



Pfizer Inc.

Nominated by Allison Shuster, Director, Pharmacy Development, Pfizer Inc

Pfizer has a longstanding commitment supporting specialty disease patients through the development of novel breakthrough therapies that change patients' lives. Pfizer has 102 discovery projects in our current pipeline and are planning to launch 19 new therapies or indications in the next 18 months. Patient journey support, including oncology, inflammation, and rare diseases, is coordinated through the support of our extensive specialty pharmacy (SP) network. Pfizer collaborates with our pharmacies to design and implement enhanced services programs, for over 30 specialty therapies, that support patients through their specialty journey and remove roadblocks that address patient challenges.

We regularly provide insights through our dedicated Specialty Pharmacy team which focus on improving the patient experience.

Examples include:

- Pfizer funded learnings-based project on identifying and closing vaccine gaps in the specialty pharmacy for the RA population.
- 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 multiple patient enhanced service programs impacting 33,783 SP patients in 2022, an increase of 5% over 2021. These programs were developed through medical and patient journey mapping, data analysis and SP collaboration.
- Strong HUB and patient support services across the portfolio
- New app in India to improve PAP enrollment process
- A multi-level program review and compliance process to insure integrity and patient safety.
- 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.
- Using AI from the drug life cycle to patient apps to support their journey in a certain disease states

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

Pfizer has a longtime commitment to specialty patients and patient affordability through its various teams, support programs and resources. 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 most 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 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 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 e-RX and other technologies to streamline communication and improve efficiencies. Pfizer has also recently committed to an Equity stance on product pricing.

Pfizer continuously supports through advocacy organizations, the ability to provide high quality medication access and affordability for patients. Getting the right drug, to the right patient, at the right time is an enduring focus.

Pfizer's dedicated team of 40+ individuals demonstrate and lead 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 and 2023 HIRC SP Pharmacy Provider Survey for Best-in-Class Manufacturer Collaborations, Data Collaborations, and was in the top 2 -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 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
 - Novel pilot in specialty at retail



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

- Pfizer actively supports national pharmacy associations' work in the 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 consistently ranked in the top by patient groups on Patientview's Corporate Reputation on Pharma. 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 and the need for rebate reform for lower out-of-pocket costs for patients.
- 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. The initiative will make 23 patented products available at a not-for-profit price with new medicines and vaccines added after launched and approved. We will also work with the countries to help ensure an expedited regulatory process and a secure supply chain.
- 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.
- 1 billion doses of COVID vaccine provided at not-for-profit prices and another billion prices according to the country's ability to pay.
- Reached 1 billionth Zithromax donation towards Trachoma Elimination by 2030
- The first ever Health Equity Action Summit convened by Pfizer's Multicultural Health Equity Collective gathered leaders from across the healthcare sector to identify innovative solutions addressing critical gaps in equitable healthcare and barriers to quality care.