



# Pfizer Oncology Patient Centricity Ecosystem:

Blueprint for Collaboration  
& Driving Impact

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## EXECUTIVE SUMMARY

As our organization continues to prioritize and deepen our patient centricity commitment, we are thrilled to share progress in our industry-leading Pfizer Oncology Patient Centricity Ecosystem (POPCE) initiative. This collaborative, holistic, and impactful effort was launched in partnership with advocacy leaders and has captured the imagination of Pfizer's leadership and has been replicated across the organization in areas well beyond oncology.

This report builds on our first [summary](#) and provides an update on what POPCE has achieved since launching in 2019 and focuses on 2022-2023. These efforts engage more than 65 national patient advocacy group leaders, partners from key professional societies and agencies, and dozens of Pfizer colleagues. With committed leadership, together we have built a dynamic platform through which we engage and learn from one another by creating effective solutions, driving patient-centric change, and evaluating our progress as we work toward our shared goal to improve all cancer patients' experiences and outcomes.



# INTRODUCTION

POPCE, launched in 2019, is a multi-stakeholder working group of more than 65 patient advocacy organizations, professional societies, and Pfizer leaders aligned around three core areas of focus: Health Equity, Health Literacy, and Patient Engagement in Clinical Trials.

In 2022 and 2023, POPCE comprised two active workstreams (patient engagement in clinical trials and health literacy), a leadership group of Patient Centricity Advisors (PCA), and the POPCE Texas Beta, a health equity initiative. The POPCE “Texas Beta” focused on addressing the declining number of cancer patients accessing and returning to care post the COVID-19 pandemic and is working to create rich and deep grassroots partnerships with community leaders in Dallas and Houston, with a goal to scale and support those most in need across the US.

POPCE has helped evolve the way stakeholders work together and better connect existing patient resources, including creating continuity in discussions and activities over time. This has generated several flagship activities, including “clearinghouses” for dissemination of advocacy groups’ financial literacy, clinical trials, and shared decision-making educational materials. It has also shaped the way we are working with community leaders and our approach to addressing health equity. Through this Ecosystem, key oncology stakeholders are sharing best practices and moving coordinated efforts forward to advance patient centricity.

## PFIZER ONCOLOGY LEADERSHIP COMMITMENT

“Patient centricity is more than an idea, it’s a guiding principle that emphasizes patients as active participants in their cancer journey. At Pfizer, we want to do more than provide treatments to patients; we aspire to offer them tailored care experiences that encompass their physical, emotional, and personal needs, and through POPCE, we’re able to make a significant impact.”

**SUNEET VARMA**  
US Oncology President

“While we possess the science to advance cancer care, it’s patient centricity that bridges the gap between knowledge and meaningful impact. At Pfizer, we’re continuously working to ensure patient feedback is incorporated in our Oncology research and development. Because of initiatives like POPCE, we’re able to speak with patient advocates to adjust and revise our clinical trials to meet the evolving needs of patients. We’re also partnering closely with the community to ensure our trials represent the diversity of the patient populations we serve, regardless of geography, race, or ethnicity.”

**CHRIS BOSHOFF**  
Chief Oncology Research  
and Development Officer and  
Executive Vice President

“POPCE allows us to work across a network of engaged advocacy partners and Pfizer leaders, to understand diverse perspectives overtime and promote ongoing activities across stakeholders, coordinated for broader impact. Essentially, it has created open and sustained relationships with our advocacy partners, helping speed our evolution toward solutions committed to the patient experience, and address the issues that matter most to cancer patients, respectfully and compassionately.”

**MARIANNE GANDEE**  
Vice President, Oncology Patient  
Solutions & Alliances

# HISTORY AND EVOLUTION OF POPCE

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
- Creating a network effect to collaborate for national impact
- Engaging real-time input from patient advocacy leaders to ensure Pfizer activities reflect patient priorities and the patient experience
- Sharing information about ongoing projects in areas identified by the group as priorities for this work
- Expanding collective efforts in these priority areas
- Launching dynamic initiatives to address core areas of focus
- Identifying gaps and opportunities for additional collaborative patient advocacy efforts



Early priorities identified by an initial group of advocates and the first Patient Centricity Advisors (PCA) included health equity, health literacy, and clinical trials. These three priorities continue to be at the core of all forums and activities. Initially three workstreams were launched to meet virtually over 2020 and share ongoing efforts to help level-set and connect work relevant to each area. Advocacy organizations volunteered to each workstream, which created a network around topics impacting patients, helping to connect best practices of efforts across groups focused on specific therapeutic areas.

