

Global Patient Affairs

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Pfizer Global Patient Affairs

Patient-centricity through systematically integrating the patient's voice across the medicine development lifecycle

Driving more impactful and efficient medicines development with patients through inclusion, information and technology



Patient-centricity built in

- ***Inclusion***

- *Engage internally* to systematically include patient experiences and prioritized outcomes to facilitate efficient and effective development decisions
- *Collaborate externally* with key industry, advocacy, patient groups and regulatory authorities to influence engagement methods, frameworks and policy

- ***Information***

- *Exchange transparent, relevant information* with patients in an empowering and convenient manner

- ***Technology***

- *Ensure holistic technology approach* with a focus on medical software

Patient-centricity: the next horizon

- **From listening**
 - Understanding the patient journey
 - Empathy
- **To strategic integration of the patient experience**
 - Alignment of priorities
 - Engagement and inclusion in development
 - Transparency and sharing relevant, understandable information
- **Practical framework for systematic patient inclusion**
 - Two questions to start asking
 - Did we ask patients?
 - Did we change anything after their input?
- **Establish meaningful patient-centricity goals and tools for measurement**

Alumni association for patients who've participated in a Pfizer clinical trial

Pfizer Link

Linking you to an online clinical trial community

[Home](#) | [About Pfizer Link](#) | [Sign Up Now](#) | [Clinical Trials FAQ](#) | [Participant Login](#)

Welcome to the Pfizer Link Website!

Pfizer Link is an online community for study subjects who have completed their participation in a Pfizer sponsored clinical trial. Pfizer Link gives participants access to relevant health information and information about future opportunities to participate in research.

Monthly Health Observances

- [Ovarian Cancer Awareness Month Volume 7](#)
- [Important Things to Know about Ovarian Cancer Volume 7, Article](#)
- [Psoriasis Awareness Month Volume 6](#)
- [Archives](#)

Testimonial

"I participated in a study for overactive bladder and was impressed with how organized and thorough the study was. From the materials to read, to the directions on dosage and how to track my experiences throughout the study — it was all perfectly executed. Overall, this made the trial extremely easy to integrate into my everyday life. I enjoyed participating and would not hesitate to do it again."

- Patient and Participant on a Pfizer OAB Study -

New to Pfizer Link?
Sign up now

[Learn about phases of clinical development](#)

Contains

- › Lay clinical summaries
- › Insights from patients
- › Returning personal clinical data to patients

<http://www.pfizerlink.com/>

Public facing website to share Pfizer's work on patient reported outcomes and validation

Welcome to PfizerPatientReportedOutcomes.Com

This site contains current information on validated measures developed by Pfizer in various therapeutic areas including **CV/METABOLIC**, **NEUROSCIENCE**, **ONCOLOGY**, **PAIN**, **SEXUAL HEALTH**, **UROLOGY**, and **WOMEN'S HEALTH**. It is designed to be a resource for up-to-date versions and translations of many available measures used to assess patient-reported outcomes.

Please note that some measures are designed to be used for clinical research for outcome assessment and some measures are designed to be used as a screening tool (Please see **SCREENERS**). Measures are not designed to be used as a diagnostic tool.

Measures found under each of these main therapeutic areas include detailed background information and relevant references.

Measures may be ordered by going to the **ORDER MEASURES** page. Please note that fees may apply for use.

TRANSLATIONS are available in a variety of languages.

All measures will be emailed with a scoring manual and translation certificate.

