

Pfizer Oncology Patient Centricity Ecosystem (POPCE)

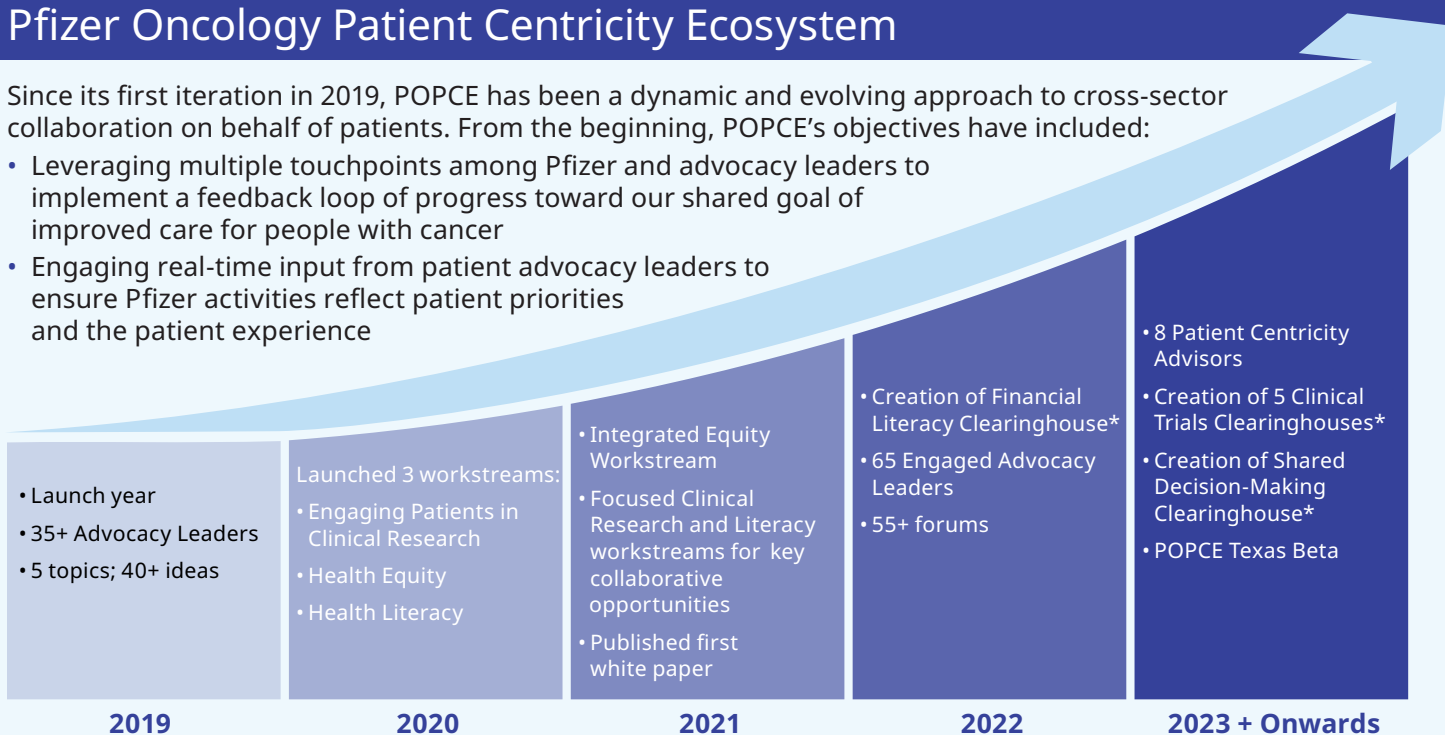


Pfizer Oncology has a long standing commitment to patient centricity. Since 2019, Pfizer has engaged with patient advocacy colleagues through an innovative patient centricity ecosystem designed to facilitate collaboration, sharing of information, and partnership in advancing patient-centric activities.

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



Thomas Farrington
President & Founder



Brianna Hoffner
Chief Medical Officer



Christine Verini
Chief Executive Officer



Bryan Lewis
President



Joanna Morales
Chief Executive Officer



Shelly Fuld Nasso
Chief Executive Officer



Claire Saxton
Vice President,
Patient Experience



Pam Traxel
Senior Vice President of Alliance
Development and Philanthropy



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.

*Clearinghouses are a compilation of existing advocacy resources from third party organizations that are part of POPCE and operate independently from Pfizer. These resources contain helpful information on healthcare related topics such as finances and clinical trials and are compiled in one document as part of the clearinghouse process.

Three Priority Areas of Focus



Health
Literacy



Involving Patients in
Clinical Research



Health
Equity

We're incorporating patient-centricity through **engagement** and **collaboration** with advocates on priority activities **identified by advocates**.

POPCE - Pushing the Needle

The two workstreams, focused on health literacy and patient engagement in clinical trials, work in collaboration with the patient advocacy community to address various barriers affecting patient care such as financial literacy, clinical trials, 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 Clearinghouses*



Bladder, Kidney, and
Pancreatic Cancer
Clinical Trials
Resources



Hematology Clinical
Trials Resources



Breast and Ovarian
Cancer Clinical
Trials Resources



Lung Cancer Clinical
Trials Resource



Prostate Cancer Clinical
Trials Resources



Health Literacy Clearinghouses*



Financial Literacy
Clearinghouse



Shared Decision-Making
Clearinghouse



MyHealthcareFinances.com



Clear Health Literacy Tool



Helping Patients Connect to Care

POPCE Texas Beta designed to implement solutions

In late 2022, partners within POPCE noted the disturbing trends regarding patients who are not returning to care after the COVID-19 pandemic, especially in specific pockets across the US where there has been a steep decline in numbers of diagnoses, most dramatically in metastatic diagnoses, reported for certain cancers – including breast and prostate.¹

Through the POPCE ecosystem, the idea emerged to launch a collaborative “Texas Beta” initiative within key geographies to advance shared understanding of gaps, behavioral trends, and resources to help bring patients to appropriate care. Pfizer Advocacy convened a group of local community organizations, healthcare systems, and national patient groups to brainstorm about ways to support Texas cancer patients who may have lost touch with the care system due to the COVID-19 pandemic and “stitch the safety net” tighter by making available resources easier to access.



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)