In 2021, the initial three workstreams aligned to these priorities further refined their remits, with the Health Literacy group focusing more deeply on financial and other literacy efforts that could address health disparities and the Clinical Trials group zeroing in on improving trial diversity. The full POPCE community put forward a call to action in health equity, requesting a commitment to act. In 2022, with trends showing a declining return to cancer care across pockets around the US following the COVID-19 pandemic, POPCE launched the Texas Beta. This stood up a group to understand and address this trend through collectivize efforts among national and local community advocacy organizations. The POPCE Texas Beta involves stakeholders from advocacy and the healthcare system and focuses in on key geographies in Texas to advance shared understanding of gaps, behavioral trends, and resources to help foster timely, appropriate patient care. These efforts are looking at the integration of digital connectivity and opportunities to scale across the nation.

Since 2019, POPCE has convened more than 60 virtual and in-person forums, providing opportunities for group discussion and input for ongoing and new activities across the community and within Pfizer.



# HISTORY AND EVOLUTION OF POPCE (CONTINUED)

Today POPCE's current eight-member PCA, its two active workstreams, and its Texas Beta Steering Committee collectively guide the vision and execution of POPCE's work with planning underway for continued progress in 2024 and beyond.

## PATIENT CENTRICITY ADVISORS (PCA)

### Current



**Thomas Farrington**  
President & Founder



**Trish Goldsmith**  
Chief Executive Officer



**Brianna Hoffner**  
Chief Medical 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



### Inaugural



**Thomas Farrington**  
President & Founder



**Andrea Ferris**  
President & Chief  
Executive Officer



**Trish Goldsmith**  
Chief Executive Officer



**Andrea Goodman**  
Vice President of Patient  
Support & Research Strategy



**Marc Hurlbert**  
Chief Science Officer



**Stacy Lewis**  
Chief Program Officer  
& Deputy CEO



**Shelly Fuld Nasso**  
Chief Executive Officer

































POPCE creates a forum for ongoing discussions, feedback, and actionable insight generation overtime, to help prioritize activities to address some of the most difficult issues patients and our US healthcare system face. It helps us address problems through iteration and collaboration."

**LANCE BARBOUR**  
Senior Director, Pfizer Patient Advocacy

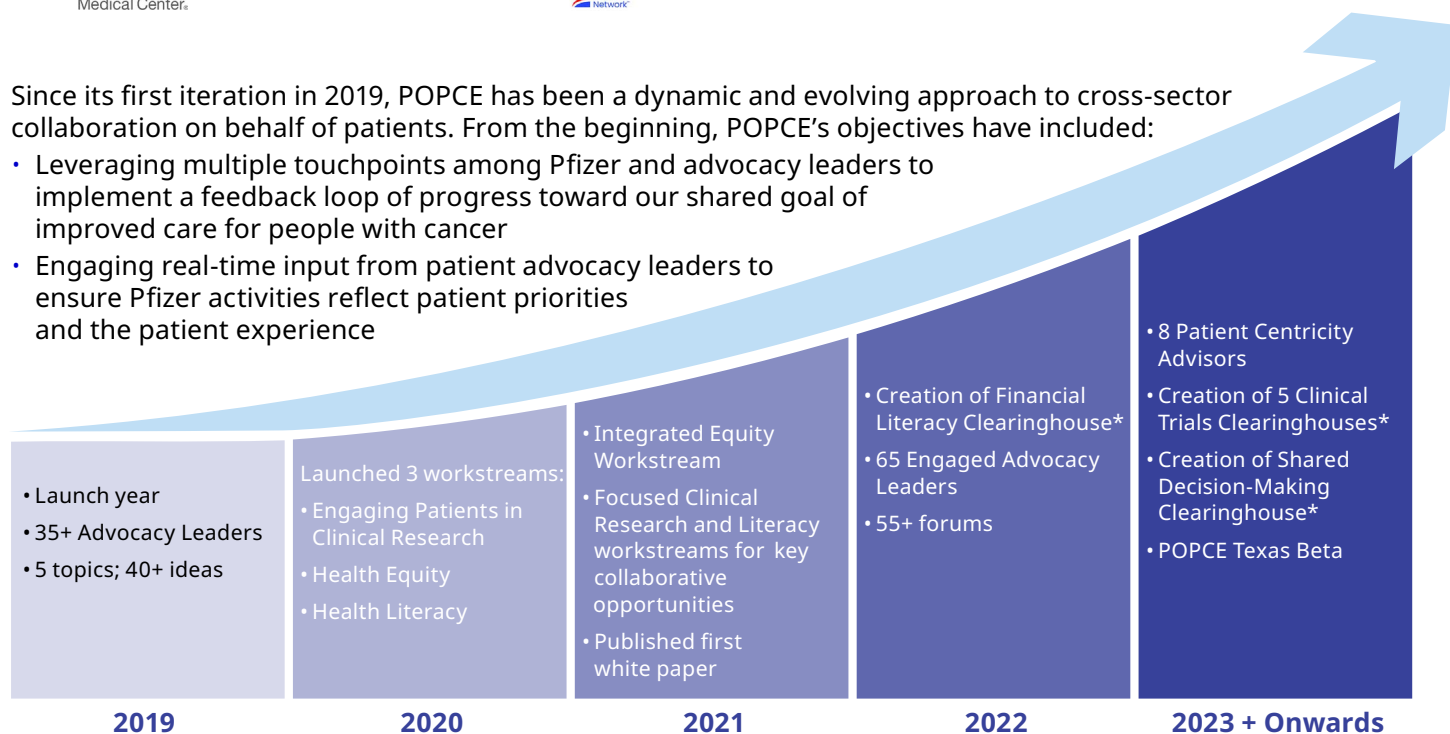
# HISTORY AND EVOLUTION OF POPCE (CONTINUED)