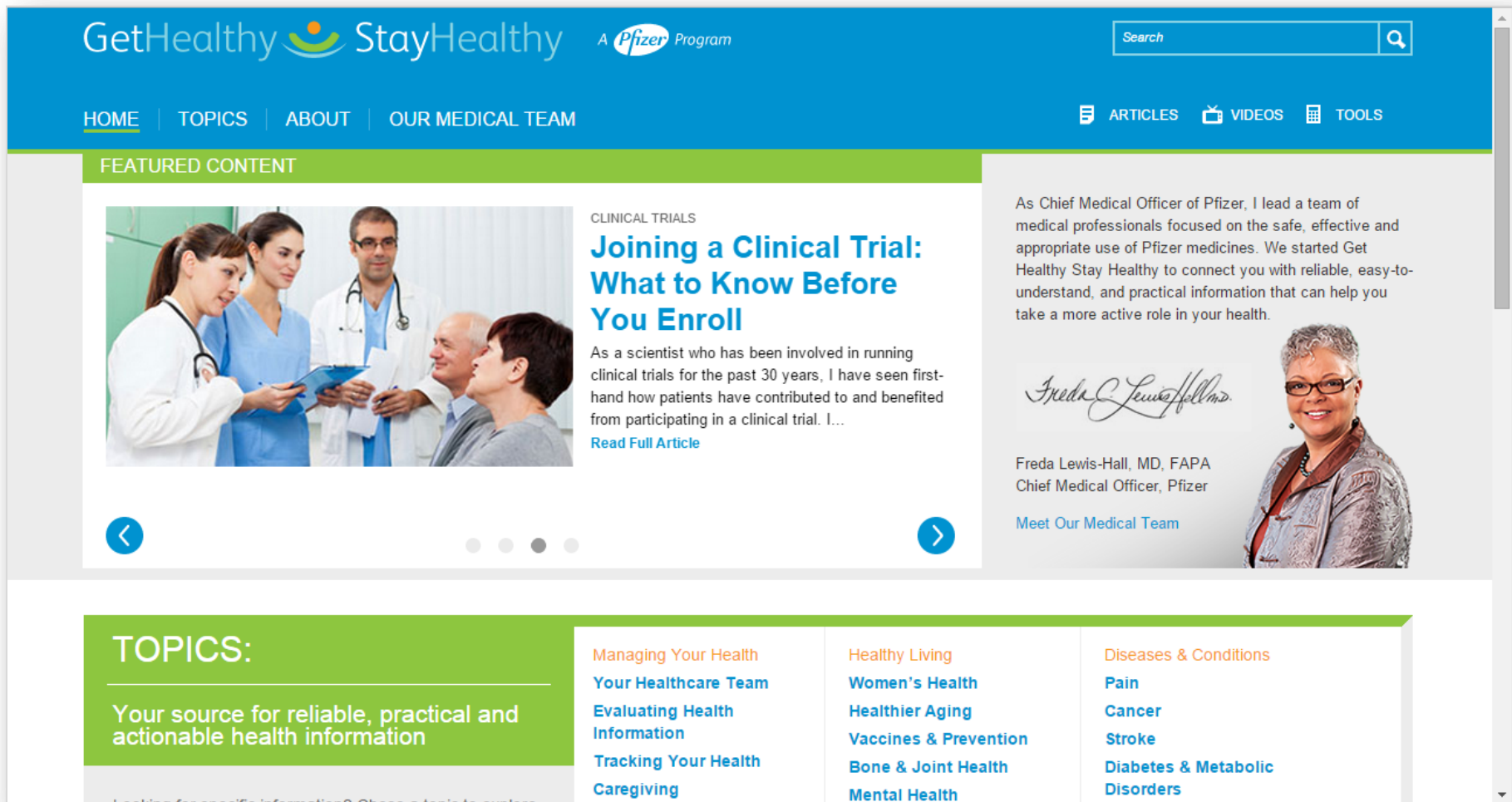
Please be advised that all measures have been developed to be completed via paper unless otherwise indicated. Equivalence testing may be required when a measure is migrated from paper to an electronic device (e.g., ePRO, web-based, IVRS). Please provide screenshots/scripts (where appropriate) of migrated measures so that we may ensure that the intent of the paper version has been replicated.

Coons et al., 2009:12(4):419-429.

Type of Use	First Language Version (Per Project Per Study)	Additional Language Versions (Per Project Per Study)
Academic research	No Charge	No Charge
Individual clinical practice	No Charge	No Charge
Commercial research	\$2000	\$1000

*Fees do not apply to PHQ, GAD-7 and PainDetect

<http://www.pfizerpatientreportedoutcomes.com/>



The screenshot shows the homepage of the GetHealthy StayHealthy website, a Pfizer program. The header features the site's name and a search bar. The main navigation includes Home, Topics, About, and Our Medical Team. A featured content section highlights an article on clinical trials, accompanied by a photo of medical professionals. To the right, a bio for Freda Lewis-Hall, MD, FAPA, is shown with her signature and a portrait. A topics section at the bottom lists various health categories.

GetHealthy StayHealthy A Pfizer Program

HOME | TOPICS | ABOUT | OUR MEDICAL TEAM

ARTICLES | VIDEOS | TOOLS

FEATURED CONTENT

CLINICAL TRIALS
Joining a Clinical Trial: What to Know Before You Enroll

As a scientist who has been involved in running clinical trials for the past 30 years, I have seen first-hand how patients have contributed to and benefited from participating in a clinical trial. I...

[Read Full Article](#)

As Chief Medical Officer of Pfizer, I lead a team of medical professionals focused on the safe, effective and appropriate use of Pfizer medicines. We started Get Healthy Stay Healthy to connect you with reliable, easy-to-understand, and practical information that can help you take a more active role in your health.

