

Pfizer Multicultural Health Equity Collective



The Collective Through the Years

A journey to advance 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 (PMAC) is established.
- 2019** The MCoE evolves its Patient Healthcare Delivery focus area to be the Social Determinants of Health.
- 2021** MCoE renamed the Multicultural Health Equity Collective (The Collective) to align with its intended outcome.
- 2022** The Collective hosts its inaugural Health Equity in Action Summit, convening 100+ leaders and experts across the healthcare ecosystem.
- 2023** The Collective evolves to address systemic racism in healthcare, including four priority areas:
 - Health Facility & Delivery
 - Research & Data
 - Workforce Pathways
 - Policy

Pfizer's Multicultural Health Equity Collective (The Collective) is committed to advancing health equity through partnership. A cooperative of Pfizer colleagues and 40+ partners across the United States — community groups, healthcare provider associations, legislative caucuses and patient advocacy groups — The Collective aims to close gaps in care impacting historically disregarded communities, while addressing drivers of inequitable health outcomes, including systemic racism, in healthcare.

The Collective serves as a convener of partners across the healthcare ecosystem and provides the space for a diverse group of organizations 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). The PMAC includes leaders from a subset of partner 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, it is critical that solutions be led by historically disregarded communities and those they choose to represent them. The Collective seeks to harness the power of partnership and work with individuals and organizations that have a deep understanding of evolving community needs.

As The Collective continues to evolve, it aims to disrupt the drivers of healthcare inequities and will focus on four key areas of impact:



Health Facility & Delivery: building community-centered healthcare delivery systems.



Research & Data: addressing racial biases embedded into algorithms and misrepresenting 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, and national policies addressing systemic racism in healthcare.

The Collective allocates a portion of its funding to support organizations through a closed Request for Proposal process that centers partnership and action to address persistent barriers preventing people from reaching their optimal health.

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 partner across the healthcare ecosystem, and scale up solutions that actively address health inequities.

Since 2014, The Collective partners have hosted 600 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 100+ leaders across the healthcare ecosystem to discuss and identify solutions to disrupt systemic racism in healthcare. The summit, convened in partnership with The Century Foundation, the National Minority Quality Forum, the National Association of City and County Health Officials and Morehouse School of Medicine, has informed The Collective's path forward to keep community needs at the forefront and drive systemic change.

For more information on how to join The Collective, please contact CA-MHEC@pfizer.com.