## TEXAS BETA STEERING COMMITTEE

 <b>Alan Balch, PhD</b> Chief Executive Officer 	 <b>Monica Bryant, Esq.</b> Chief Operating Officer 	 <b>Keith Crawford, MD</b> Director of Clinical Trials & Patient Education 	 <b>Dr. Korie Flippo, M.D.</b> 	 <b>Emily Gentry, BSN, RN, HON-ONN-GC, OCN</b> Executive Director of Strategy and Operations 	 <b>Tish Goldsmith</b> Chief Executive Officer 
 <b>Maimah Karmo</b> Founder & Chief Executive Officer 	 <b>Dr. Amy Leader, PhD, MPH</b> Associate Professor 	 <b>Alex Markel</b> Director, Business Development 	 <b>Joanna Morales</b> Chief Executive Officer 	 <b>Josh Newby</b> Executive Director & Co-Founder 	 <b>Dr. Debra Patt, MD, PhD, MBA</b> 
 <b>Dr. Sandi Pruitt, PhD</b> Associate Professor & Director of Community Outreach, Engagement & Equity 	 <b>Elda Railey</b> Co-Founder 	 <b>Pam Traxel</b> Senior Vice President of Alliance Development and Philanthropy 			

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.

# HISTORY AND EVOLUTION OF POPCE (CONTINUED)

## Patient Advocacy

55+ Forums



## Professional Societies





# POPCE PRINCIPLES

POPCE brings together oncology advocacy organizations to work with our leaders to understand key issues, share best practices, identify solutions, and execute actions to collectively address problems that create barriers to care for cancer patients across the US. If we cannot act on suggested ideas, we keep ideating so we can collectively get closer to delivering on the ideal for patients.

**POPCE helps us work under the follow three principles:**

**1. Working through a network of stakeholders:**

Accepting that no single individual or organization is going to change the US Healthcare System.

**2. Aligning around patient-centered topics:**

Reorienting collaborations from alignment around specific disease, to alignment around areas of concern for patients. The journey must not center around the disjointed mechanisms of care delivery but must be centered around the person experiencing a disease.

**3. Rethinking how we work together to get the right**

**information to the right patient at the right time:** Identifying how to get the wealth of trusted resources our advocacy partners create to the right patient at the right time, so they can have empowered discussions with their providers and make the right decisions for their lives.



## POPCE WORKSTREAMS IN ACTION

The two POPCE workstreams have been very active, meeting virtually an average of 4-6 times per year in 2022 and 2023. These gatherings provided opportunities for update and engagement of insights and feedback on key Pfizer programs, including the launch of [myhealthcarefinances.com](https://myhealthcarefinances.com), expanding reach and coverage of [abstract plain language summaries \(APLS\)](#), and the external launch of Pfizer's [CLEAR Health Literacy Tool](#), as well as Pfizer's novel Clinical Trial Alumni and Participant Data Return initiatives and ongoing programs to expand diversity and the reach of Pfizer trials to community sites.

