

# 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.

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



\*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.

### POPCE to Date



**7** patient resources created



**16** advocates served as Pfizer Patient Centricity Advisors



**100+** forums hosted with cross-functional teams and Advocacy Leaders



**200+** insights generated from meetings

### Patient Centricity Advisors (PCAs)

Dynamic leaders who help Pfizer think through new ways of creating a more patient-centric healthcare system.



**Alan Balch**  
Chief Executive Officer



**Keith Crawford**  
Director of Clinical Trials & Patient Education



**Ricki Fairley**  
Chief Executive Officer and Co-Founder



**Bryan Lewis**  
President



**Shelley Fuld Nasso**  
Chief Executive Officer



**Claire Saxton**  
Vice President, Patient Experience



**Pam Traxel**  
Senior Vice President of Alliance Development & Philanthropy



**Christine Verini**  
Chief Executive Officer



**Andrea Ferris**  
President & Chief Executive Officer



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

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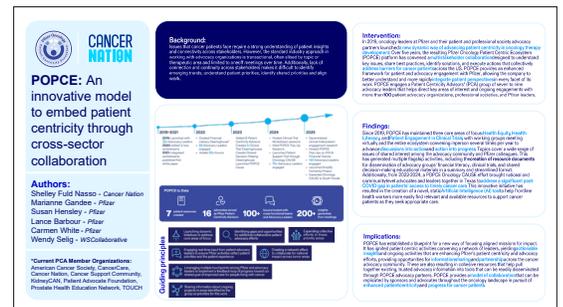
### Oncology CAUSE

Rooted in data and inclusive innovation, Pfizer's Oncology CAUSE (Collaborative Actions to Understand and Solve for Equity) was created to close cancer care gaps that worsened during the COVID-19 pandemic—especially in historically underserved communities. The first initiative launched in Texas, where data showed many patients at risk for late-stage cancers were not returning to care. In response, Pfizer partnered with patient advocates, healthcare and community leaders, and LEAL Health to develop an AI-powered Patient Support Matching Tool that helps community health workers quickly connect patients to vital non-medical resources like transportation, housing, and food. Oncology CAUSE remains focused on removing barriers linked to social determinants of health and advancing health equity through scalable, community-driven models that address health literacy, awareness, affordability, and access. The goal is simple: to offer a sustainable blueprint for reducing disparities and helping every person—regardless of who they are or where they live—have a fair chance to prevent, detect, and survive cancer.



### Journal of the Advanced Practitioner in Oncology (JADPRO) Live Abstract & Poster

An abstract and its corresponding poster, “POPCE: An innovative model to embed patient centricity through cross-sector collaboration,” was accepted as an Advanced Practitioner Society for Hematology and Oncology (APSHO) Patient Advocacy Poster for presentation at the JADPRO Live Congress in partnership with Cancer Nation. POPCE is highlighted as a platform for collaboration, planning, and actions that address barriers for cancer patients across the US.



### Clinical Trial, Financial Literacy, and Shared Decision-Making Resources

Excellent content and patient-facing resources have already been created by patient advocacy organizations. Pfizer's This is Living With Cancer online patient advocacy platform has been updated to include resources collated from advocacy organizations in key areas, including clinical trials, financial literacy, and shared decision-making. These resources were written specifically for patients and their caregivers so they can readily access appropriate and accurate information and connect with timely support within the advocacy community. These resources will be updated periodically to best serve patients and their different needs.

