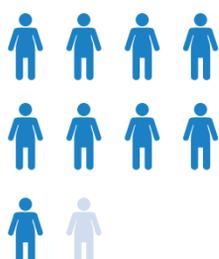


# CHANGING THE narRAtive

## ...IT TAKES TWO

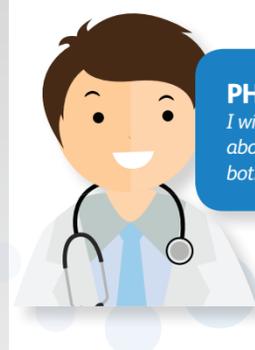
### TREATMENT DECISIONS SHOULD BE A TWO-WAY STREET.

**NEARLY 9 IN 10 PHYSICIANS** believe that engaged patients tend to be more satisfied with their treatment experience.<sup>1</sup>



### SPEAK UP DURING YOUR RHEUMATOLOGIST VISIT!

**61% OF PATIENTS WITH RA** report feeling uncomfortable raising concerns and fears with their physician.<sup>2</sup>



**PHYSICIANS:**  
I will ask my patients to participate in decisions about their overall management plan, so we both know we're working toward their goals.

**NEARLY 1 IN 3 PATIENTS WITH RA** worry that if they ask too many questions, they might be seen as a difficult patient.<sup>2</sup>



**PHYSICIANS:**  
I will listen to my patients and use open-ended questions that require more than "yes" or "no" to ensure my patients feel comfortable asking me anything.

**PATIENTS:**  
I will prepare for each visit with my physician by writing down how I have been feeling and discuss if I feel my current treatment is effective.



**PATIENTS:**  
I realize that to get the best care possible, I need to share my concerns with my physician.

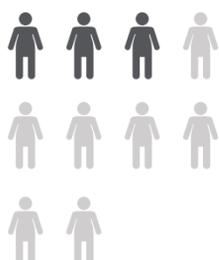


### AGREEING ON AN RA MANAGEMENT PLAN MATTERS!

**74% OF PHYSICIANS** believe that developing a disease management plan with their patients is a key to success.<sup>1</sup>



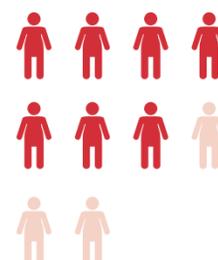
**YET ONLY 3 IN 10 PATIENTS** with RA report having developed such a plan.<sup>2</sup>



**66% OF PHYSICIANS** believe their patients said they feel "good enough" even though RA still affects their daily life.<sup>1</sup>



**7 IN 10 PHYSICIANS** say their patients often settle for a treatment that only makes them feel "good enough".<sup>1</sup>



**PHYSICIANS:**  
I will use the last few minutes of each visit to make sure patients leave knowing their next steps.



**PATIENTS:**  
I won't say "I'm okay/good" if I'm not. I will be honest and upfront with my physician on how I feel.

**PATIENTS:**  
I will take notes on discussions with my physician and ensure I have goals for my next appointment.



**PHYSICIANS:**  
If a patient says "I'm okay/good," I will not accept at face value. I will dig deeper and ask more questions.



The RA NarRAtive global surveys, which were fielded among more than 1,700 rheumatologists and 3,900 people living with RA, assessed the physician-patient relationship and attitudes towards disease status, communication and treatment satisfaction. The RA NarRAtive initiative is directed by 39 healthcare professional and patient advocacy group leaders.

1. 1.Data on file. Pfizer Inc, New York, NY. [RA NarRAtive Physician Survey. 2016.]  
2. 2. Data on file. Pfizer Inc, New York, NY. [RA NarRAtive Patient Survey. 2016.]