Recognizing the amount of excellent content and patient-facing resources that have already been created by patient advocacy organizations, both POPCE workstreams also prioritized efforts to create information "clearinghouses" of advocacy resources in key areas – including clinical trials, financial literacy, and shared decision-making – to augment dissemination. These clearinghouses point patients back to advocacy resources, written specifically for patients and their caregivers so they can readily access information to suit their needs. The goal is to provide patients and caregivers with more timely information to connect them to support within the advocacy community, getting the right information, for the right patient, at the right time. These resources also live on Pfizer's [This is Living with Cancer](#) online patient advocacy platform and will be updated periodically.

## CLINICAL TRIAL CLEARINGHOUSES

[illegible][illegible]

## Hematology Clinical Trials Resources

**Thankfully we have companies like Pfizer who are promoting health and supporting programs aimed at equity across all populations of people with melanoma or other cancers.”**

[illegible]

## Lung Cancer Clinical Trials Resources

## Prostate Cancer Clinical Trials Resources

HEALTH LITERACY CLEARINGHOUSES

## Shared Decision-Making Resources

Learn more about how to incorporate shared decision making into your treatment decisions.


Shared Decision-Making is a process in which both the patient and care team work together to decide on a plan of care for the patient based on the patient's values, goals, and concerns. The resources below may help you better understand shared decision making.\*

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For the current, Patient should be involved in care with the advice of the Healthcare team on healthcare-related decisions. Resources provided by attending groups that are part of the Phase IV Oncology Research Consortium (P4ORC) consortium.

### Newly Diagnosed Patients

#### First Steps

- 
[Cancer Support Community](#)
- [Cancer Diagnosis: What to Know About Cancer](#)
- [How to Deal with Cancer](#)
- [How to Live with Cancer with a New Cancer Diagnosis](#)

#### National Comprehensive Cancer Network Roundtable

- [Cancer Diagnosis](#)

### Biomarkers

#### Genetic Testing

[Facing Uncertainty: Cancer Genomes Empowered \(FORCE\)](#)

#### What is a Precision Medicine?

- [What is Precision Medicine?](#)

#### Cancer Support Community

- [Diagnosis: What to Know About Cancer](#)
- [How to Deal with Cancer](#)
- [How to Live with Cancer with a New Cancer Diagnosis](#)

### Treatment

#### Dealing with Side Effects

#### Trial: Cancer

- [Dealing with Side Effects](#)
- [What to Know About Cancer](#)
- [How to Deal with Cancer](#)
- [How to Live with Cancer with a New Cancer Diagnosis](#)


### Making Treatment Decisions

#### Cancer Support Community

- [Diagnosis: What to Know About Cancer](#)
- [How to Deal with Cancer](#)
- [How to Live with Cancer with a New Cancer Diagnosis](#)

#### Making Treatment Decisions


- [Making Treatment Decisions](#)



## Digital Empowerment\* and Digital Oncology\*

[Digital Empowerment\\* and Digital Oncology\\*](#)

[Digital Empowerment\\* and Digital Oncology\\*](#)



[Cancer Support Community](#)

[National Comprehensive Cancer Network Roundtable](#)

[Dealing with Side Effects](#)

[What to Know About Cancer](#)

[How to Deal with Cancer](#)

[How to Live with Cancer with a New Cancer Diagnosis](#)

## Our work with advocacy

partners, patients, and other key stakeholders to address health literacy is our commitment to ensuring the information we share is easily accessible and easy to understand, and this gives patients the best chance of navigating their cancer care.”

## DANY HABR

Chief Medical Affairs Officer, Pfizer  
Global Oncology

## Financial Literacy Clearinghouse

[Shared Decision-Making Clearinghouse](#)

# TEXAS BETA INITIATIVE

## Moving the Needle to Bring Patients Back to Care

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.<sup>1</sup> While this is a nationwide trend, in Texas (and especially in certain areas like Dallas and Houston) a careful analysis of IQVIA Anonymized Patient Level Data suggested that the pre- and post-pandemic gaps are much more significant. The group noted significant opportunities to coordinate efforts among national and local community organizations. 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.

