



## 2022 Manufacturer of the Year

### ***Innovation and Leadership***

Pfizer has a longstanding commitment supporting specialty disease patients through the development of novel breakthrough therapies that change patients' lives. Our support of the patient journey, especially in the areas of oncology, inflammation, and rare diseases, is aligned through the support of our broad and varied specialty pharmacy (SP) collaborator network. Our SP collaborators work together with our team to design and implement enhanced services programs, for over 21 specialty therapies, that support patients through their specialty journey and remove roadblocks that address patient challenges. Pfizer regularly shares knowledge and insights through our dedicated Specialty Pharmacy team and supports Specialty Pharmacy in multiple ways to improve the patient experience. Examples include:

- Regular PBR and other SP discussions to share data insights and discuss marketplace events, program logistics and challenges
- Availability of regular medical presentation offerings to provide the most up to date clinical information
- Development of over 836 patient enhanced service programs impacting 32,405 SP patients in 2021. These programs were developed through medical and patient journey mapping, data analysis and patient journey mapping and SP collaboration.
- Strong HUB and patient support services across the portfolio
- A multi-level program review and compliance process to ensure integrity and patient safety.
- Unique and novel digital and technology programming and resources to better engage patients and help provide a better experience. i.e., Mabu Digital companion, 2-way texting, Amba.

Based on our knowledge, expertise and commitment to specialty pharmacy, the Pfizer team appreciates the opportunity to be considered for this prestigious award.

### ***Cost Management***

Our Advocacy and Professional Relations Team is a dedicated set of colleagues that focus their attention on supporting the initiatives and patients served by both national and regional advocacy organizations across the majority of specialty disease states. This team collaborates with advocacy partners to develop programs that solve patient issues including affordability, knowledge of resources and access to care. Our Professional Relations team provides similar support to major provider societies to assist those organizations in supporting the patients they serve. Pfizer has developed HUB service programs across all of the major specialty disease states to support patients and SP's in resolving financial challenges and other access issues. These HUB services are designed to



## 2022 Manufacturer of the Year

complement, but not replace, the excellent work that Specialty Pharmacy provides to clinicians and their patients. HUB Service personnel are dedicated specifically to the disease state(s) they support to allow for a strong knowledge base and a deep understanding of both provider and patient issues. HUB services support many processes and resources including BI/PA and appeals resolution support, affordability resources including co pay cards/vouchers PAP. In addition, the HUB's support eRX and other technologies to streamline communication and improve efficiencies. Pfizer has also recently committed to an Equity stance on product pricing.

### ***Specialty Pharmacy Business Model Acumen***

Pfizer's dedicated team of 40+ individuals demonstrates and leads in the understanding of the specialty pharmacy service and business model and needs. This team has deep understanding of the unique challenges of both specialty pharmacy and patient journey and, a willingness to develop collaborative and unique solutions to optimize high quality patient care. Pfizer was recently evaluated by the third party HIRC and was ranked #1 in the 2022 HIRC SP Pharmacy Provider Survey for Best in Class Manufacturer Collaborations, Data Collaborations, and was in the top 3 across all other major categories. Our performance on the yearly HIRC survey remains consistently in the top rankings as well as recognition from other 3rd party organizations. The Pfizer Team is constantly developing new and innovative enhanced services programs with our specialty pharmacy collaborators while at the same time modifying and enhancing our current 836 programs through rigorous evaluation of data and pilot projects, marketplace changes, integration of new technologies and, streamlining processes to improve efficiencies. Specific examples of programming and resources

- Dedicated SPP patient materials ordering portal
- Enhanced SP efficiency through streamlined PBR (Business Review) process, consolidated therapeutic area contracting and a streamlined change order form for minor agreement changes
- Digital integration and technology program and pilot examples:
  - MABU/AI development and programs,
  - Pfizer digital solution (Amba)
  - Two-way texting, Smartcap technology
  - HUB solutions

Pfizer remains committed to enhancing the patient journey and patient engagement and improving the quality of care through our specialty pharmacy collaborators.

### ***Community Involvement***



## 2022 Manufacturer of the Year

- Pfizer actively supports the work of the national pharmacy associations from a policy and legislative area. The Pfizer team continues to be an active member of NASP by sitting on the Board of Directors and participating on multiple committees. Pfizer is committed to continuing to align our support of NASP in its' grassroots advocacy efforts.
- Pfizer is ranked #1 by patient groups on PatientView's Corporate Reputation of Pharma 2021 survey. Pfizer actively supports the work of the specialty pharmacy patient through multiple avenues including Pfizer's:
  - Ready for Cures Program - increases patient access to life-saving medication and fostering policies that support the use of affordable, effective treatments like biosimilars and the need rebate reform so that patients can see lower out-of-pocket costs
  - An Accord for a Healthier World - seeks to close the health equity gap for 1.2 billion people living in 45 lower-income countries around the world by addressing systemic barriers that delay, limit, or prevent access to medicines and vaccines.
  - Multicultural Health Equity Collective (MHEC) - Improving health equity across US ethnic groups and other underrepresented communities facing significant health disparities through advocacy for access, dismantling SDOH barriers, diversity in clinical trials and disease awareness.
  - Foundation donated \$40 million in charitable grants and expanded product access to combat the COVID-19 pandemic. Pfizer met patient needs by evolving its U.S. Patient Assistance Program and donating additional critical medicines and vaccines. In addition, Pfizer employees that are healthcare providers were mobilized to support the front-line efforts when staffing was short.