



Pfizer Oncology Patient Centricity Ecosystem:

Leveraging Collaboration
Toward Action

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TABLE OF CONTENTS

03	Executive Summary
04	Introduction
05	History and Evolution of POPCE
09	POPCE Principals
10	POPCE Workstreams
11	Oncology CAUSE
13	Conclusion

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 more than five years ago with advocacy leaders and has captured the imagination of Pfizer's leadership. It 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 2024-2025. These efforts engage more than 120 national patient advocacy group leaders, partners from key professional societies and agencies, and dozens of Pfizer colleagues. Over the last six years since launch, our advocacy partners have continued to guide our efforts to prioritize the most compelling issues that need to be addressed with dynamic thought, diverse perspectives, and a sense of urgency. With committed leadership, together we have built and are leveraging 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

In 2024 and 2025, POPCE comprised multiple virtual and in-person, all-inclusive touchpoints, an active clinical trials workstream, and a series of ad hoc “POPCE Pop-Ups” focusing on timely topics of shared interest across the oncology landscape. Oncology CAUSE (Collaborative Actions to Understand and Solve for Equity), a national and community engagement initiative, has been designed to address equity issues and has worked to create rich and deep grassroots partnerships with community leaders in Dallas, Houston, Chicago, and soon Miami, 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 the development of a novel static AI patient-support matching tool to help identify local resources for patients seeking cancer care in Texas—and dissemination channels for 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 POPCE Ecosystem, key oncology stakeholders are sharing best practices and moving coordinated efforts forward to advance patient centricity.

“Our partnerships with patient

advocacy leaders through POPCE help us stay firmly connected to the patient experience in navigating cancer and our complex systems for care delivery. We value the ongoing opportunity to build and strengthen these connections as we work together to improve outcomes for all people touched by cancer.”

TINA DEIGNAN

US Oncology President, Pfizer

“The POPCE platform allows us to

focus our efforts on the most important key trends in the oncology landscape, learning directly from patient advocates about how Pfizer can make the most meaningful impact. One recent example is how our POPCE POP-UP series spotlighted the rising incidence in cancer among Adolescent and Young Adults (AYA), identifying partnership opportunities with advocacy leaders in the AYA community to address the many unmet needs among this population of cancer patients and their families.”

KARIN TOLLEFSON

Chief Oncology Medical Officer, Pfizer

“POPCE allows us to work across

a network of engaged advocacy partners and Pfizer leaders to understand diverse perspectives over time 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, Pfizer

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 and access to information for people living with cancer
- Creating a collaborative network to drive 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 participate in each workstream, creating a network around topics impacting patients and 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 Oncology CAUSE, formerly known as Texas Beta. This established a group focused on understanding and addressing this trend through collective efforts among national and local community advocacy organizations. Oncology CAUSE involves stakeholders from advocacy, the community, and the healthcare system and focuses in on key geographies in Texas, Chicago, and soon South Florida; its primary goal is the advancement of 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 100+ 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)

POPCE's current eight-member PCA, its two active workstreams, and its inaugural Oncology CAUSE Steering Committee have been collectively guiding the vision and execution of POPCE's work—with planning underway for continued progress in 2026 and beyond.

PATIENT CENTRICITY ADVISORS (PCA)

Current

★ = Inaugural Member



Alan Balch
Chief Executive Officer



Keith Crawford
Director of Clinical Trials & Patient Education



Ricki Fairley
Chief Executive Officer and Co-Founder



Andrea Ferris
President & Chief Executive Officer



Shelley Fuld Nasso
Chief Executive Officer



Bryan Lewis
President



Claire Saxton
Vice President, Patient Experience



Pam Traxel
Senior Vice President of Alliance Development and Philanthropy



Christine Verini
Chief Executive Officer



Inaugural & Past



Keith Crawford
Director of Clinical Trials & Patient Education



Thomas Farrington
President & Founder



Trish Goldsmith
Chief Executive Officer



Andrea Goodman
Vice President of Patient Support & Research Strategy



Brianna Hoffman
Chief Medical Officer



Marc Hurlbert
Chief Science Officer



Stacy Lewis
Chief Program Officer & Deputy CEO



Joanna Morales
Chief Executive Officer



“Pfizer shows its commitment to cancer patients and their families with POPCE, which infuses patient voices into everything that Pfizer does: from research to marketing, communications to public policy. It’s not just token interaction—it is true engagement and collaboration. When I work with Pfizer colleagues, I know that my perspective will be respectfully considered.”

SHELLEY FULD NASSO
Chief Executive Officer, Cancer Nation
2023-2025 PCA Member

“Through POPCE, there is structured two-way communication between Pfizer and Patient Advocacy Groups, where we provide input on cancer patients’ and their loved ones’ biggest unmet needs and the services we provide to meet those needs. This year, Pfizer added more interactive communication by creating the POP-UP series to spotlight emerging issues and showcasing groups that are responding to those issues. We have so much to learn from each other!”

CLAIRE SAXTON
Vice President, Patient Experience, Cancer Support Community
2024-2025 PCA Member

HISTORY AND EVOLUTION OF POPCE (CONTINUED)

INAUGURAL ONCOLOGY CAUSE STEERING COMMITTEE

Advocates Who Supported Launch of AI Patient-Support Matching Tool



Alan Balch, PhD
Chief Executive Officer



Monica Bryant, Esq.
Chief Operating Officer



Keith Crawford, MD
Director of Clinical Trials & Patient Education



Dr. Korie Flippo, M.D.