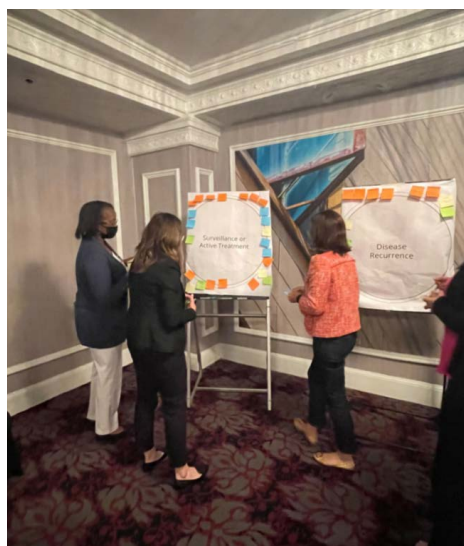
Through our involvement in POPCE, APSHO has gained a broader network of collaborating organizations to support better patient care. We have formed new partnerships, understood different perspectives, and generated innovative ideas based on the conversations and content in POPCE meetings. The consistency, enthusiasm, and accountability from Pfizer leadership has created high levels of engagement from POPCE participants and has ensured tangible outcomes from our efforts.

### BRIANNA HOFFNER

VP Clinical Affairs, APSHO  
2023-2024 POPCE PCA Member



To kick off the POPCE “Texas Beta,” Pfizer convened an initial steering committee comprised of 12 patient advocacy leaders for an in-person workshop in New York City on Friday, November 4, 2022. The group was joined by leaders from National Cancer Institute’s (NCI) Community Outreach and Education (COE) programs and was subsequently rounded out by additional NCI cancer center representatives, as well as leaders from healthcare provider organizations. The steering committee addressed the key question of “What can we collectively do in certain key regions of Texas in the near term to get people to the care they need?” As the initiative took shape over multiple subsequent steering committee conversations, the group zeroed in on a focus on “at risk” patients – those who have had cancer and/or are at risk for a recurrence or metastatic disease – and who have fallen away from their healthcare system.



**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)



## TEXAS BETA INITIATIVE (CONTINUED)

### Moving the Needle to Bring Patients Back to Care

Two community listening sessions were undertaken, beginning in Dallas on May 3, 2023, with 35 leaders representing local community organizations, healthcare systems, and national patient groups, joining Pfizer 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 patient support resources easier to access. The second listening session in Houston on October 4, 2023, advanced the dialogue to a solution-oriented approach for leveraging generative AI to make relevant existing resources easier for patients and front-line care coordinators to find and access.



**“Navigators are positioned to work** across the care team to support both care activities and communication activities with patients. We see navigators as fulfilling a key role in the emerging patient-centric care models. Having this opportunity to engage with fellow patient advocacy leaders and Pfizer colleagues has provided a rich model of collaboration in patient centrality as we move forward together caring for patients.”

**EMILY GENTRY**, BSN, RN, HON-ONN CG, OCN  
Executive Director, Strategy & Operations, Academy of  
Oncology Nurse & Patient Navigators

**“I had the opportunity** to be a part of the POPCE inception in 2019, and I am pleased to serve as a member of the Patient Centricity Advisors. As a patient advocate, I am thrilled and thankful for Pfizer’s true commitment to the patient community as exhibited through POPCE. Pfizer’s focus on health equity through POPCE is making a true impact on the ground, as witnessed by the Texas project and serving as a model for other industry leaders. I am excited with the expectation of benefits to continue to accrue and grow from POPCE.”

**TOM FARRINGTON**  
President and Founder, Prostate Health Education Network  
*2023-2024 POPCE PCA Member*

Next steps in this effort include a move toward implementation of the Texas Beta solution model, with clear metrics and measurement to determine its effectiveness and opportunities for sustainability and scalability.

## CONCLUSION

POPCE has ignited patient centric activities convening a network of leaders, yielding actionable insights and ongoing activities that are enhancing Pfizer's patient centricity and advocacy efforts and provides opportunities for information-sharing and partnership across the cancer advocacy community. These are also resulting in cohesive resources that help pull together existing, trusted advocacy information into tools that can be readily disseminated through POPCE advocacy partners and Pfizer. As the POPCE effort moves into its 6th year, there are many opportunities for it to continue to evolve and maximize impact for patients. Pfizer oncology leaders remain grateful to the many patient advocacy leaders who have partnered with us and demonstrated extraordinary commitment of time, expertise, and candid input to our efforts. We look forward to our continued collaboration in 2024 and beyond.



## ATTRIBUTIONS

Thank you to our Pfizer leadership and colleagues for all their time and effort.  
Thank you to our agency partners - Milliman and WSCollaborative.