Freda Lewis-Hall, MD, FAPA

Freda Lewis-Hall, MD, FAPA
Chief Medical Officer, Pfizer

[Meet Our Medical Team](#)

TOPICS:
Your source for reliable, practical and actionable health information

Looking for specific information? Choose a topic to explore

- Managing Your Health
- Your Healthcare Team
- Evaluating Health Information
- Tracking Your Health
- Caregiving
- Healthy Living
- Women's Health
- Healthier Aging
- Vaccines & Prevention
- Bone & Joint Health
- Mental Health
- Diseases & Conditions
- Pain
- Cancer
- Stroke
- Diabetes & Metabolic Disorders

<http://www.gethealthystayhealthy.com/>

Patients to Trials Consortium

- Project Home
- Project Summary
- The Team
- Project updates
- Project Materials
- Project timelines
- Contact Us
- Sitemap

Join Our Discussion



Join the Discussion

Template tips

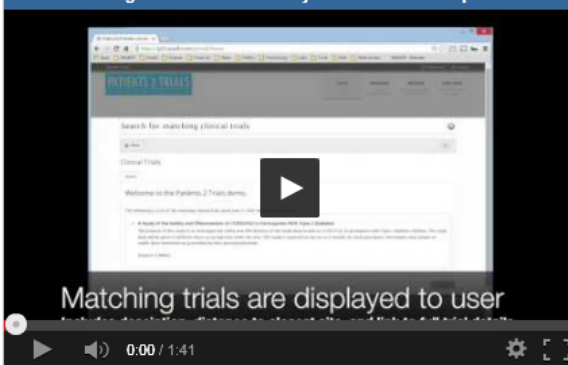
Learn more about working with templates.

How to change this sidebar.

Project Home

Note: this demo has no audio - don't worry about adjusting your settings.

Demo: Finding Clinical Trials with your Blue Button+ profile.



Matching trials are displayed to user

Messages

Demo of Prototype available

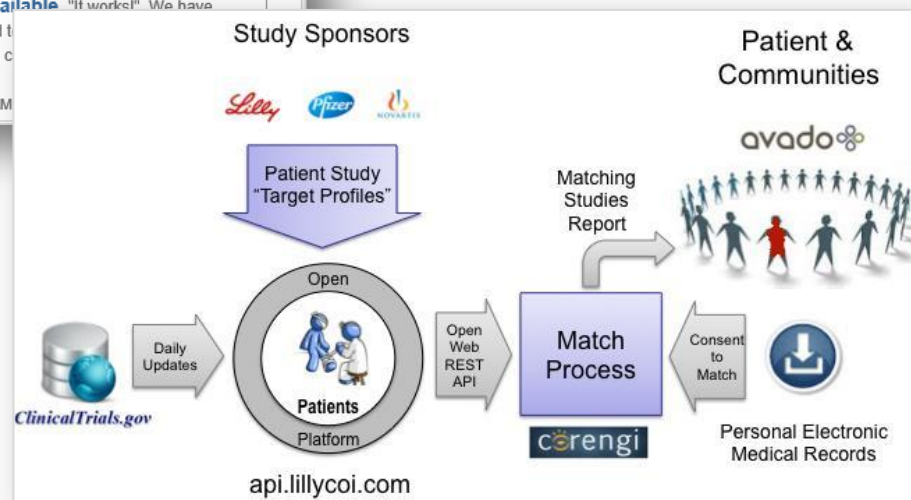
successfully developed and t platform. In this demo, you c account on a patient ...

Posted Jun 25, 2014, 10:15 AM

Developing new treatments for diseases depends on clinical research studies and 57 percent of Americans say they would be interested in participating in a clinical trial. However, almost half of all studies never reach their recruitment targets. In order to connect patients and researchers, Novartis, Pfizer and Eli Lilly and Company, are partnering in the U.S. to provide a new platform to improve access to information about clinical trials. The

- **A partnership between Pfizer, Lilly, and Novartis will provide**
 - a new platform to improve access to information about clinical trials for patients and providers.
 - Enable patients to find, understand and “match” to clinical studies that meet their needs.

One project objective is to support the technology platform, developed by Lilly, to facilitate access to the information on clinicaltrials.gov through an Application Programming Interface (“API”),



Kids and Families Impacting Disease through Science

- Advisory group of children, adolescents and families focused on understanding, communicating and improving the process of medical innovation for children.
- Sponsored by the American Academy of Pediatrics (AAP) Section on Advances in Therapeutics and Technology (SATT) in collaboration with local AAP Chapters, children's hospitals, local schools and other partners.
- KIDS objectives:
 - Learn, teach, and advocate for medicine, research, and innovation that improves the health and well-being of children;
 - Engage in projects and consultation activities with hospitals, researchers, and other partners in the public and private sectors;
 - Provide input on research ideas, innovative solutions, unmet pediatric needs, and priorities;
 - Contribute to the design and implementation of clinical studies for children (e.g., assent, monitoring tools, schedules, etc.);
 - Serve as a critical voice for children and families in medicine, research, and innovation.
- **iCAN (International Children's Advisory Network)**
 - Consortium for youth advisors to connect, share, and collaborate internationally in medicine, research and innovation