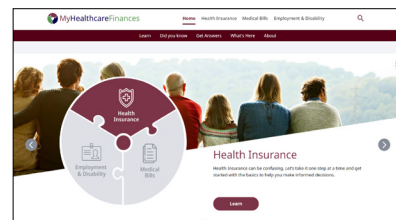
Clinical Trials Resources



Health Literacy Resources



MyHealthcareFinances.com



Clear Health Literacy Tool



Helping Patients Connect to Care

Oncology CAUSE designed to implement solutions



POPCE Cause was born in response to the disturbing trends regarding patients who are not returning to care after the COVID-19 pandemic. This has been especially dramatic in specific pockets across the US, like in Texas, where there has been a steep decline in numbers of cancer diagnoses, most dramatically in metastatic diagnoses, reported for certain cancers (including breast and prostate).¹

Based on input and iterative feedback from local and national partners, POPCE Cause focused on making available resources easier for those helping patients – navigators, community health workers, promotores – to find and access. This resulted in the development of a novel static AI-driven Patient Support Matching Tool. Through a collaborative, patient-centered approach, the tool was designed to expedite the process of connecting patients to available support resources and services. The initiative has evolved into Oncology CAUSE, which is transforming collaborations and extending into other geographies to address disparities in cancer care and improve health outcomes in medically underserved communities.



To learn more about Pfizer Oncology's focus on Patient Centricity, please visit [Pfizer.com](https://www.pfizer.com) and view our Patient Centricity Ecosystem white paper by scanning the QR code.



References: 1. Han X, Yang NN, Nogueria L, et al. Changes in cancer diagnoses and stage distribution during the first year of the COVID-19 pandemic in the USA: a cross-sectional nationwide assessment. *Lancet Oncol.* 2023;24:855–867. [https://www.thelancet.com/pdfs/journals/lanonc/PIIS1470-2045\(23\)00293-0.pdf](https://www.thelancet.com/pdfs/journals/lanonc/PIIS1470-2045(23)00293-0.pdf)