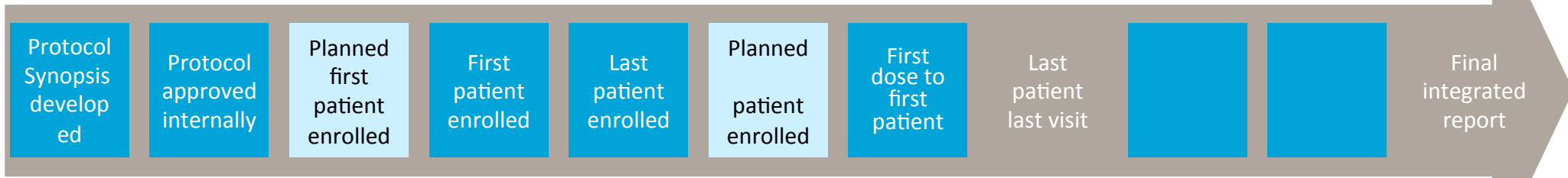


# Development Cycle-Time Metrics (We're Pretty Good at This)

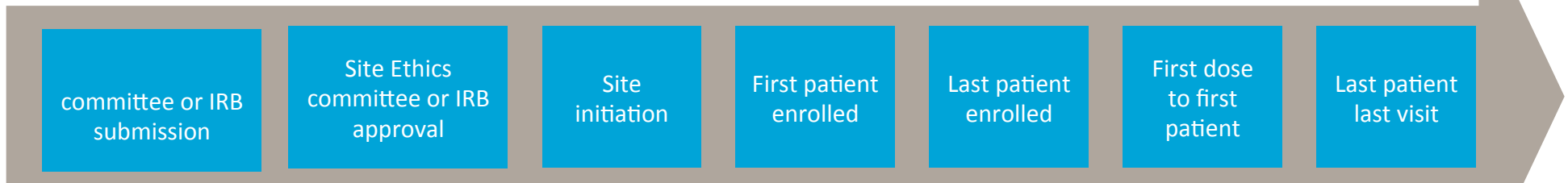
## Study level



## Country level



## Site level



# Patient Engagement @ Pfizer, Inc.

## Current State:

- There is no universally accepted standard for “how” and “when” patient involvement should take place in medicine development and life cycle management. Current patient involvement is inconsistent and organizationally fragmented.

## Patient Engagement Strategic Intent

- By driving patient-centricity at Pfizer, we will systematically integrate the patient’s voice across the medicine development lifecycle. In doing so, our medicines will deliver more relevant and impactful patient outcomes by addressing unmet patient needs. As a result, medicine development will be faster, more efficient, and more productive.

# Clinical Innovation Patient Engagement Framework

## Pre-study Planning & Recruitment

Pfizer.com TrialFinder Study Pages

Patient to Trial API

PfizerLink PRO Data

Patient Recruitment KM Wiki

ePharmasolutions Referral+

ePatient Finder & Stimulating Referrals

Pharmacy Outreach

Live Protocol Simulations

Patient Insights - PGCT

## Conduct



BYOD ePRO  
Drug intake diary



Sensor



eConsent



Education materials (trial, drug, disease, etc.)



Scheduler, reminders and alerts (basic)



Participant dashboard



eVisit/video conferencing & Home visits



EHR integration  
eSource

## Post Trial

PfizerLink



BlueButton



Patient Lay Summaries

Patient Engagement Playbook / Toolkit / Policy Dependencies

# Patient Group Engagement – Finding Our Voice

## Study Objectives

- The primary objective of the **Rare Disease Patient Engagement Best Practices Survey** was to support the Rare Disease Patient Engagement Working Group in setting a agenda for a workshop. The workshop planned to discuss challenges and opportunities in patient engagement and communications for Pfizer Rare Disease. The feedback from representatives was sought on the following issues:
- What are the **challenges** representatives experience in trying to **execute** on **patient engagement activities**?
- What are the **policies** that representatives feel that **need to be changed** in order to better engage with rare disease patient communities?
- Which **engagement opportunities** are **important** for the representatives but are currently **not easy to do at Pfizer**?
- What **background materials** do the representatives need before the workshop?

## Research Approach

- To gain insight into the key questions of the study, an online survey was fielded to **62 stakeholders**:
  - The response rate was **~38%**
- For **closed-end** questions in the survey, the **frequency analysis** was conducted and presented in the form of **stack charts**
- For **open-end** questions, the **responses** of colleagues were **analyzed** and **categorized** into common **themes**



# Patient Group Engagement: Not Easy to Do (or Measure) at Pfizer

Potential Opportunities



Perceived Challenges



**Involving Patients / Advocates in the Clinical Development Process**

**Providing Adequate Resource Allocation to have a Deeper and Wider Coverage**

**Finding New Avenues for Deeper Engagement with Patient / Advocacy Groups**

**Engaging Patients and Advocacy Groups to Share their Experience**

**Developing Relationship with Patients and Advocacy Groups by Engaging them through Seminars / Meetings**

**Allowing Sharing of Information with Patient Advocacy Groups**

**Ensuring Senior Management Trusts Subordinates and Understands the Importance of Patient / Advocate Engagement**

Source : Provide examples of patient/advocate engagement opportunities/activities you believe are important, but are currently not easy to do at Pfizer



# Best Practices to Strive For



## Best Practices

**Including Patient Voice / Representative in Development and Planning**

**Engaging through a Single Point of Contact**

**Having a Patient Advocacy Resource For Improved and Transparent Coordination within Teams**

**Employing Holistic Communication to Show Pfizer's Commitment to People**

**Ensuring Meaningful Engagement / Discussion with Patients / Advocacy Groups**

**Leveraging Engagements with Advocates for Right Diagnosis and Treatment of Patients**

Source : As it relates to patient/advocate engagement, what is a Pfizer "Best Practice" you would like to strive for?



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# Policy / Practices that Need to be Modernized



## Modernization of Policy / Practices

Communication Policies, especially Confidentiality on the Pipeline / Asset in Development

Policies That Inhibit Interaction with Patients and Community at Personal Level

SOP / Policies Related to Interactions with Patients / Advocacy Groups

Legal Operating Practice Related to Interaction with Patient Advocates / Patient Engagement

Financial Resource Allocation

Source : What Pfizer policy/practices need to be changed/improved/re-evaluated in order to better engage with rare disease patient communities/advocacy groups?



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# Patient Group Engagement: Establishing New Measurements

## Key Challenges

- ⚠ Inadequate funding and other funding related issues
- ⚠ Unclear guidelines on patient engagement activities
- ⚠ No / Low involvement of patients in clinical development process
- ⚠ Legal constraints
- ⚠ Lack of clarity on the ownership of patients engagement programs

## Opportunities That are Not Easy to Do at Pfizer

- 🔑 Allocating adequate resources to increase coverage of patient engagement activities
- 🔑 Involving patients in clinical development process
- 🔑 Identifying new channels for patient engagement, and developing relationship with patients
- 🔑 Allowing colleagues to share appropriate information with patient groups

## Policy / Practices That Need to be Changed

- 🚫 Confidentiality policy related to product pipeline
- 🚫 Policies that inhibit interaction with patients / advocacy groups
  - Legal operating practice
  - Regulatory and compliance policies

## Best Practices

- ✅ Including patient voice / representative in development and planning
- ✅ Use single point of contact to engage patients
- ✅ Communicate Pfizer's commitment to patients
- ✅ Ensure meaningful dialogue with patient and advocacy groups
  - Leverage discussions to arrive at right diagnosis and treatment for patient

We are Building a New Framework for Measuring our Effectiveness



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