Emily Gentry, BSN, RN, HON-ONN-GC, OCN
Executive Director of Strategy and Operations



Trish Goldsmith
Chief Executive Officer



Maimah Karmo
Founder & Chief Executive Officer



Dr. Amy Leader, PhD, MPH
Associate Professor



Alex Markel
Director, Business Development



Joanna Morales
Chief Executive Officer



Josh Newby
Executive Director & Co-Founder



Dr. Debra Patt, MD, PhD, MBA



Dr. Sandi Pruitt, PhD
Associate Professor & Director of Community Outreach, Engagement & Equity



Eida Railey
Co-Founder



Pam Traxel
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

100+ 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 that collectively address problems creating barriers to care for cancer patients across the US. If we cannot act on suggested ideas, POPCE forums allow us to provide transparent reasons why. This way, we can keep ideating so we can collectively get closer to delivering on the ideal solutions for patients.

POPCE helps us work under the following 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 diseases 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 POPCE workstreams have met virtually an average of four to six times per year since 2022. These gatherings provide opportunities to share updates and gather feedback on key Pfizer programs.

Highlights include:

- **MyHealthcareFinances.com:** developed in partnership with Triage Cancer®, an online platform for patients and caregivers to access understandable and practical healthcare finance & insurance literacy educational resources
- **Abstract plain language summaries (APLS):** expanded use of these short, easy-to-understand explanations of research findings
- **Pfizer's CLEAR Health Literacy Tool:** externally released an evidence-based tool that simplifies the readability of health information for patients

Other initiatives include the Clinical Trial Alumni and Participant Data Return programs, as well as ongoing efforts to expand diversity and extend 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 resource guides of advocacy resources in key areas—including clinical trials, financial literacy, shared decision-making, and most recently a guide for the adolescent and young adult (AYA) community—to augment dissemination. These resource guides 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 timely and updated information to connect them to support within the advocacy community: getting the right information to the right patient at the right time. These resources also live on Pfizer's [This is Living with Cancer](#) online patient advocacy platform, a program developed to support all people in their cancer journey that offers tools to help people living with cancer live life beyond their diagnosis.

ONCOLOGY CAUSE

Moving the Needle to Bring Patients Back to Care

Rooted in data and inclusive innovation, Pfizer's Oncology CAUSE 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 and healthcare and community leaders, engaging a health innovation company, LEAL Health, to develop an AI-powered Patient-Support Matching Tool that helps community health workers quickly connect patients to vital, non-medical resources (e.g., 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.

CAUSE led to the creation of a new tool that will make it faster and easier to find available resources critical to gaining or maintaining access to cancer care. This means more people can find the right help at the right time to keep them on the path towards better health outcomes.”

ALAN BALCH

Chief Executive Officer, Patient Advocate Foundation
2023-2025 POPCE PCA Member



To kick off Oncology CAUSE, 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. Data analysis inspired a proactive approach for a pilot, and one in which a solution for community must be developed in the community. 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. To further drive the ideation to close gaps for patients, two day-long listening sessions were conducted with national and local community organizations in Dallas and Houston. More than 40 partners identified several key themes and gaps as well as a potential path forward through innovation.

References: 1. Han X, Yang NN, Noguera 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)

ONCOLOGY CAUSE (CONTINUED)

Moving the Needle to Bring Patients Back to Care

The co-creation of an AI tool emerged and took shape over with an aim to account for barrier of labor intensive and time-consuming effort required to connect patients to needed resources provided by both national and local organizations. The tool launched as a beta test in 2024, and in 2025 was transferred to a national advocacy organization to manage, and will be evaluated for the potential to scale its reach. The development and implementation of the Oncology CAUSE initiative in Texas—highlighted by the proof-of-concept creation of an AI-driven Patient-Support Matching Tool with community input—marks a major step forward in addressing the needs of cancer patients. More than a local solution, it offers a scalable model for national impact. Its success depends not just on funding, but on building trust through sustained leadership and collaboration. By centering community voices, the effort ensures that patient needs are met in meaningful ways, fostering shared ownership and continuous improvement. Together, these efforts lay the foundation for more equitable and effective cancer care across the country.



By integrating promotores and community health workers as trusted patient-centered navigators and clinical trial community navigators in oncology care, we're transforming awareness into access and reducing barriers into opportunities for participation in life-saving clinical research. Patient-centered navigators guide individuals through the healthcare system, thus connecting them to screenings, treatment, and vital community resources; whereas clinical trial community navigators build trust, dispel myths, and promote understanding of the protections and benefits of clinical studies. Together, they ensure that every patient, especially those in guarded communities, receives the guidance, support, and opportunities needed to return to care and continue their cancer journey with dignity and equity.

VENUS GINES, M.A. P/CHWI

Founder & Chief Executive Officer, Día de la Mujer Latina

CONCLUSION

POPCE has ignited patient-centric activities by convening a network of leaders. This collaboration has yielded actionable insights and ongoing initiatives that enhance Pfizer's patient-centricity and advocacy efforts, while also providing opportunities for information sharing and partnership across the cancer advocacy community. These efforts have also resulted 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 eighth 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 2026 and beyond.



ATTRIBUTIONS

Thank you to the many advocacy organizations and leaders that have traveled along this path with us. Thank you for continuing to show up to elevate the patient voice and leaning in to collaborate to solve the hardest issues people living with cancer and their loved ones face.

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

