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## **Pfizer Teams Up with Sickle Cell Disease Community to Launch New Online Platform**

*oneSCDvoice Looks to Increase Knowledge, Emotional Support, and Help Empower Those Living with the Disease*

NEW YORK, NY, Monday, December 11, 2017 – Pfizer Inc. (NYSE:PFE) today announced the launch of [oneSCDvoice](#), a collaborative digital platform that provides access to resources designed to increase knowledge, emotional support, and help empower people living with sickle cell disease (SCD). Developed in collaboration with SCD patients, advocates, and medical experts, oneSCDvoice offers access to disease education from multiple sources, information about clinical trials, and includes an online social wall for community conversations.

SCD is a lifelong and debilitating disorder that affects red blood cells. In SCD, blood and oxygen flow are restricted, which causes sudden, severe pain, can lead to organ damage, and can shorten life spans. SCD affects approximately 100,000 people in the United States<sup>1</sup> and is therefore considered a rare disease.<sup>11</sup> A number of misunderstandings about the disease exist, underscoring the need for educational resources that increase awareness and provide a forum for those affected to connect with each other.

“This new digital platform is the result of ongoing collaborations Pfizer Rare Disease has had with the sickle cell disease community to learn about support and resources that encourage the overall health and well-being of those living with SCD,” said Dr. Kevin W. Williams, Chief Medical Officer, Pfizer Rare Disease. “We are proud to continue our work with the community, and are pleased that through these collaborations we can continue to address their unmet needs.”

The platform offers three unique features:

- **Trusted Resources:** A library of links to credible information about SCD, curated by advocates, patients, and medical experts without Pfizer influence
- **Smart Social Wall:** Community-driven conversations with material integrated from trusted resources
- **Clinical Trial Education:** Educational information on the clinical trial process and facts to help debunk common myths about clinical trials

Pfizer’s key collaborator for this initiative is the Sickle Cell Disease Association of America (SCDAA), a national organization that has been supporting the needs of the SCD community since 1971 and has 50-plus chapters that provide critical services to the local SCD community.

“Various endeavors, such as oneSCDvoice, are all important tools that enable people with sickle cell disease to join together and access information to help manage their disease,” said Sonja L. Banks, President and Chief Operating Officer, SCDAA. “Together with the community and Pfizer,

we hope to empower those living with sickle cell disease to self-advocate and unite their voices as one community.”

Additional collaborators include individuals from patient advocacy organizations, medical and scientific experts, and social media leaders. oneSCDvoice’s user-friendly platform is developed, updated, and maintained by [rareLife solutions](#), a health care research, communications, and technology company dedicated to creating customized solutions for rare disease communities.

Those interested in joining may register at no cost at <http://www.onescdvoice.com>.

### **Pfizer Rare Disease**

Rare disease includes some of the most serious of all illnesses and impacts millions of patients worldwide,<sup>iii</sup> representing an opportunity to apply our knowledge and expertise to help make a significant impact on addressing unmet medical needs. The Pfizer focus on rare disease builds on more than two decades of experience, a dedicated research unit focusing on rare disease, and a global portfolio of multiple medicines within a number of disease areas of focus, including hematology, neuroscience, and inherited metabolic disorders.

Pfizer Rare Disease combines pioneering science and deep understanding of how diseases work with insights from innovative strategic collaborations with academic researchers, patients, and other companies to deliver transformative treatments and solutions. We innovate every day leveraging our global footprint to accelerate the development and delivery of groundbreaking medicines and the hope of cures.

Click [here](#) to learn more about our Rare Disease portfolio and how we empower patients, engage communities in our clinical development programs, and support programs that heighten disease.

### **Working together for a healthier world®**

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Our global portfolio includes medicines and vaccines as well as many of the world’s best-known consumer health care products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world’s premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, we have worked to make a difference for all who rely on us. We routinely post information that may be important to investors on our website at [www.pfizer.com](http://www.pfizer.com). In addition, to learn more, please visit us on [www.pfizer.com](http://www.pfizer.com) and follow us on Twitter at [@Pfizer](#) and [@Pfizer News](#), [LinkedIn](#), [YouTube](#), and like us on Facebook at [Facebook.com/Pfizer](https://www.facebook.com/Pfizer).

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<sup>i</sup> National Heart, Lung, and Blood Institute. US National Institutes of Health. Sickle cell disease research & care. <https://www.nhlbi.nih.gov/news/spotlight/fact-sheet/sickle-cell-disease-research-care>. Accessed May 26, 2016.

<sup>ii</sup> EURORDIS Rare Diseases Europe. What is a rare disease? <http://www.rarediseaseday.org/article/what-is-a-rare-disease>. Accessed November 17, 2016.

<sup>iii</sup> Pfizer Inc. Rare Disease. Areas of focus. <http://www.pfizer.com/health-wellness/disease-conditions/rare-diseases/areas-of-focus>. Accessed August 25, 2017.