



Pfizer's MEG Announces Women's Health Platform

Pfizer's Medical Education Group (MEG) is pleased to announce the launch of a **Women's Health Platform** – a foundation upon which multiple RFPs and initiatives will be developed and supported with a collective goal toward improving the care of women between the ages of 45 and 64. This particular patient population presents with a unique intersection of need: their health is increasingly important, but they are forced to juggle this new focus with other priorities.

Why focus on women, and why ages 45-64?

- Disparities are present in women's health care related to gender, race, and socioeconomic status¹
- Stroke risk factors are managed less aggressively in women²
- Menopause is poorly managed in women^{3,4}
- A holistic perspective for the management of women is lacking⁵

The first RFP to be published as a part of this platform is titled **Prevention of Stroke in Women**. Our goal is to seek proposals and ultimately support initiatives that attack this specific clinical problem in a holistic fashion – addressing HCP performance gaps, as well as system deficiencies that contribute to the sub-optimal care of the female patient. Future RFPs will focus on disparities and practice gaps in conditions important to this patient population. Examples include (but are not limited to): *Menopause Management, Urinary Incontinence, Fibromyalgia, Osteoporosis Counseling, Metabolic Disease and Depression*.

Future announcements will provide more specific details regarding this exciting new approach to closing practice gaps and improving patient care. Please feel free to contact the MEG team via one of the options listed below with any questions you might have.

1-866-MEG-4647 (international callers use 212-209-8997) or email mededgrants@pfizer.com

References

1. Healthy People 2020, [U.S. Department of Health and Human Services](#)
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4. [Schonberg MA](#), [Wee CC](#). Menopausal symptom management and prevention counseling after the Women's Health Initiative among women seen in an internal medicine practice. *J Womens Health (Larchmt)* 2005;14:507-14
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