

Chamber Music to Symphony: Integrating Patient Community Insights in Medicine Development Through a Cycle of Internal and External Engagement



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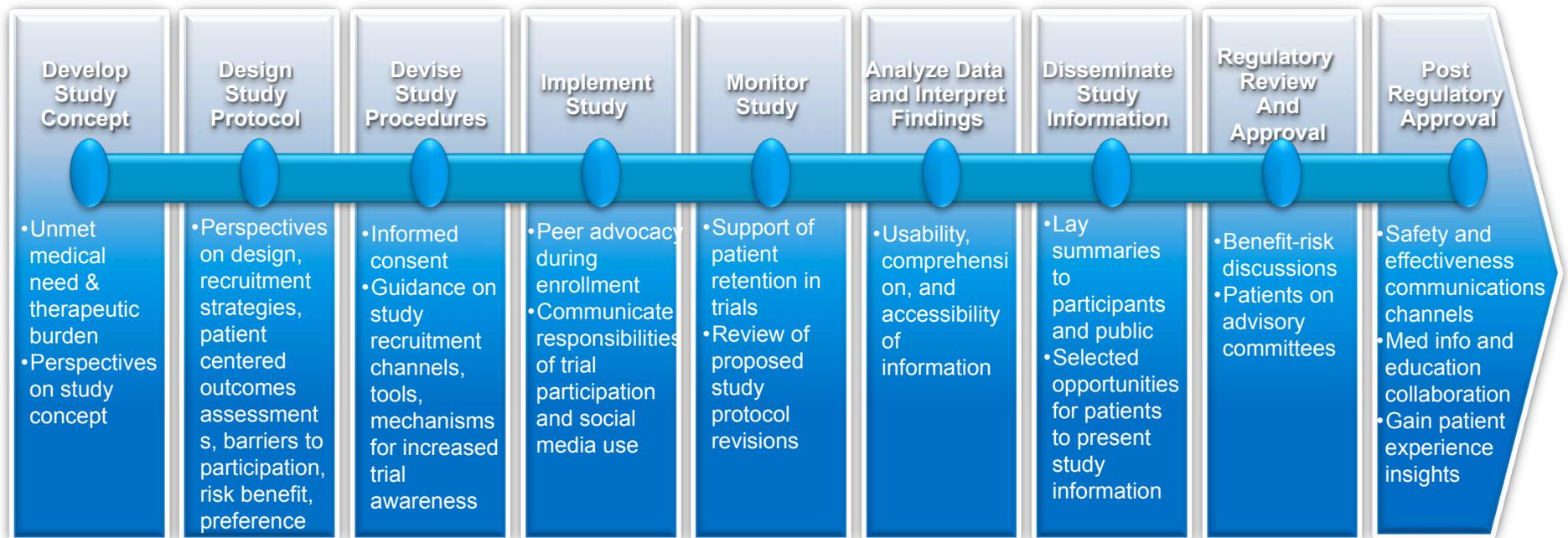
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For Patients With Patients

End to end patient centricity across the patient life course and across Pfizer

Potential patient involvement examples at key points across the lifecycle (dependent on what may be deemed regionally appropriate)



Patient involvement to inform broader Pfizer strategies (e.g. Advocate Advisor Meetings on Access, Policies, Practices, External Bioethics Advisory Panel, External Review Panels for Independent Grants for Learning & Change)



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- The road to more patient centric organizations
 - Culture change
 - Leadership
 - Process change

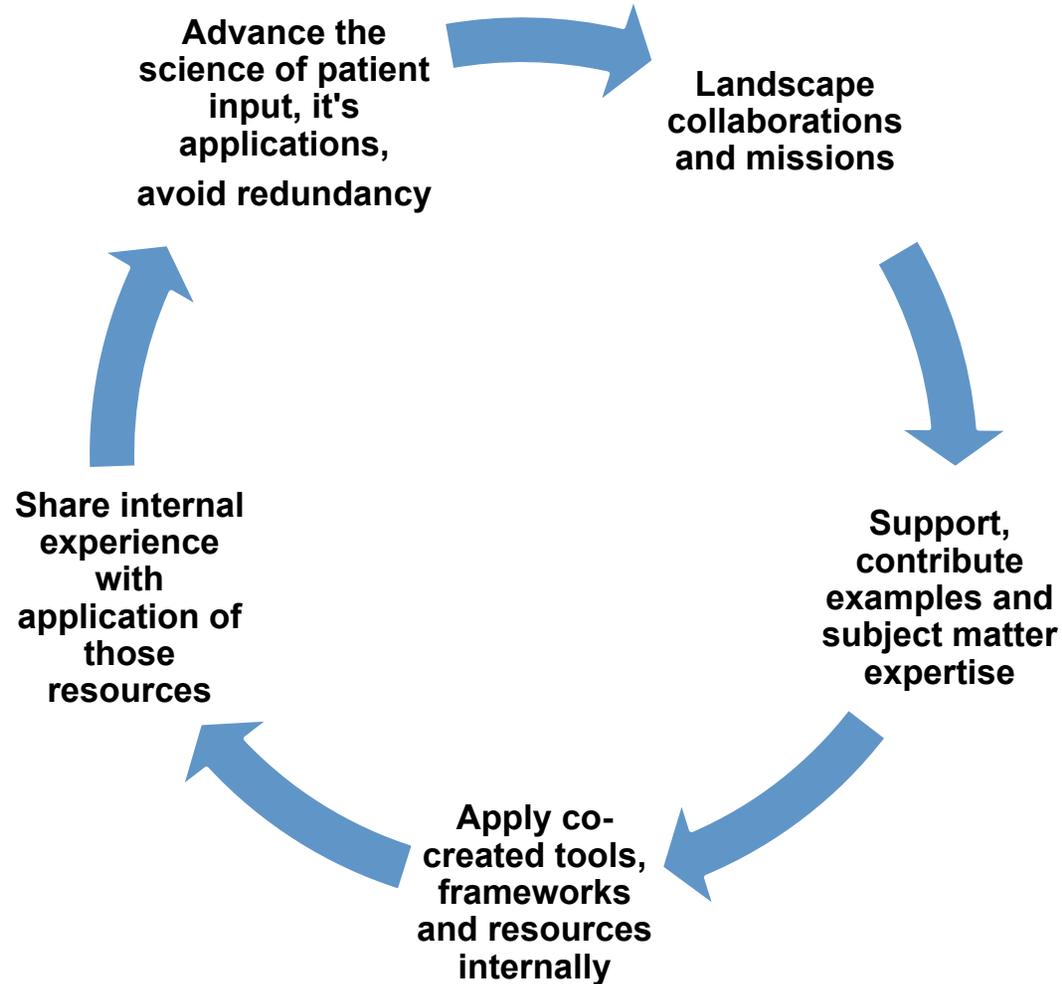


Yeoman G, Furlong P, Seres M, et al. **Defining patient centricity with patients for patients and caregivers: a collaborative endeavour.** *BMJ Innovations* 2017;3:76-83.

Boutin M, Dewulf L, Hoos A, et al. **Culture and Process Change as a Priority for Patient Engagement in Medicines Development.** *Ther Innov Regul Sci.* 2017 Jan; 51(1): 29–38.
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5302122>



Cycle of Internal and External Collaboration



Pfizer Medical

Guiding principles in interactions with patient organizations and patients

- **Mutual respect and independence**
- **Compliance with laws and applicable regulatory codes**
- **Transparency**
- **Management of actual or perceived conflicts of interest**
- **Appropriate information sharing**



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Patient Focused Medicines Development (PFMD):

