



## 10 Years of The Collective

Advancing health equity through partnership.

- 2014** The Pfizer Multicultural Center of Excellence (MCoE) is established with a focus on:
  - Advocacy & Access
  - Disease Awareness
  - Diversity in Clinical Trials
  - Patient Healthcare Delivery
- 2015** The Pfizer Multicultural Advisory Council is established.
- 2019** The MCoE evolves its Patient Healthcare Delivery focus to broader Social Determinants of Health.
- 2021** The MCoE becomes the Multicultural Health Equity Collective (The Collective).
- 2022** The Collective hosts its inaugural Health Equity in Action Summit, convening 100+ leaders and experts across the healthcare ecosystem.
- 2023** The Collective expands its focus to address systemic racism across four key areas—Healthcare Facilities & Delivery, Research & Data, Workforce Pathways, and Policy—and co-develops *An Action Guide to Disrupt Inequitable Health Outcomes*.
- 2024** The Collective announces recipients of inaugural Communities in Action for Health Equity grants program.

**Pfizer's Multicultural Health Equity Collective (The Collective)** is committed to advancing health equity through partnership. Established in 2014, The Collective is a cooperative of Pfizer colleagues and 40+ diverse nonprofit partners and advocates across the United States, including community, healthcare provider, legislative caucuses and patient advocacy groups. The Collective aims to close gaps in care and access impacting historically marginalized communities, while addressing drivers of health inequities in healthcare, including systemic racism.

The Collective serves as a convener and provides the space for leaders across the healthcare ecosystem to collaborate, learn, and act together to make better health possible for the communities they serve. It provides resources to help these organizations implement programs, campaigns and events that address critical issues through sponsorships and grants.

The Collective's work is guided by the Pfizer Multicultural Advisory Council (PMAC)—a core set of leaders from multicultural organizations who help inform The Collective's priorities, engage with Pfizer on vital health and policy issues, and provide counsel on specific Pfizer initiatives.

## Our Focus Areas

To make lasting impact toward health equity, The Collective seeks to harness the power of community relationships and work with those who have a deep-rooted understanding of their evolving needs. Building on community insights on how to accelerate progress, The Collective is focused on pursuing evidence-informed solutions across four key areas of impact:



**Healthcare Facilities & Delivery:** helping to build community-centered healthcare delivery systems.



**Research & Data:** addressing racial biases embedded into algorithms to gain greater insight into the health needs of underrepresented populations.



**Workforce Pathways:** fostering young talent and early education systems to create a pipeline for a more diverse and representative health workforce.



**Policy:** advancing local, state, county, and federal policies addressing systemic racism in healthcare.

## Impact

Achieving health equity is not a one-generation change but will take the sustained commitment of individuals and partners over time. More than a network, The Collective creates a unique space for leaders and organizations to collaborate, hone their expertise on how to strengthen relationships with healthcare companies, and scale up solutions that actively address health inequities.

**Since 2014**, The Collective partners have hosted 660+ community engagement and outreach events, reaching 1.5 million people across the United States.

**In 2020**, The Collective partners helped inform and conduct community engagement in the **Pfizer-BioNTech COVID-19 Clinical Trials**. Their participation helped build trust and raise awareness among historically underrepresented communities in clinical trials through the development of culturally relevant education materials and grassroots efforts.

**In 2022**, The Collective hosted the inaugural **Health Equity in Action Summit**, convening more than 100 leaders across the healthcare ecosystem to discuss and identify solutions to disrupt systemic racism in healthcare. Convened in partnership with **The Century Foundation**, the **National Minority Quality Forum**, the **National Association of County and City Health Officials** and **Morehouse School of Medicine**, the Summit has informed The Collective's path forward to keep community needs at the forefront and drive systemic change.

**In 2023**, The Collective partnered with more than 30 multi-disciplinary health equity experts to develop *An Action Guide to Disrupt Inequitable Health Outcomes*, a community-led tool for addressing systemic health inequities.

Together with Pfizer's Institute of Translational Equitable Medicine, The Collective established the **Communities in Action for Health Equity** grant program.

**In 2024**, they jointly announced just over \$2 million in support of 11 nonprofit organizations and their programs addressing systemic drivers of racial and ethnic health disparities.